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.

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

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