

ACSM  **AMERICAN  
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COMMUNITY *action* GUIDE

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# AFI TECHNICAL ASSISTANCE PROGRAM



## BACKGROUND

The ACSM American Fitness Index® program (AFI) launched May 2008 with funding from the Anthem Foundation. AFI utilizes scientific methodology for data analysis and ranks the 50 largest U.S. metro areas to measure the state of health and fitness. In 2011 and 2013, the AFI program received additional money to provide technical assistance to the low-ranking metro areas on how to improve data indicators and the health of a community.

The goal of the AFI technical assistance program is to identify actionable areas that have the best evidence for improving the health of residents; do the most good for the most amount of residents (high priority on underserved populations); and can be changed relatively quickly as success measures. The community teams are responsible for implementing and tracking successes back to AFI. ACSM experts are available during the implementation phase for each community. The technical assistance program will be an integral part of an overall evaluation plan for AFI to determine what key health indicators for communities can be effectively modified.

Technical assistance has been provided to five communities: Indianapolis and Oklahoma City (2011 - 2012); and Cincinnati, Las Vegas and Miami (2013 - 2014). Each community presented unique strengths and challenges and required a creative approach to strategic planning.



## AFI TECHNICAL ASSISTANCE PROGRAM INFRASTRUCTURE

The AFI technical assistance program consists of several key components involving participation with community stakeholders. The AFI technical assistance team:

- Conducts key informant interviews of community stakeholders to inform the strategic planning process.
- Convenes a community team for a strategic planning meeting utilizing root cause analysis and solutions mapping.
- Works with the community team to develop a strategic blueprint for action.
- Assists the community team with how to track progress on the strategic blueprint.



## PROGRAM OUTCOMES

- Facilitated strategic planning meeting utilizing root cause analysis to develop five-year strategic blueprint for each community.
- Tracked community progress toward activities on strategic blueprint.
- Utilized the AFI Data Report as the surveillance tool to gauge improvement for a community over time.



## MOVING FORWARD

Individuals and community stakeholders are encouraged to review the AFI Community Action Guide for more detailed information on how to replicate a similar process in their community. To download a PDF of the AFI Community Action Guide, please visit [www.americanfitnessindex.org/community-action-guide/](http://www.americanfitnessindex.org/community-action-guide/).