



## **2009-2011 AMA-MSS National Service Project: AMA Healthier Life Steps™ Program**

### **Programming Ideas**

- Subject:** **Week of Wellness – AMA Healthier Life Steps™ Program**
- Description:** A week of events and activities planned by your AMA-MSS chapter to promote the four key health behaviors targeted by the AMA Healthier Life Steps™ Program: diet, physical activity, alcohol consumption, and tobacco use.
- The Week of Wellness could consist of a week’s worth of lunchtime activities targeted to medical students, faculty, and other medical personnel at your medical school. Activities might include healthy cooking demonstrations, cooking classes, speakers addressing health behaviors (e.g., an emergency medicine physician discussing alcohol use and its effects seen in the emergency department), yoga or small physical activity sessions paired with a healthy lunch, and a presentation by an AMA representative to show medical students and physicians the AMA Healthier Life Steps™ Program resources and tools available to help them support their patients' efforts to change health behaviors.
- In addition to a series of lunchtime events, the Week of Wellness could include larger events such as a health and education fair at which AMA Healthier Life Steps™ Program pamphlets are distributed to patients. Another option is for medical students to volunteer at a local free clinic and set up a table with AMA Healthier Life Steps™ Program information for patients. At both of these events, patients should be encouraged to consult with their physician in order to discuss plans appropriate for them.
- Target Audience:** Medical students, medical school faculty, and other interested medical personnel.
- Participating Groups:** While your AMA-MSS chapter would host the Week of Wellness, you could encourage other campus organizations to help sponsor lunch events that focus on a key health behavior of choice.
- Budget:** The primary cost associated with organizing a Week of Wellness is lunch expenses, which are dependent on the size of your target audience. Other costs to consider include materials and publicity costs for the week’s events.
- Funding Sources:** AMA-MSS Chapter Involvement Grants of up to \$500 per event are available to cover the costs of National Service Project events.
- [www.ama-assn.org/go/nsp](http://www.ama-assn.org/go/nsp)

**Subject:** **Health and Educational Fair including information about the AMA Healthier Life Steps™ Program**

**Description:** A health and educational fair provides an opportunity to deliver basic primary and preventative health services to the uninsured and underserved communities in your area. Medical students provide free basic medical services, including blood pressure and cholesterol screenings, blood glucose checks, and physical exams. In addition to medical screening, patients rotate through education tables that focus on each of the four key health behaviors of the AMA Healthier Life Steps™ Program: diet, physical activity, alcohol consumption, and tobacco use. Patients should be provided with resources on the AMA Healthier Life Steps™ Program, including self-assessment questionnaires and action plan sheets. Patients should be encouraged to consult with their physician in order to discuss a plan appropriate for them.

Due to the spectrum of services the health fair offers, you may need to recruit the help of volunteers from the allied health, nursing, and public health programs. Arrangements should be made for a licensed physician to oversee the activities of the health fair.

**Target Audience:** All interested medical students and local communities in need.

**Participating Groups:** The primary participants will be members of the AMA-MSS chapter; however, involvement by non-members should be encouraged.

**Budget:** The primary costs of the event would be those associated with medical equipment (e.g., blood pressure cuffs, glucose monitors, cholesterol machine). Additional costs would include publicity, printing of AMA Healthier Life Steps™ Program pamphlets and other information for patients, and possibly training costs.

**Funding Sources:** AMA-MSS Chapter Involvement Grants of up to \$500 per event are available to cover the costs of National Service Project events.

- [www.ama-assn.org/go/nsp](http://www.ama-assn.org/go/nsp)

**Subject:** 5K/Fun Run + AMA Healthier Life Steps™ Program information

**Description:** This event will encompass both the physical activity component of the AMA Healthier Life Steps™ Program with a 5K/Fun Run as well as the other key health behaviors in activities after the run. The 5K/Fun Run is planned for all medical students and the local communities. The theme of the 5K/fun run will be AMA Healthier Life Steps™ Program and promoting physical activity. In addition to the run, informational and counseling tables are set up for after the race on the AMA Healthier Life Steps™ Program. There is one table set up for each of the four key health behaviors: diet, physical activity, alcohol consumption, and tobacco use. The medical students organize each table according to the community needs. For example, the table on diet could include a healthy cooking demonstration or cooking class. The tables could serve as education sessions with medical students using the AMA Healthier Life Steps™ Program resources available including the patient self-assessment questionnaires and action plan sheets. Patients should be encouraged to consult with their physician in order to discuss a plan appropriate for them.

**Target Audience:** All interested medical students and local communities.

**Participating Groups:** AMA-MSS Chapter

**Budget:** The primary costs of the event would be setup, logistics, publicity, and publication of the AMA Healthier Life Steps™ Program information to hand out to the community.

**Funding Sources:** AMA-MSS Chapter Involvement Grants of up to \$500 per event are available to cover the costs of National Service Project events.

- [www.ama-assn.org/go/nsp](http://www.ama-assn.org/go/nsp)

- Subject:** **Project RECESS – AMA Healthier Life Steps™ Program**
- Description:** A fun and interactive health fair geared towards kids, RECESS stands for Restoring Exercise, Cutting Calories, Emphasizing hygiene, Stopping Substance abuse. The goal of the event is to promote life-long healthy living, specifically by targeting physical activity, nutrition, oral hygiene, and substance abuse. RECESS includes interactive activities under each theme; for example, for exercise, have relay races, a moon bounce, tug of war, and teach children to monitor their own pulse. For nutrition, play food pyramid games, and have volunteers dressed in fruit and veggie costumes teach the kids. Substituting healthy food (fruits, veggies, whole grains, lean proteins, water) for less healthy ones is the key. For oral hygiene, have dental experiments, and test how well the kids brush their teeth. For substance abuse prevention, use the “Jar of Tar,” the black lung model, and “Gasping for Air” exercises to explain the effects smoking can have on the body. Prizes and/or goodie bags should hold true to the theme of healthy living – give out Frisbees, jump ropes, water bottles, healthy snacks, Cover Kids insurance info, etc.
- Target Audience:** Elementary school children (schools, Boy/Girl Scouts, Boys & Girls Club, pre-existing large events geared towards children, etc.)
- Participating Groups:** Your AMA-MSS Chapter could hold this event if it is large enough, but consider joining forces with other groups at your school such as Family Medicine Interest Group, Student National Medical Association, local dental student organizations, etc.
- Budget:** The primary costs associated with this event would be supplies for activities, goodie bags, healthy snacks, etc.
- Funding Sources:** AMA-MSS Chapter Involvement Grants of up to \$500 per event are available to cover the costs of National Service Project events.
- [www.ama-assn.org/go/nsp](http://www.ama-assn.org/go/nsp)
- Additional funding may be available through the AMA Fund for Better Health.
- [www.ama-assn.org/go/fundforbetterhealth](http://www.ama-assn.org/go/fundforbetterhealth)