

America On the Move Foundation (USA-Non-profit)
<http://aom2.americaonthemove.org/About-Us.aspx>

Section I: Summary

America On the Move Foundation (AOM) is a U.S. based, national non-profit organization, whose mission is to improve health and quality of life by promoting healthful eating and active living among individuals, families, communities and society. The organization works with scientists, businesses, and the community to publicize their message of improving health through small changes in nutrition and lifestyle. Resources on the site help health professionals discuss healthy lifestyle changes with their patients, as well as encourage families to get involved, stay motivated and reach their goals.

Section II: Statement of purpose

America On the Move Foundation (AOM) is a U.S. based, national non-profit organization, who seeks to improve Americans health and quality of life by encouraging healthy eating and active lifestyles among individuals, families, communities and society. Initiatives include:

- Bringing scientists and non-scientists together from multiple disciplines in order to synthesize and stimulate new knowledge.
- Translating cutting-edge science into accessible information for easy use by individuals, groups and communities that can positively affect health behavior.
- Encouraging public and private partnerships at the national, state and local level to build programs that reach individuals and communities and support sustainable behavioral change.
- Empowering individuals to take control of their health by making and sustaining small measurable changes to their daily eating and activity routines

The cornerstone of their work is that small changes can have big impacts. AOM research shows that small, specific changes in food and physical activity behaviors can have a positive effect on health and effectively stop weight gain. AOM provides free web-based programs, tools, and resources to individuals, families, groups and communities of all types and sizes.

America On the Move's Healthcare Professional Toolkit (HCP Toolkit) provides downloadable materials for health professionals to help their patients understand the importance of energy balance, the link between obesity and

health concerns, and the long-term benefits of making wise food and activity choices.

For families, the AOM Family Toolbox offers free downloadable materials that will help inspire you and your family to live healthy, more active lives. Research has shown that families can slow the rate of weight gain in overweight children by making two simple changes every day:

Family Toolbox Contents

- **Getting Started**
This section includes tools to help you and your family better understand AOM, set goals, track progress, wear a pedometer, grocery shop and assess your home physical activity and food environments.
- **Games and Activities**
This section provides age-related, indoor and outdoor games and activities that you and your family can enjoy.
- **Resources**
This section provides family-friendly tools and tips sheets for such things as eating healthier, adding steps to your day, making your home healthier, and converting popular activities to steps.
- **Recipes**
Include recipes that will help you and your family make smarter choices for a healthy lifestyle.

Family Program WEB-BASED Tools

- Interactive, online tracking for families
- Ask the Expert and community bulletin board for families
- Links to other resources for families
- Online recipe videos

myAOM

myAOM is your own personalized home page that helps you access all the following tools and features:

- **My Challenge Log:** Log your physical activity by steps or minutes and view your progress instantly each day.
- **My Daily Menu Planner:** Manage your daily food choices and learn simple ways to cut calories by making smarter choices.
- **My Challenge Buddies:** Give and get motivation and support. Share your progress and encourage your friends online.

- My Progress Summary: Watch your successes build over time, see how far you've come and how moving just a little more each day adds up to rewarding results.
- Healthy Eating: Get great daily food ideas, tips and recipes and calorie search tools. View free weekly informational and cooking videos that will help you eat healthier and cook seasonally.
- My Trail Map: Select an online trail, challenge yourself to complete it in six weeks and learn interesting facts about your route along the way.
- Share a Story: Get inspiration and tips from AOM members by reading about their successes. Share your success story and help motivate others.
- My Tool Box: Set goals. Calculate your target weight, or download tip sheets, step conversion charts, logging forms and more.
- My Certificate Of Accomplishment: Print a personalized summary of accomplishment for each challenge you complete.

Part III: Outcomes

AOM has encouraged individuals, families and health professionals to achieve or maintain a healthy weight, They by making wise decisions about eating and physical activity every day. AOM encourages people to make small, realistic changes that fit into your busy lifestyle. Their research shows that small, specific changes in physical activity and calorie intake can make a big difference. Based on two scientific findings: 1) 90% of adults can prevent weight gain by increasing daily physical activity by just 2,000 steps and eating 100 fewer calories and 2) losing as little as 5% to 10% of total weight can significantly improve health, they have encouraged individuals to shape up – their members have changed their lifestyles.

Section IV: Additional resources

Balance First. Lesson Plans for Middle Schools.

<http://school.discoveryeducation.com/balancefirst/>