



Lifestyle Medicine
GLOBAL ALLIANCE

Starter Pack

for

Country Lifestyle Medicine Organisations

Nomenclature

- Narnian* College of Lifestyle Medicine or
- Narnian* Society of Lifestyle Medicine or
- Narnian* Lifestyle Medicine Organisation or
- Narnian* Lifestyle Medicine Association or
- Lifestyle Medicine Society of Narnia* or
- Lifestyle Medicine Association of Narnia* or
- any variation of the above

* Insert the name of your country

Logo

- please check the LMGA website (www.lifestylemedicineglobal.org), under “sister organisations”, how other countries have gone about this
- if you need help with logo design, please contact info@lifestylemedicine.org

Website

- Register a domain name that reflects the name of your organization
- Create an info@ email that is regularly checked and answered

Organisation at Country Level

- Not-for-profit (or country equivalent) professional association
- Paying membership base
- Democratically elected leadership (after a building period, where the pioneers need to be in charge to put the foundation in place – this period should not be more than two years): board of 5 to 7 members, with president, vice president, treasurer
- Physician led, with memberships for
 - Physicians
 - PhD/Masters level health professionals
 - Bachelor level health professionals
 - Medical students
- Published and followed statutes/by-laws. For a sample, see the resource page.
- Work towards LMGA Level 5 “Sister Organisation” status

LMGA Sister Status Levels



	A Leadership	B Legal	C Membership	D Conferences	E Certification Exams	Benefits
Level 5	A democratically elected leadership that is physician led	A not-for-profit legal structure	An established membership base with at least 500 fee paying members	Yearly Lifestyle Medicine Conference	Yearly Lifestyle Medicine Certification Exam	a. Discount at any Level 4 or Level 5 Lifestyle Organization Medicine Conference b. 65% of revenue from IBLM certification exams held in-country c. 65% of revenue from in-country Foundations of Lifestyle Medicine (LMBRC) program sales d. 65% of revenue from in-country MOC pathway revenue e. Seat on the LMGA steering committee
		Established statutes and bylaws that are published and are being followed	A professional IT infrastructure and website presence			
		Bank accounts and financial transactions in the name of the organization	A well formulated marketing plan with regular social media presence			
			Adequately resourced/ staffed organization offices			
Level 4	A democratically elected leadership that is physician led	A not-for-profit legal structure	An emerging membership base with a minimum of 200 fee paying members	At least one Lifestyle Medicine Conference with 50 or more attendees	Conduct at least one Lifestyle Medicine Certification Exam	a. Discount at any Level 4 or Level 5 Lifestyle Organization Medicine Conference b. 65% of revenue from IBLM certification exams held in-country c. 65% of revenue from in-country Foundations of Lifestyle Medicine (LMBRC) program sales d. 35% of revenue from in-country MOC participants
		Established statutes and bylaws that are published and are being followed	Professional IT infrastructure and website presence			
Level 3	A democratically elected leadership that is physician led	A not-for-profit legal structure	An emerging membership base with a minimum of 50 fee paying members	Conduct at least one Lifestyle Medicine conference	At least one IBLM Certified member on Board of Directors	a. Discount at any Level 4 or Level 5 Lifestyle Medicine Organization Conference b. 65% of revenue from IBLM certification exams held in-country c. 65% of revenue from in-country Foundations of Lifestyle Medicine (LMBRC) program sales
		Established statutes and bylaws that are published and are being followed	Professional IT infrastructure and website presence			
		Bank accounts and financial transactions in the name of the organization				
Level 2	A democratically elected leadership that is physician led	A not-for-profit legal structure	An emerging membership base with a minimum of 25 fee paying members			a. Discount at any Level 4 or Level 5 Lifestyle Medicine Organization Conference b. 65% of revenue from IBLM certification exams held in-country c. 65% of revenue from in-country Foundations of Lifestyle Medicine (LMBRC) program sales
		Established statutes and bylaws that are published and are being followed				
Level 1	self-appointed leadership that is physician led					a. Discount at any Level 4 or Level 5 Lifestyle Medicine Organization Conference
	Leadership committed to working towards a not-for-profit legal structure					
	Leadership establishing statutes and bylaws with commitment to publish and follow					

*All levels require the practice of evidence based Lifestyle Medicine that resides firmly in the house of medicine

Organisational Tasks

LMGA Sister Organisation Tasks:

- Promotion and advocacy of evidence based lifestyle medicine across the board
- Recruitment of members
- Deployment of educational programs and materials nationally
- Collection and dissemination of scientific studies relevant to LM
- Organisation of conferences, certification exams, corporate round tables, interest groups etc. in-country

IBLM Regional LM Organisation Tasks:

- Assistance in setting up of LM organisations in countries without LM presence
- Helping countries grow their memberships
- Dissemination of information and coordination of activities across the region
- Organisation of annual conferences and certification exams in collaboration with the national LM organisations
- Lobbying of governments and industry groups
- Accreditation of programs for LM services and programs in the region
- Conducting research
- Producing educational programs and materials for the region
- Spot-checking IBLM exam prerequisites to ensure compliance with global standards

Organisational Tasks (2)

IBLM Regional LM Organisation Criteria:

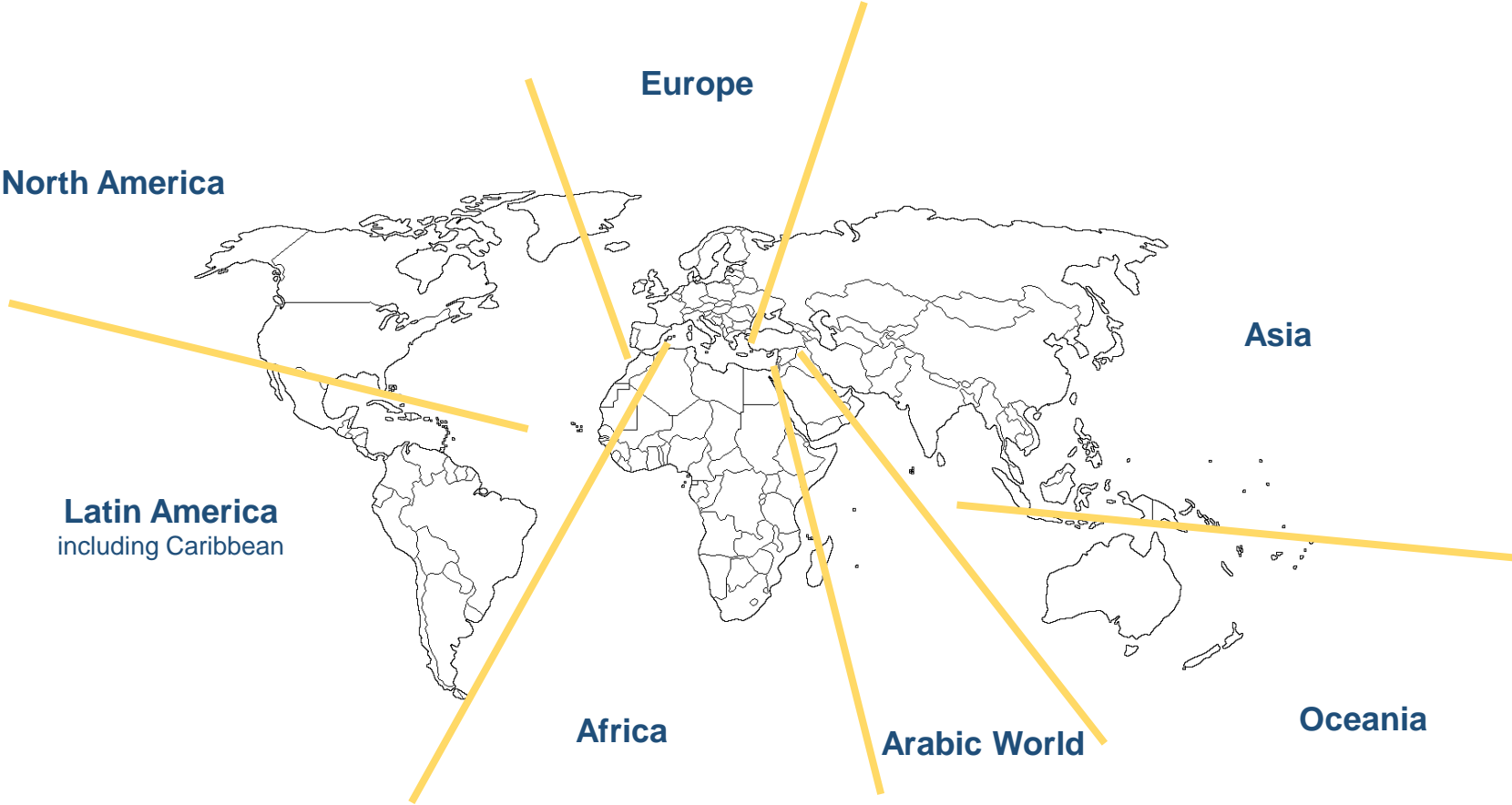
- Adherence to published regional boundaries and evidence based practice of LM in the house of medicine
- Minimum of 10% of countries in region with LMGA sister organization status (for seat on advisory board)
- Board that consists of the presidents of the countries with LMGA sister organization status
- Democratically elected regional LM organisation leadership
- A focus on the development of LM organisations in the region

BENEFIT: seat on IBLM advisory board, 65% of revenue from certification & LM foundations program for countries in the region without own LM organization.

IBLM Regional LM Organisation Tasks:

- Setting up of LM organisations in countries without LM presence
- Helping the countries grow their memberships
- Dissemination of information and coordination of activities across the region
- Organisation of annual conferences and certification exams in cooperation with the national LM organisations
- Lobbying of governments and industry groups
- Accreditation of programs for LM services and programs
- Liaising with the global LM community on behalf of the region
- Conducting research
- Producing educational programs and materials
- Spot-checking IBLM exam prerequisites to ensure compliance with global standards

Global Regions



Getting started

1. Gather like-minded physicians and agree to get organized, based on the following outcomes

- Networking
- Education
- Research
- Certification

The LMGA can help you get connected with people in your country.

2. Organise a Lifestyle Medicine Conference and certification exam, approximately 12 months out; look for collaborators like University Medical Schools:

- Invite relevant speakers – a mix of local and international...plan to have a minimum of 4 speakers with 10h of content around the pillars of lifestyle medicine (this will qualify your event for 10h of in-person CME – an IBLM certification prerequisite). Some speakers charge a speaking fee, most are willing to come pro-bono, with only flight and travel costs applicable.
- Offer a substantial conference rebate for members of your organization – this will drive memberships.
- Offer “Foundation Memberships” for early adopters – put their names and photos on your website as foundation members, keep them as foundation members while they renew their membership, remove them if they don’t.
- Work with the IBLM (info@iblm.co) to conduct a certification exam at the end of the conference with a discount for members – this will drive income and memberships, and this will separate the evidence based practitioners of LM from the “voodoo merchants”...this exam can be offered in English or your local language (depending on the size of the market)
- Work with the IBLM to private label “the Foundations of Lifestyle Medicine – the Official Lifestyle Medicine Board Review Course” education program, with a discount for members – this will drive education and revenue and will provide your organization with credibility via your “own” LM education course.

3. Repeat, while continuing to offer memberships and benefits via a newsletter, dissemination of research, collaboration with your regional LM organization and LMGA

Sponsorship Guidelines

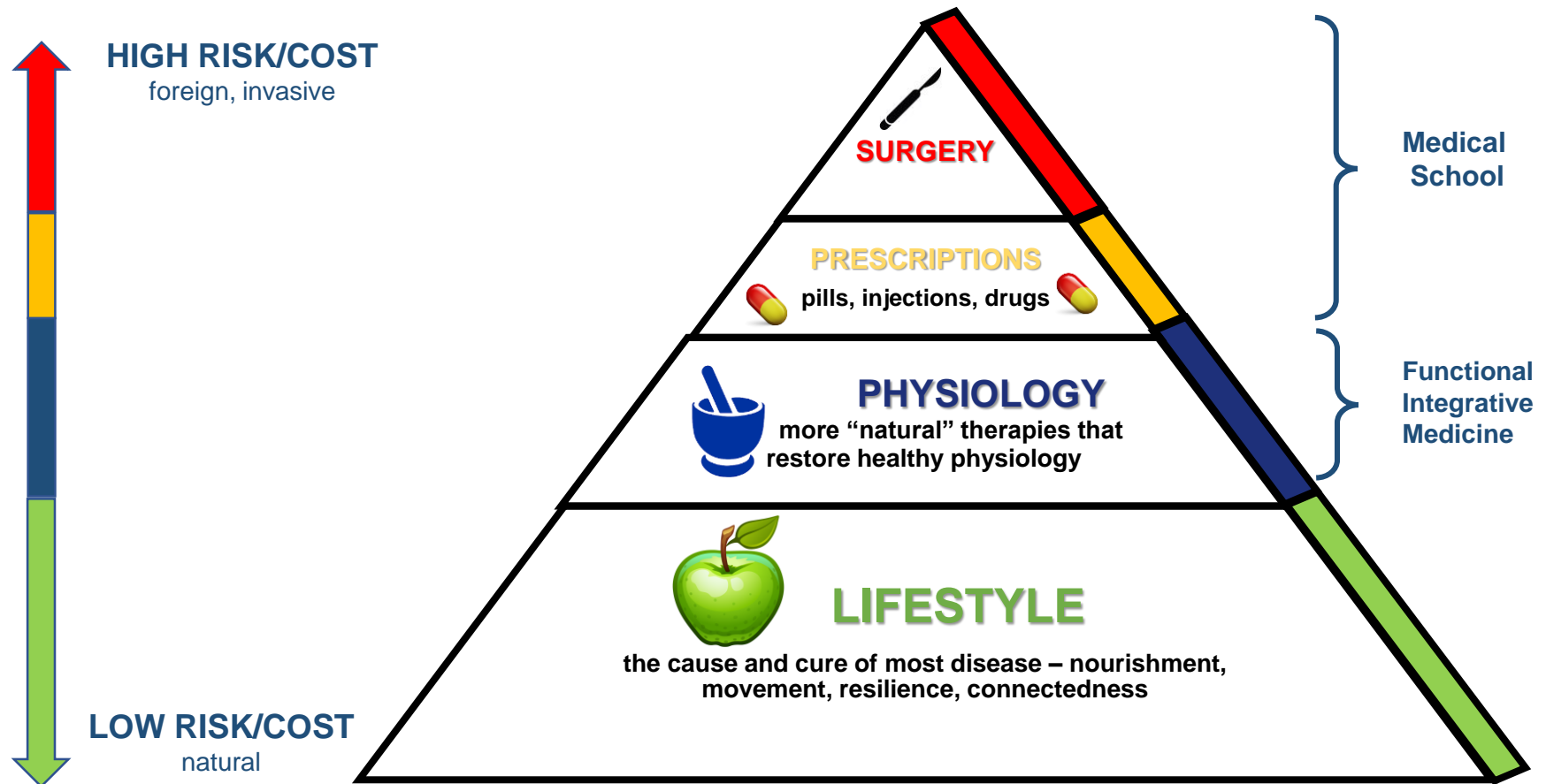


1. Firm separation of lifestyle medicine education and research from sponsorships – sponsorship of any kind cannot influence research outcomes or education dissemination
2. Firm separation of event exhibition and sponsorships from programming content – sponsoring an event and being able to present/speak are strictly separate
3. Only products and services falling firmly into the 4 pillars of Lifestyle Medicine (nourishment, movement, resilience and connectedness) as shown in the following treatment triangle are considered. Anything in the categories above (i.e. physiology: vitamins, supplements etc.) should be rejected.

**The overriding principle of sponsorship
“When in doubt say NO!”**

Where LM fits in the Medical Space

The Treatment Triangle (adapted from Dr. Braman, www.lifestylemedicine.pro)



Resources Page

Rather than starting from scratch and reinventing the wheel, we recommend that you copy and adjust for local differences what already exists. Here is a list of resources that you might want to adapt and/or hyperlink to your own website:

- ACLM's [Official Standards](#)
- ACLM's [Constitution and Bylaws](#)
- [Core Competencies for LM](#) as first published in JAMA in July 2010
- [Web-based resources](#) as listed on ACLM's website
- ACLM's LM [Scientific Evidence library](#)
- ACLM's [newsletter archive](#)
- International Board of Lifestyle Medicine, [International Certification](#)