

# American College of Sports Medicine and Society of Behavioral Medicine: Strategic Planning for an Inter-Organization Collaboration

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## Background & Purpose of Project

- We are developing an inter-organization collaboration between the American College of Sports Medicine (ACSM) and the Society of Behavioral Medicine (SBM).
- To date, the ACSM-SBM Collaboration has primarily focused on collaborative programming at each other's annual meetings.
- In addition, two publications have resulted from this collaborative programming.
- The primary goal of this leadership project is to outline a systematic approach to the collaboration and to prioritize goals and associated activities for the next 3-5 years.

## Information Gathering

### Semi-structured Interviews

- ACSM Executive Committee
- SBM Executive Committee
- SBM Scientific and Professional Liaison Council

### Surveys

- ACSM Strategic Health Initiative (SHI)-Behavioral Strategies
- SBM Physical Activity Special Interest Group (SIG)
- SBM Integrated Primary Care SIG

## Primary Areas for Collaboration

### Research

- Identify large data sets that include exercise and behavioral data
- Facilitate strategic collaborations between basic and behavioral scientists
- Link academic researchers with industry partners
- Host interdisciplinary research sandpits/brainstorming sessions
- Create a member directory of those willing to consult on research/grants
- Enhance joint advocacy efforts for research funding
- Develop a small grants programs for students and junior faculty

### Cross-Disciplinary Training

- Provide training in newer methodologies (e.g., big data, “omics”)
- Offer basic training modules in multiple disciplines across organizations
- Develop a certification for exercise counseling that includes CBT training
- Educate SBM members around exercise prescription and referral
- Empower members of the healthcare team to include PA in their practice
- Collaborative workshops, webinars, and podcasts
- Co-sponsored specialty meetings
- Discounted membership and conference attendance across societies

### Translation of Science to Practice and Policy

- Incorporate evidence based behavior change approaches within the Exercise is Medicine program and the clinical setting
- Create toolkits/resources for community health workers
- Develop scientific resources that reside on both organization's websites
- Translate science into clinical, community, and policy briefs
- Develop white papers and position stands
- Include editorials in each other's flagship journals
- Focus collaborative efforts on reimbursement and other policy issues

## Next Steps

- Engage leadership of both organizations to set priorities.
- Develop a “brain trust” of SBM and ACSM members who are well-connected and cross boundaries to assist in ongoing idea development.
- Engage the SHI-Aging and SIGs to develop small working groups to tackle priority projects.
- Continue to mine interview and survey data to focus programming on topics relevant to members.
- Regularly evaluate the effectiveness of the collaboration and delivery of key outcomes.

## Leadership Skills Utilized

- Networking
- Partnership/Relationship Building
- Strategic Planning
- Communication

