

America On the Move

Families, Food and Fitness Webinar

James Hill, PhD

January 20, 2011

What is America On the Move?

- A. A weight gain prevention program for families
- B. A community movement to promote healthful living
- C. An evidence-based, national nonprofit promoting small changes
- D. All of the above

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America On the Move

Mission:

Improve health and quality of life by promoting healthful eating and active living among individuals, families, communities, and society

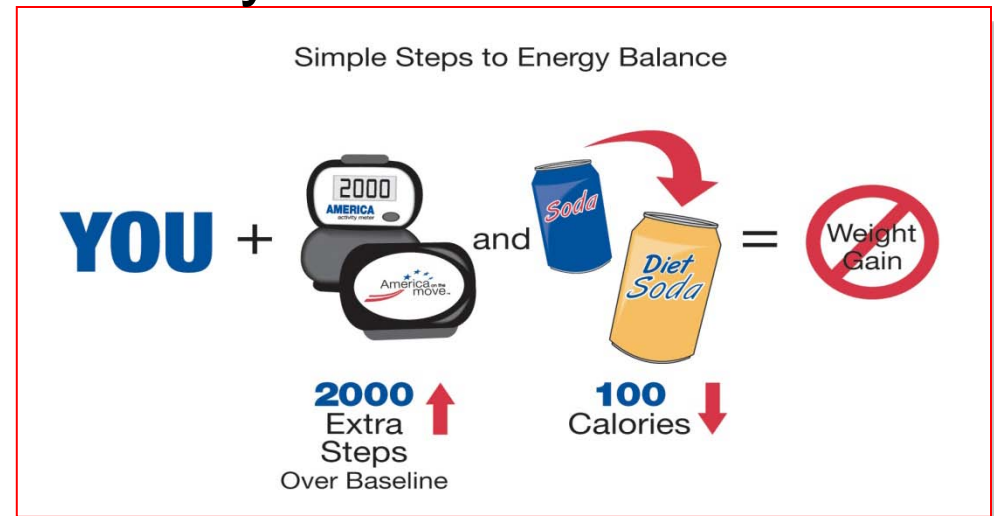
How do we achieve our mission?

America On the Move



AOM helps people avoid the 1 -2 pound annual weight gain experienced by most Americans

Evidence-based small change approach as a gateway to a healthier lifestyle



Our History

1998 - Colorado
on the Move
founded

2005 – National
red carpet launch

2003 - AOM
becomes a
nonprofit corp

2009 - AOM
launches health-
oriented online
community

Our History

Engaged millions over our 10 year history through AOM communities, partnerships and our website

AOM communities:

Colorado
Pittsburgh, PA
Fort Wayne, IN

University of Arizona, AZ
University of Texas System

Partnerships have included:

Healthy Dining Finder
HealthOne
Healthy Mondays
Lean Cuisine
Local news station (CBS4)
National Fluid Milk Processors
Board (MilkPEP)

National Institutes of Health
United States Department of
Agriculture
USDA National Institute of Food
and Agriculture
YMCA
WellPoint Foundation

Why Small Changes

It is what people can do

It can have an impact

Small changes promote more small changes

It proves a framework for collaboration

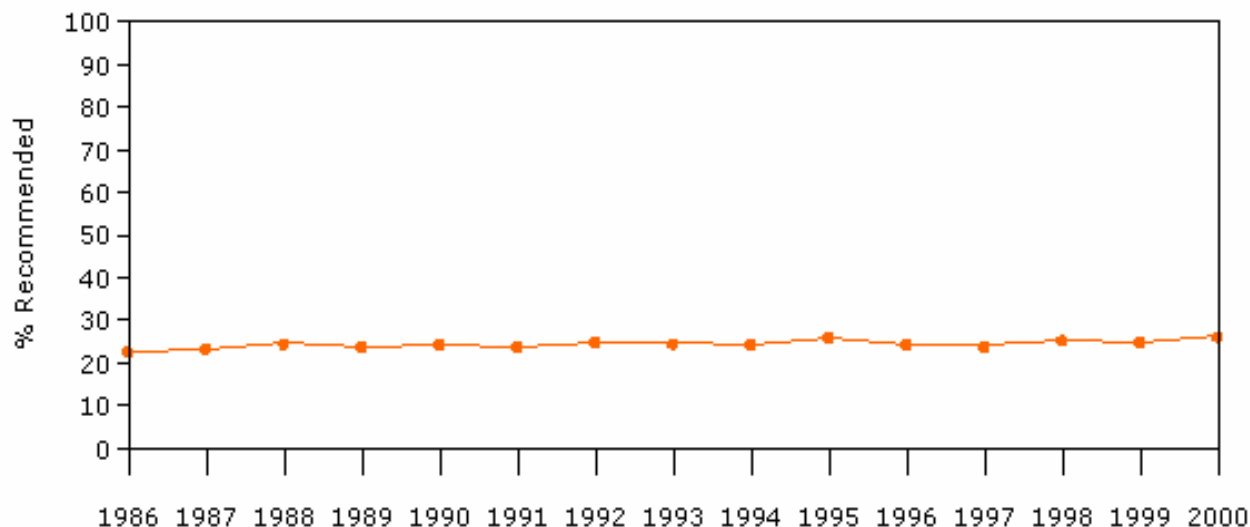
If we could make and sustain big changes, we wouldn't be discussing small changes

Why Small Changes

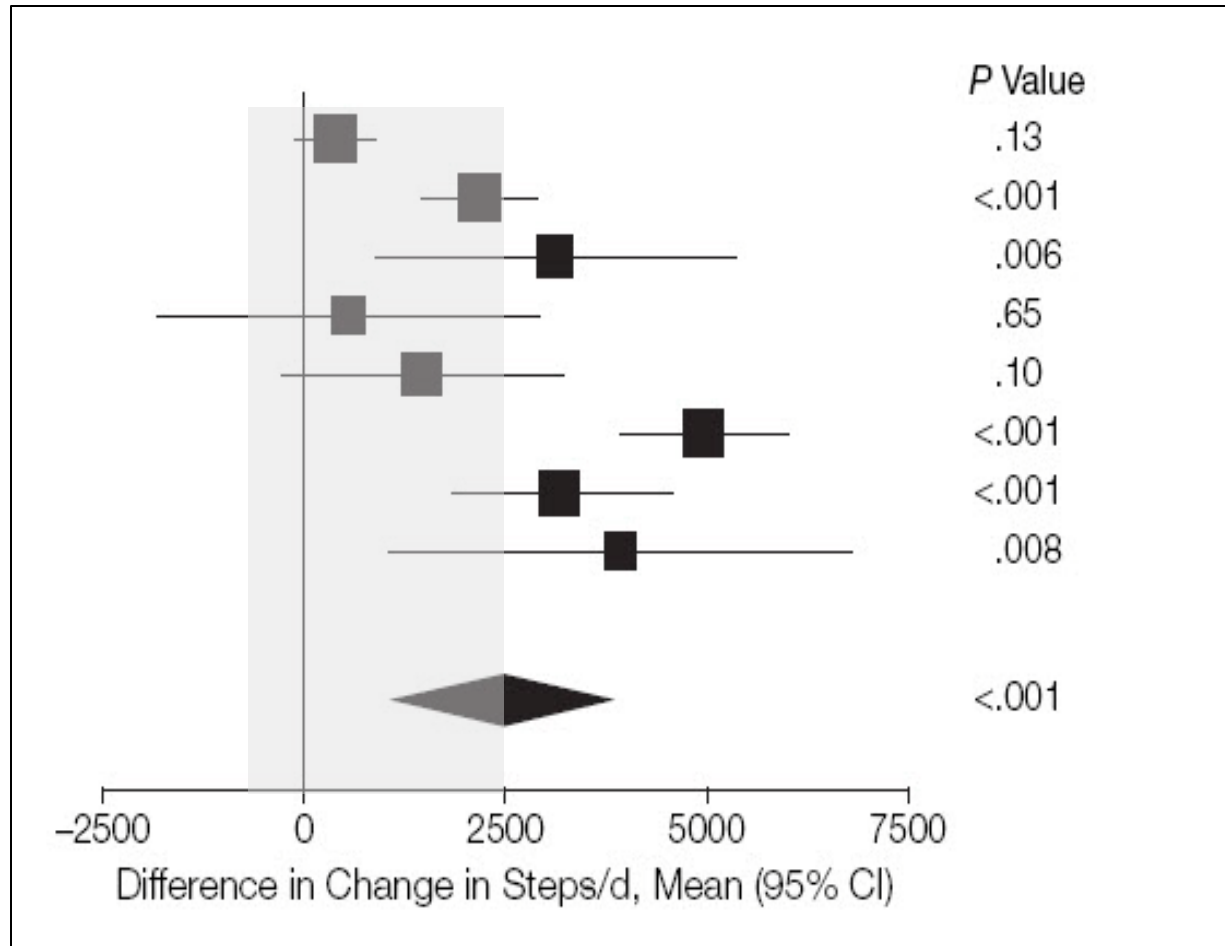


Current Strategies for Increasing Physical Activity are not Working

Trend in Recommended Physical Activity for U.S. Overall



Why Small Changes



Source: D.M. Bravata et al., JAMA 298: 2296-2304, 2007

How much change is needed?

In order to prevent weight gain, the average American needs to:

- A. Eat breakfast everyday and weigh oneself regularly
- B. Engage in moderate exercise for 60 min/day
- C. Eat 100 less kcal/day and/or take an extra 2000 steps/day

How much change is needed?

In order to prevent average weight gain,
Americans need to:

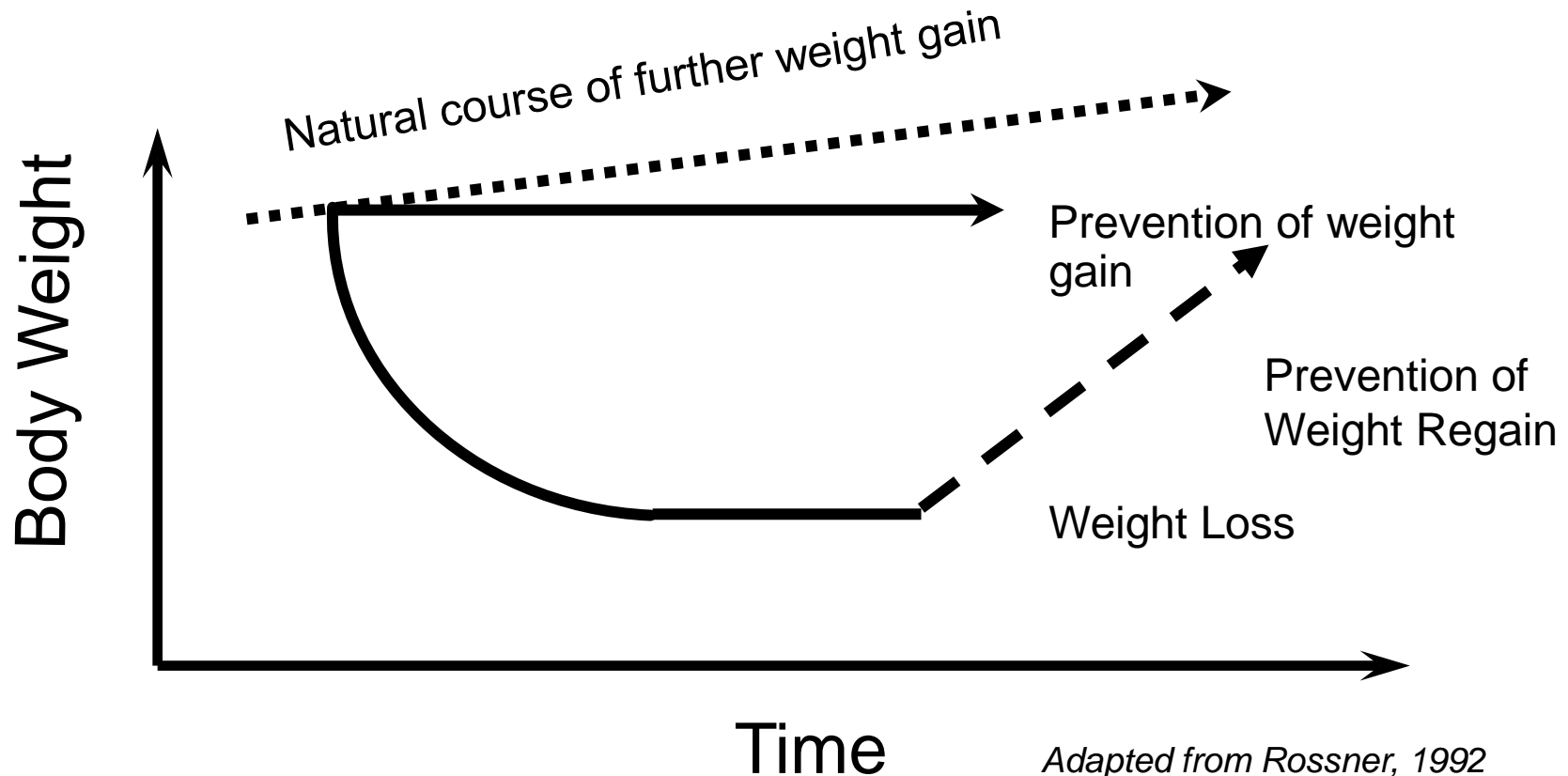
A. Eat breakfast everyday and weigh oneself
regularly

B. Engage in moderate exercise for 60 min/day

**C. Eat 100 less kcal/day and/or take an extra
2000 steps/day**

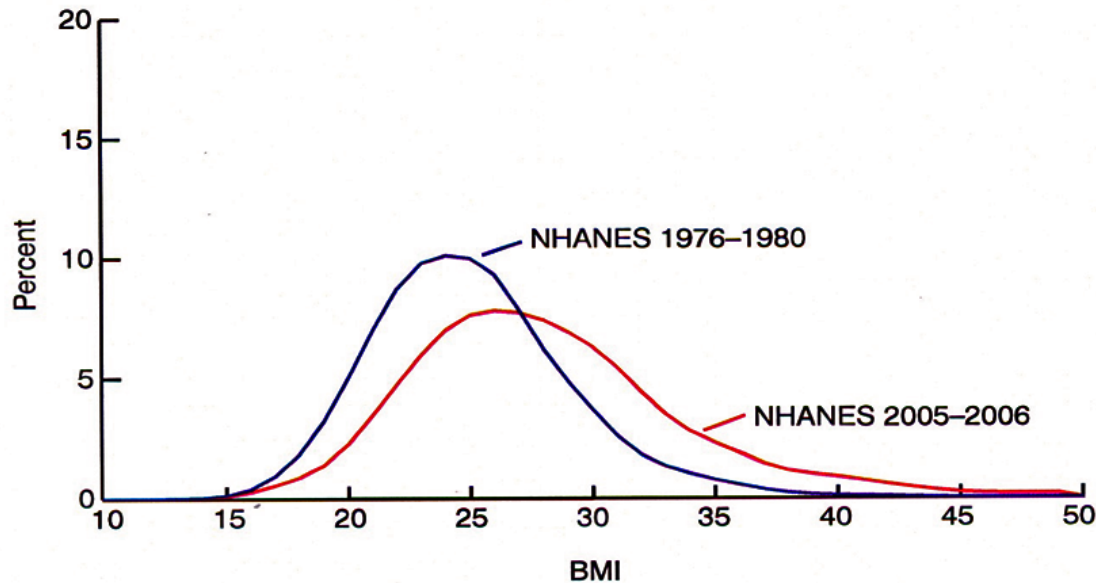
Research

- How much change is needed?



Adapted from Rossner, 1992

Body Weight

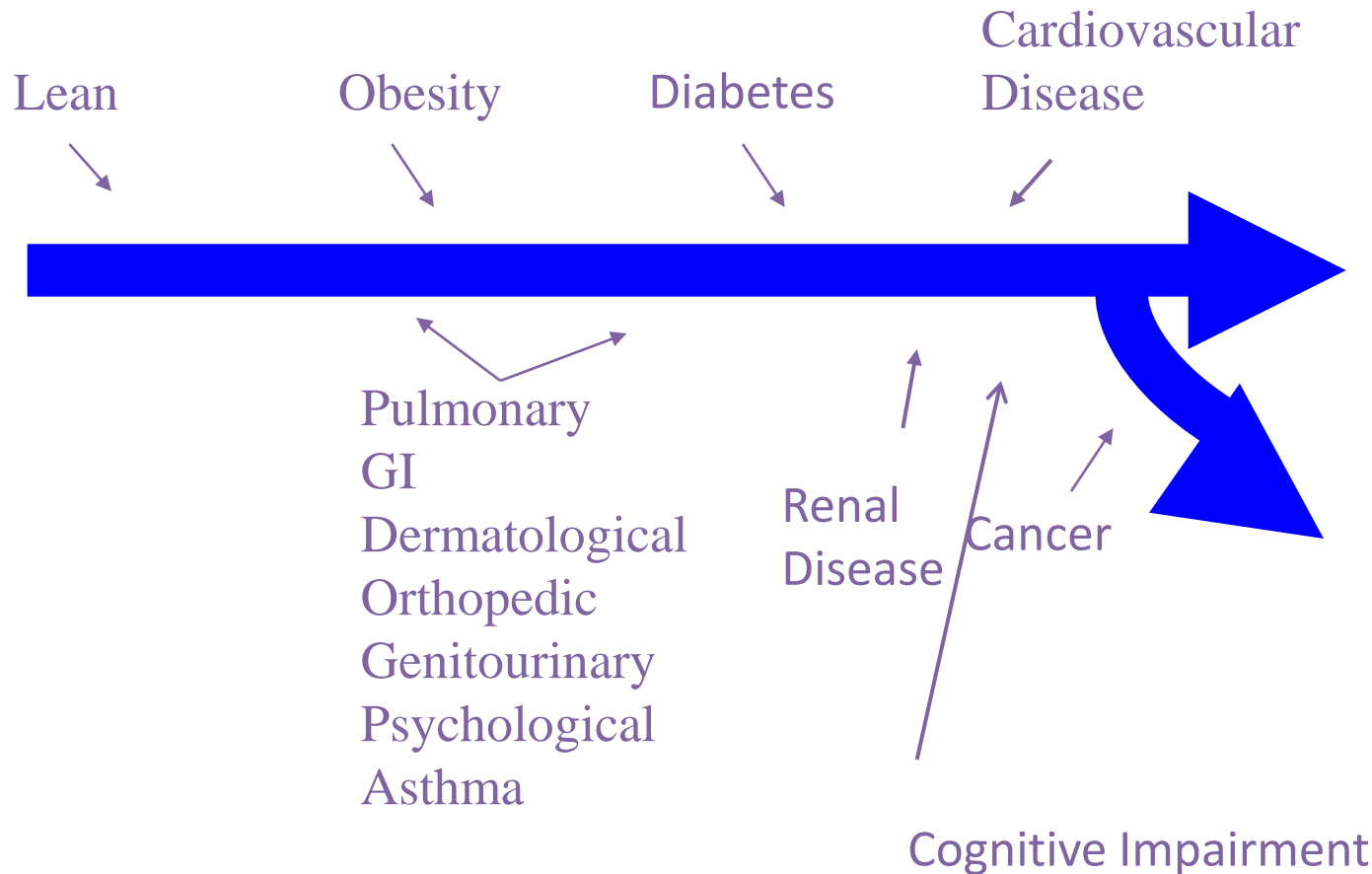


SOURCE: CDC/NCHS, National Health and Nutrition Examination Survey (NHANES).

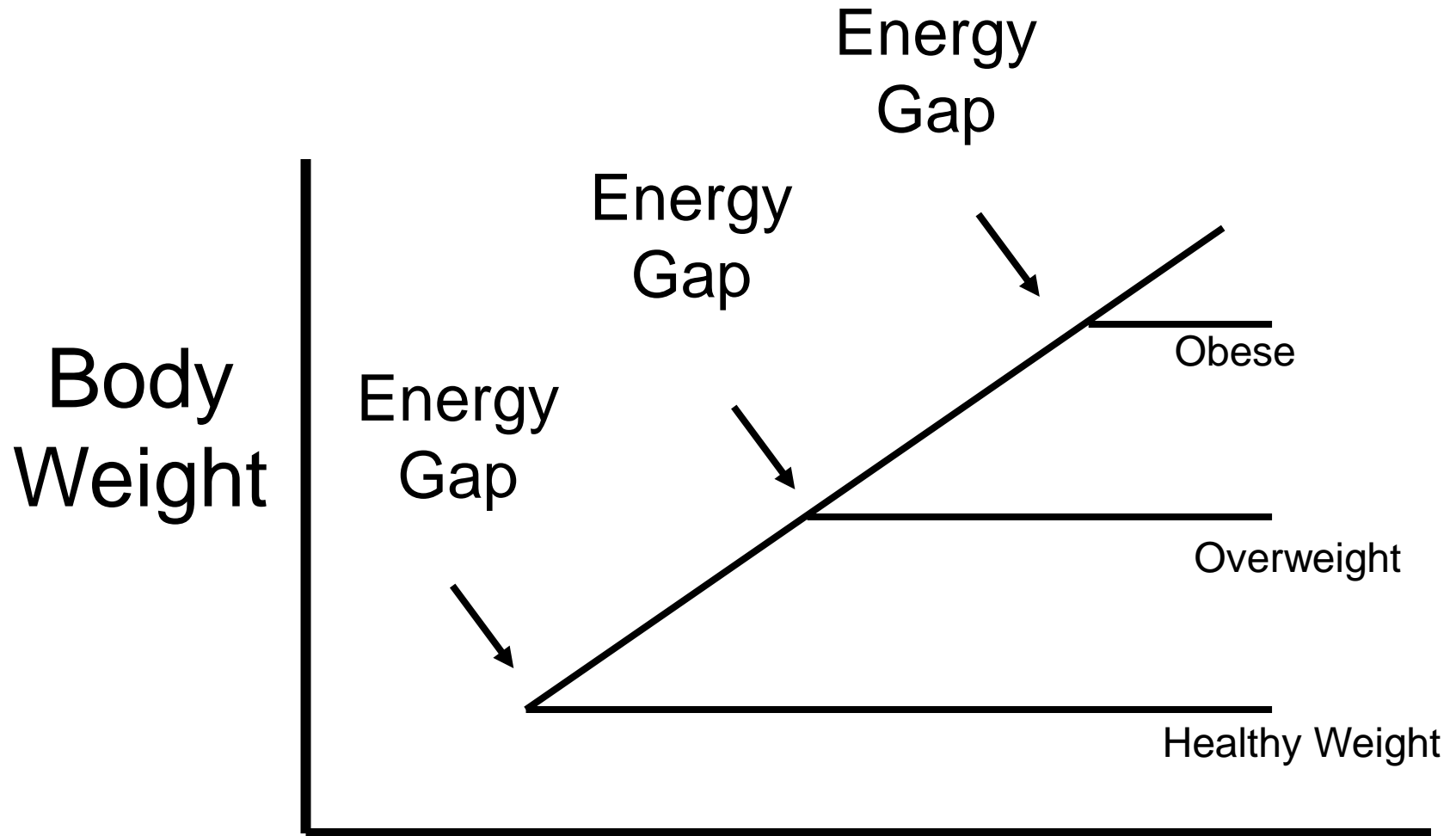
The obesity epidemic likely arose from gradual weight gain over time

Progression of Chronic Disease

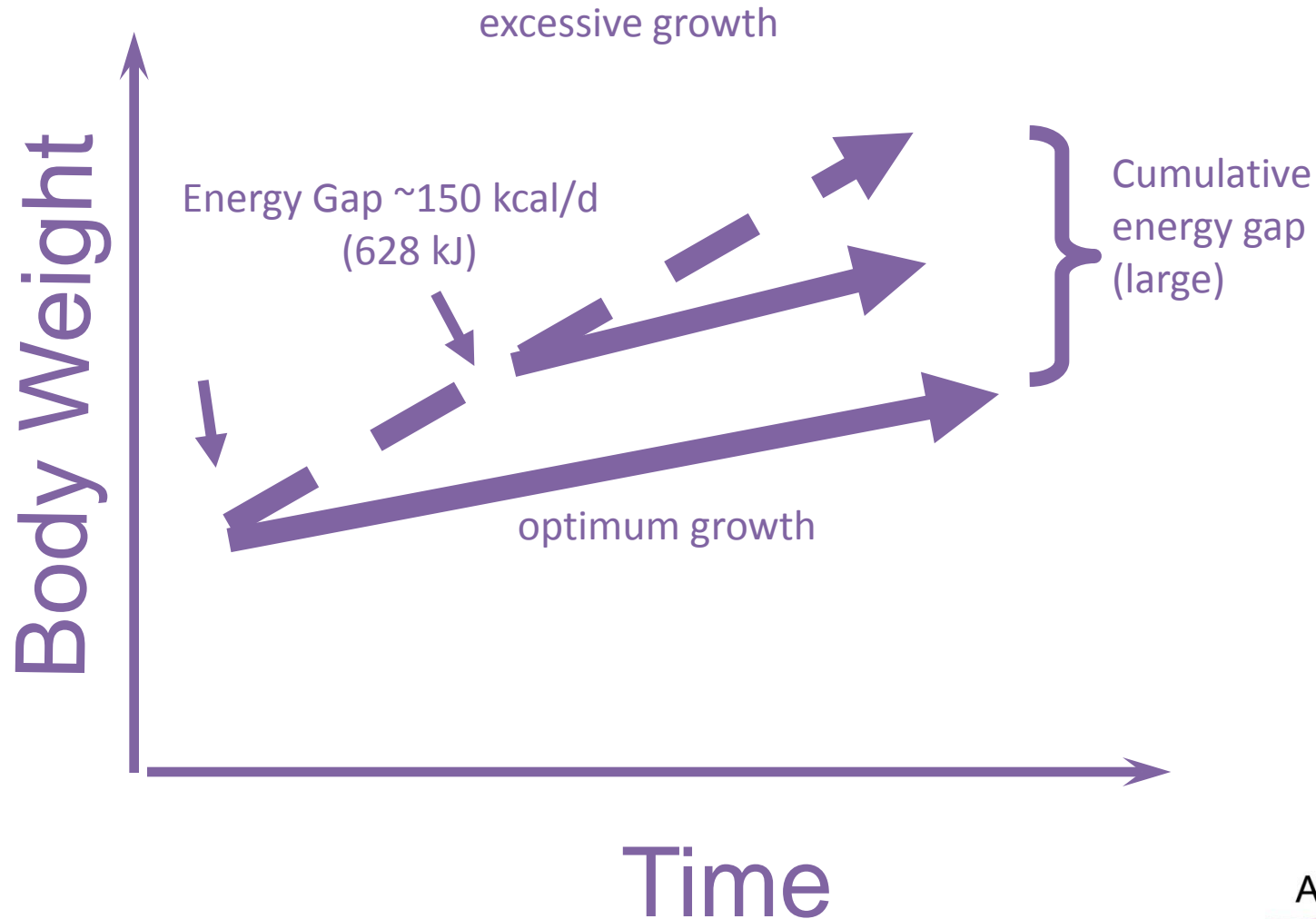
Metabolic Syndrome



Energy Gap for Prevention of Weight Gain (<100 kcal/day)



Energy Gap for Children ~150 kcal/day



Research

Two steps to weight gain prevention:

Move more: Increase walking by 2,000 steps a day (approx 100 calories)



Eat “smarter” - Choose one diet/eating behavior each day to eliminate or “improve” 100 calories

Research

The point:

manipulate physical activity without increasing hunger

Add 2000 steps/day - ~80-100 kcal/day increase in energy expenditure

manipulate intake without increasing hunger

Eat 100 kcal less per day -

Fat - 20 kcal for each 1% reduction

Smaller portions – up to 25% reduction in meal size

More fiber – up to 15% reduction in intake

Less sugar-containing beverages – lower total intake

Energy density - ~80-100 kcal/day reduction for each 0.1 reduction in energy density

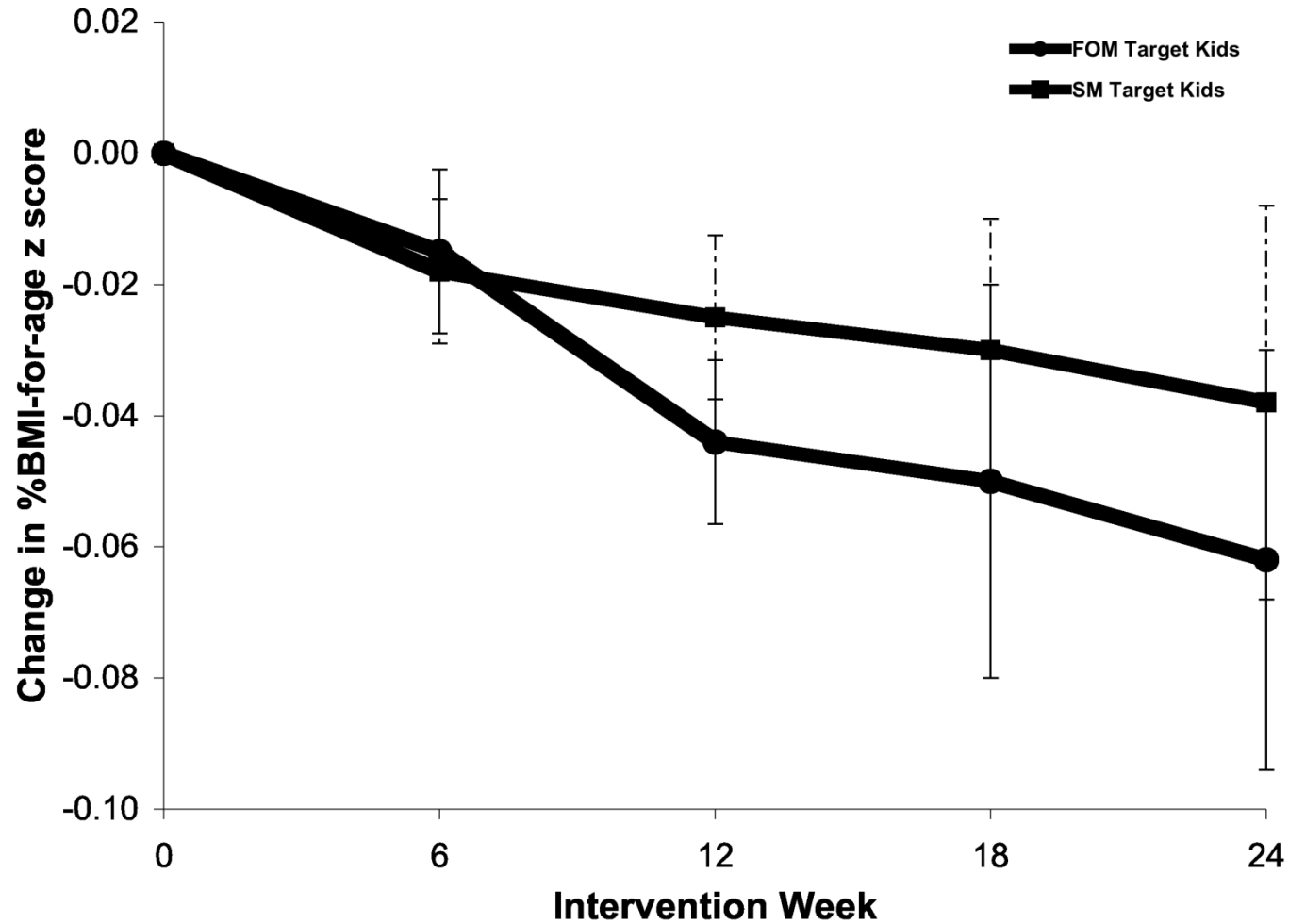
Our Research

Small Changes in Dietary Sugar and Physical Activity as an Approach to Preventing Excessive Weight Gain: The America On the Move Family Study (Rodearmel et al. Pediatrics 2007)

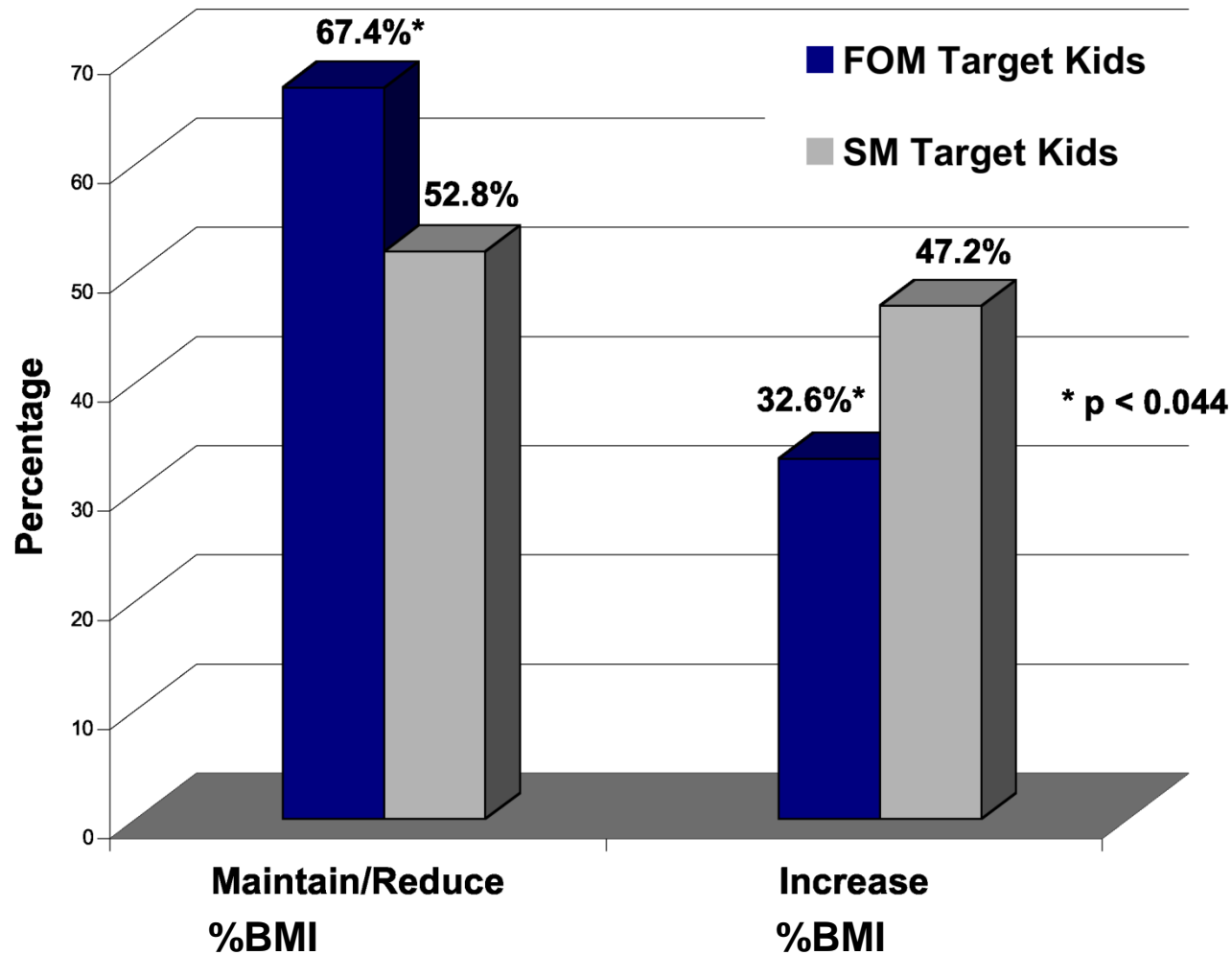
Increasing daily lifestyle activities by 2000 steps above baseline

Eliminating 100 kcals from baseline diet by emphasizing a reduction of dietary sugar by substituting foods sweetened with Splenda

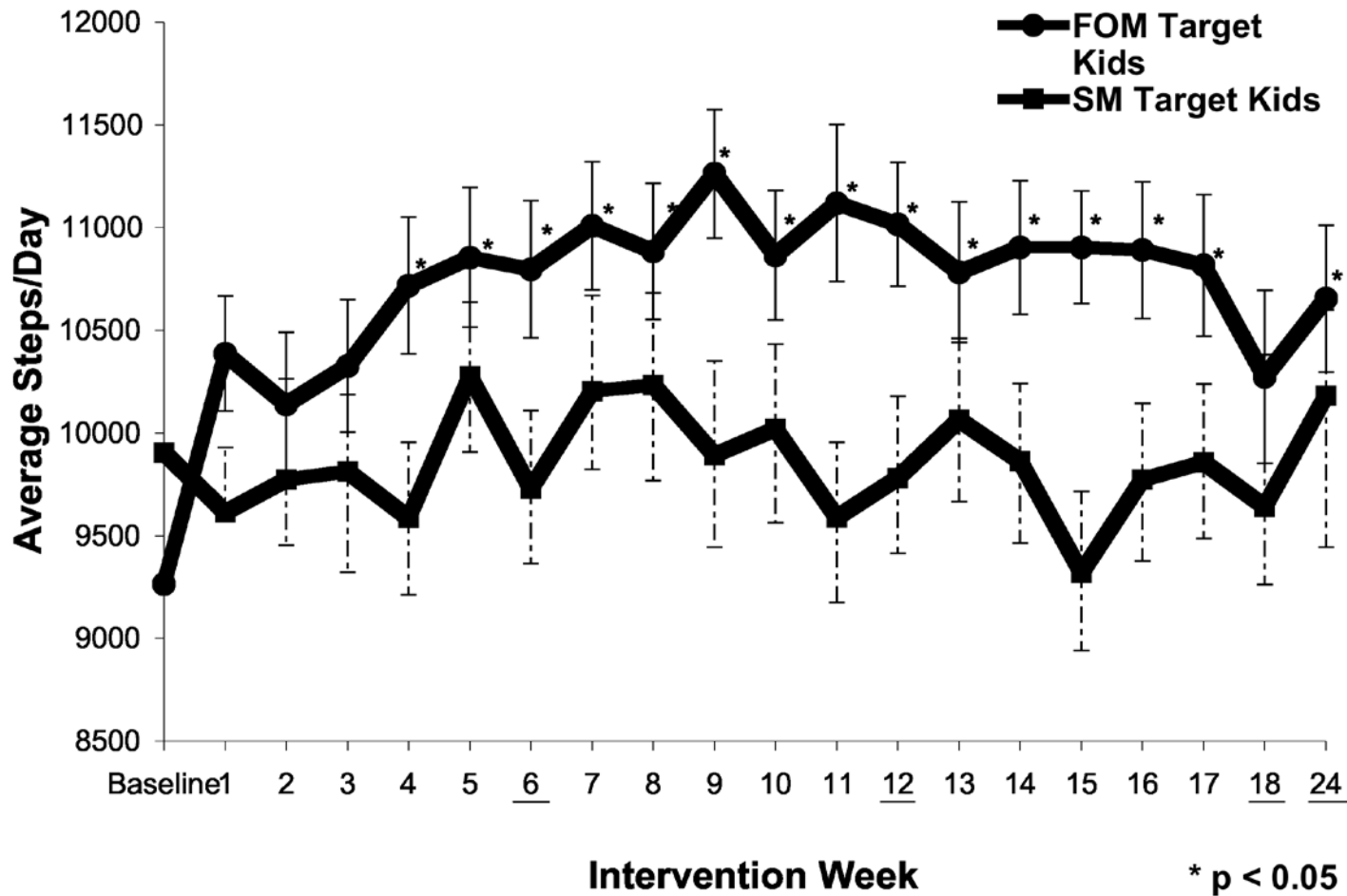
Our Research



Our Research



Our Research



Our Research

National Institutes of Health – ARRA-funded study

Project 1:

Research Question – Do families that set 1 nutrition goal (decrease portion, sugar or fat) experience more success with the Family Program than those that have all three goals?

Primary outcome – Caloric intake of primary caregiver

Project 2:

Research Question – Does an online version of the Family Program increase screen time in children?

Primary outcome – Activity measured by Actical

Our Research

USDA-funded study
Outcome 1: Revise the family program incorporating online health-oriented community and kids' website

America On the Move®
FAMILY PROGRAM TOOLBOX

goal setting 101: Making Your Goals S.M.A.R.T.



Here are some tips to help you set a "sure-to-achieve" goal. After you've decided that you are ready to make a change in your behavior, be sure that the goal you set is...

SPECIFIC: Give the Who, What, When, Where, and How of the goal

MEASURABLE: Establish set criteria for measuring your progress

ATTAINABLE: Instead of vowing to cook a healthy meal seven nights a week, shoot for one or two more than what you currently do.

REALISTIC: Make sure your goal is something that you are willing and able to work toward

TIMELY: Set a deadline for when you will have achieved your goal.

As you are setting your "S.M.A.R.T." goals, focus on making small changes in your daily life. These small changes have BIG benefits for your health. Small things, such as beginning to wear a pedometer to track your steps, or eating one extra fruit and vegetable each day, will put you on the path toward a healthier lifestyle.

Here is an example of a goal, followed by the S.M.A.R.T. version of this goal:

GOAL: "To lose weight."

S.M.A.R.T. GOAL: "I pledge to lose 6 pounds by Anna's wedding on May 10th, losing 2 pounds per month over 3 months, by eating 2 more fruits and vegetables per day and going for at least 3, 15 minute walks per week during my lunch break."

Take this space below to create your very own S.M.A.R.T. goal. And remember, small changes do make a BIG difference.

For some other ideas for goals, check out the AOM 100 Ways sheets.

GOAL:

Now, fill in the specifics here, to be sure that your goal is S.M.A.R.T.

SPECIFIC: Give the who, what when, where, and how of your goal.

MEASURABLE: How are you going to measure your progress?

ATTAINABLE: Is this something that you can achieve in the time given?

REALISTIC: Are you willing and able to work toward this goal?

TIMELY: By when will this goal be achieved?

Be sure to check in on your goal each week to see how you are doing. This will help you to stay on track. Also, be sure to revise the goal if you need to!

Our Research

USDA-funded study

Outcome 2: Evaluate the revised program utilizing a blinded, randomized trial.

Touched over 600 families in 14 months

152 families were randomized to a control 'program' or the Family Program

Families in the Family Program were given a step goal and asked to determine an appropriate nutrition goal for their family for each month

Our research

USDA-funded study

Outcome 3: Disseminate the Family Program to 200-250 families across the state of Colorado through USDA Extension Agents

Long Term Goal: National dissemination

Is there other research?

Is there strong data to support a small changes approach?

- A. No other groups have looked at the small changes approach
- B. There is evidence to suggest that people gain more than a couple pounds per year
- C. There is evidence to suggest that people gain less than two pounds per year
- D. Many groups have looked at the small changes approach and it is a well-established fact

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Population	Energy Accumulation (kcal/day)	Energy Gap (kcal/day)
U.S. Adults	15; 50 for 90th percentile	30; 100 for 90th percentile
U.S. Children	55-82.5	110-165
U.S. Children	25	50
Australian Women	10.5y	21
Chinese Adults	22.5	45
Adult Pima Indians	30.6	61.2
Scottish Adults	11.5 23	23 for 42.2% of population; 46 for 17% of population
Australian Adults	6.6 for men 10.2 for women	13.22 for men 20.4 for women
Swedish Adults	4.1 6.2	8.2 for men 12.4 for women
Chilean Women aged 40-53 years	16.8	33.6 y

AOM Today

USDA-NIFA partnership:

States involved in the partnership

Alabama

California

Delaware

Hawaii

Indiana

Kentucky

Louisiana

Maryland

New Hampshire

New Jersey

Ohio

Pennsylvania

South Carolina

Utah

Washington DC

West Virginia

Some states are new to the partnership and have not begun using the database. As of Jan 1, 2011, there are 1,291 participants engaged in the AOM-NIFA program offered by local extension agents.

<http://www.americaonthemove.org/usda/>

AOM Today

www.americaonthemove.org

The screenshot shows the homepage of the America On the Move website. At the top right, the logo reads "America On the Move" with the tagline "join the movement sign up for a free account". Below the logo is a navigation menu with categories: "eat healthy", "feel better", "get active", "manage weight" (highlighted in blue), and "move to green". Underneath these are sub-categories: "environment", "gain weight", "lose weight", "maintain weight", and "tools".

On the left side, there is a "learn more" button and a statistic: "39,693,075 total miles". Below this is a featured article titled "Easy Ways to Lose Weight" with a sub-headline "If you've struggled to lose weight, here's a new approach: Stop dieting. Many doctors now say that small, realistic changes in how you eat can work better than a drastic overhaul." and a "read more" link. The article image shows two cups of ice cream with various toppings.

On the right side, there is a "users" section with a grid of user avatars and names: Laurel, Dene, Amanda, Mark, Kenton, Marilyn, Sean, and DOUG. Below the users is a "join the movement" link and a "community map" link with a map of the United States.

Website

Database Statistics

Number registered users – 492,018

Number groups – 561

Total steps taken – 79,257,128,340

Total miles walked – 39,628,564

Calories burned – 3,962,856,400

Laps around the world – 1,591

Cans of soda burned – 26,419,042

Carbon reduced – 50,683

The above statistics are from January 12, 2010.

Website Statistics

Number website visits – 154,597

Number unique visitors – 61,046

Number page views – 836,042

Number pages per visit – 5.41

The above statistics are per Google Analytics and span September 1 – December 31, 2009.

Food and Physical Activity Scan

[inbox \(0\)](#) [settings](#) [more](#)

welcome back Test Admin

search

[home > fapas](#)
[about us](#)
[en español](#)
[programs](#)
[store](#)

[eat healthy](#)
[feel better](#)
[get active](#)
[manage weight](#)
[move to green](#)

America On the Move

Test Admin
 member since October 2009
 Denver, CO
 5'5" 135 pounds
[view my profile](#)

Step 1 of 5
 Nutrition:
 Food Choices

Step 2 of 5
 Nutrition:
 Food Environment

Step 3 of 5
 Physical Activity:
 Activity Choices

Step 4 of 5
 Physical Activity:
 Activity Environment

Step 5 of 5
 Scan Complete:
 Submit Goal

Food and Physical Activity Scan (FAPAS)

Nutrition: Food Availability

Considering your eating habits over the past year, are any of the following items available in your home? Please take into account breakfast, lunch, dinner, snacks, and eating out.

Food/Beverage Item	Foods Consumed	Type of Food	Frequency	Typical Serving Size
Milk Cows, Goats, Sheeps, Raw	<input type="radio"/> At home <input type="radio"/> Away from home <input type="radio"/> Both <input type="radio"/> Neither			
Yogurt Plain, Fruit Flavored, Vanilla, Honey, Greek Strained	<input type="radio"/> At home <input type="radio"/> Away from home <input type="radio"/> Both <input type="radio"/> Neither			
Cheese Parmesan, Swiss, Cheddar, Blue Cheese, Gouda, American, Pepperjack, Velveta	<input type="radio"/> At home <input type="radio"/> Away from home <input type="radio"/> Both <input type="radio"/> Neither			
Ice Cream Vanilla, Chocolate, Chocolate Swirl, Fruit Flavored Sorbet, Frozen Yogurt	<input type="radio"/> At home <input type="radio"/> Away from home <input type="radio"/> Both <input type="radio"/> Neither			
Bread Bagel, English Muffin, White, Whole Grain, Multi-Grain, 12 Grain, Rye, Pumpernickel, Ciabatta, Baguette, Sourdough	<input type="radio"/> At home <input type="radio"/> Away from home <input type="radio"/> Both <input type="radio"/> Neither			

Goal Setting

Food and Physical Activity Scan (FAPAS)

Select Goal

You have completed the scan. Based on your responses, AOM recommends the following small change goals. Please select no more than two, including one food and one physical.

Food Goals:

- Reduce the amount of total fat you consume each day
- Reduce the amount of unhealthy (saturated) fat in your daily diet
- Increase your daily vegetable intake
- Eat less foods containing added sugars
- Reduce the portion size of the foods you consume
- Take time to stop and eat your breakfast at a designated dining table
- Make a shopping list before going to the grocery store
- Reduce your total calories by 100 calories each day

Physical Activity Goals:

- Increase daily physical activity levels by 2,000 steps per day, or equivalent
- Use home exercise equipment at least a few times a week
- Use health club/recreation center membership at least a few times a week
- Choose to park farther away from the entrances of stores
- Use pedometer every day
- Get up from the desk and get physically active throughout the workday

[view my profile](#)

Step 1 of 5
Nutrition:
Food Choices

Step 2 of 5
Nutrition:
Food Environment

Step 3 of 5
Physical Activity:
Activity Choices

Step 4 of 5
Physical Activity:
Activity Environment

Step 5 of 5
Scan Complete:
Submit Goal

User Profile

eat healthy feel better get active manage weight move to green

journal **progress** trail settings invite friends

post content

Tuesday
16
November

30 minutes of walking

◀ November 2010 ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

title (optional)

quick note (optional)

steps minutes food

minutes of


This entry is: public private

Your entry has been saved.

Activity Log View: **Selected Day** Last 7 Days Last 30 Days This Year All Activity

Date	Steps	Notes	Delete
11/16/2010	3750	30 minutes of walking	Delete

Group Profile



inbox (0)
settings
▶ more

welcome back Test Admin


search

home > Wellness Test > progress

about us en español programs store

America On the Move

Wellness Test
Formed October 2009
Denver, CO
8 members
[view group profile](#)



eat healthy feel better get active manage weight move to green

news **progress** settings

[invite members](#)
[post group content](#)

▶ My Group's Progress

How is Wellness Test progressing since being formed on 10/15/2009?

Wellness Test currently has a total of 8 members enrolled.

Wellness Test has currently taken a total of 1,945,353 steps or walked approximately 972 miles since beginning their journey.
(Please note that the data above is updated daily at 4am Eastern.)

Wellness Test is not currently in a challenge.


▶ Group Challenges

Challenge Name	Start Date	End Date	Challenge Status
Test Challenge	10/15/2009	1/1/2010	Expired

▶ Group Administrators

Name	Became Administrator On
Karen @ AOM	10/15/2009
Test Admin	10/15/2009

members subgroups media tools




[view more members](#)

accomplishments

Our group accomplishments:
1,945,353 total steps = 972 miles
97,200 total calories burned
(Data updated daily at 4am Eastern.)

footprint



Our carbon footprint has been reduced by 10 pounds.

Basic Reports

Group Progress Report

Total group members, total group steps and miles, total members in group's current challenge, true daily average step count, and total days members have logged activity in current challenge

Participant Report

Contact information and group/subgroup/team affiliation

Challenge Report

Baseline step count, step count for all days in challenge, completion average, and days logged

Group Weight Report

Aggregate and Dashboard Reports

BMI and Behavior

- BMI (all group members and by gender)
- Weight management
- Days members reduced caloric intake
- Days members logged physical activity

Dashboard

- New registrants in time frame
- All registrants in time frame
- Number challenges per member

Demographics

- Total members in group
- Gender
- Age
- Ethnicity

Group Coordinators

- All administrators' contact information
- Level of group (main, subgroup, team)
- Number members in each group

Online Community Participation

- Participation in online community (number friends, media uploads, etc.)

Program Offerings Participation

- Participation in program offerings (emails, goal setting, food tracker, etc.)

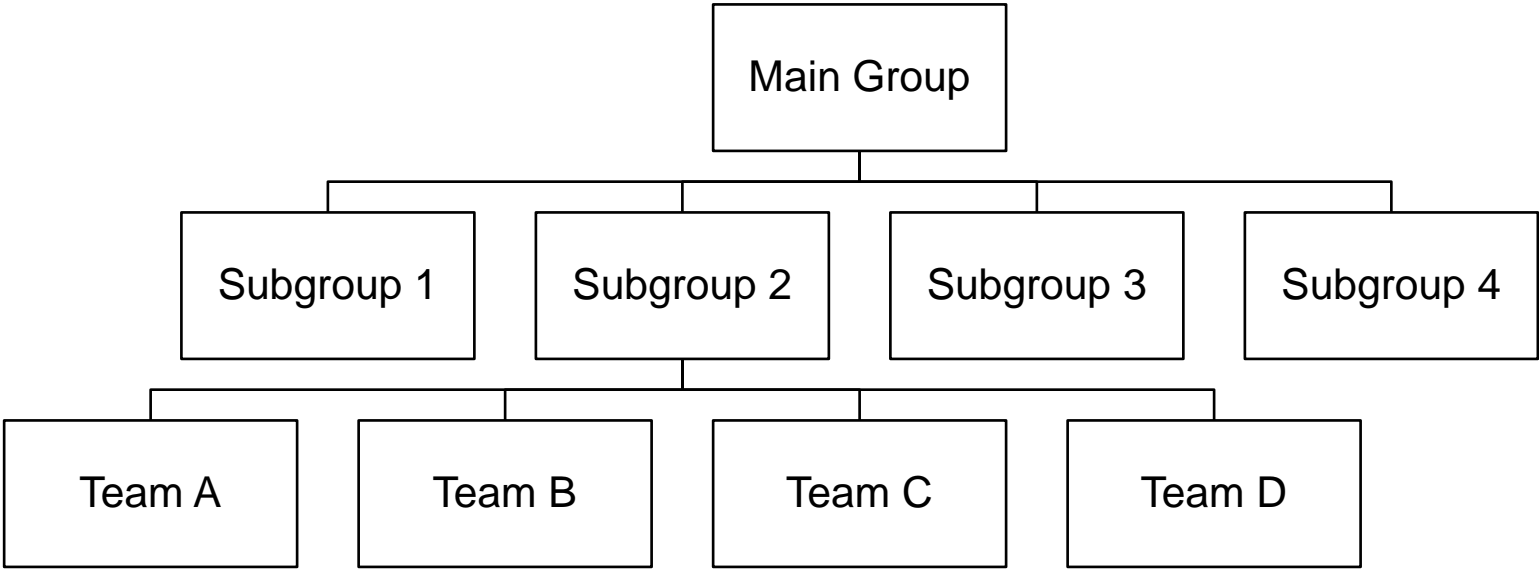
Referral

- How participant heard about AOM
- How many participant has told about AOM

Step Activity

- Total steps in challenge
- Activity (baseline vs. comparative)
- Users increasing steps by 1,000, 2,000, 3,000, 4,000 and 5,000+
- Members with no activity logged

Example Upgraded Group Structure



Sample Upgraded Group

To help you make a qualified decision, AOM has set up a faux account who administers a sample paid group. To log in to the faux account, go to www.americaonthemove.org and log in using:

Email: aomtest@americaonthemove.org

Password: aomtest

Upon logging in, you will be directed to the user profile of this faux account. Feel free to play with logging progress, posting content, etc.

To explore functionality of the paid group, click the “Wellness Test” group avatar under the groups tab. This is the sample group administered by the faux account. Feel free to send messages, post content, start subgroups, etc.

To run reports on this sample group, click group reports under the groups tab on the faux account’s user profile.



Something for Everybody

Everyone	Downloadable tips and tools Ability to track physical activity and nutrition Virtual trails
Extension Agent	Partnership Guide for Walking and Healthy Living USDA-NIFA database
Physician	Health Care Provider Toolkit Downloadable posters
Parent	Audit for the home environment Online family group structure
Registered Dietitian	Health Care Provider Toolkit Food and physical audits
Teacher	Online classroom group structure Downloadable experiments and recipes
Worksite Coordinator	Worksite Coordinator Toolkit Online group structure