PROGRAM HISTORY

The ACSM American Fitness Index® Program (AFI) launched May 2008 with underwriting support 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. The AFI Data Report:

- Gives communities opportunities to gauge and improve their residents’ health;
- Provides awareness to and education of community leaders on the importance of key indicators of physical activity in their respective communities; and
- Inspires community action and advocacy based on scientific data.

Since 2008, the AFI Data Reports have been disseminated to mayors, health departments, community coalitions and public advocates. The AFI program includes:

- A national PR/marketing campaign with the annual data report release;
- Comprehensive AFI website with resources;
- 2009-2013 Data Trend Reports for each of the 50 metro areas;
- My AFI Application Tool.

PROGRAM PRESENT AND FUTURE

1. Continuation of the AFI Program and Enhancement of the AFI Data Report
   - Release annual AFI Data Report.
   - Research and add additional data indicators, as appropriate.

2. Technical Assistance to Low Ranking Metro Areas
   - Provide technical assistance consulting to low ranking metro areas.
   - 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.
   - Since 2011, five metro areas have received technical assistance: Indianapolis and Oklahoma City (2011-2012); and Cincinnati, Las Vegas, and Miami (2013-2014).

3. Metro Area Trend Reports
   - Develop Trend Reports (2009-2013) for each of the 50 metro areas highlighting the overall, personal and community progress.
   - Distribute trend reports to decision makers and local leaders in five year increments.

4. Social Media and Communication
   - Engage with individuals and communities using AFI social media platforms.
   - Communicate data and best practices with creative techniques such as infographics and AFI Twitter Chats.