



**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 logos of LMGA sister organisations [here](#)
- If you need help with logo design, please contact [info@lifestylemedicineglobal.org](mailto:info@lifestylemedicineglobal.org)

# Website

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

# National LM Organisation

- Not-for-profit (or country equivalent) professional association
- Paying non-student 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 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

# LMGA Sister Organisation Levels



	<b>A Leadership</b>	<b>B Legal</b>	<b>C Membership</b>	<b>D Conferences</b>	<b>E Certification Exams</b>	<b>Benefits</b>
<b>Level 5</b>	A democratically elected leadership that is physician led	A not-for-profit legal structure	An established membership base with at least 500 fee paying non-student members	Yearly Lifestyle Medicine Conference	Yearly Lifestyle Medicine Certification Exam	a. Discount at any Level 4 or Level 5 Lifestyle Organisation 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
		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 organisation	A well formulated marketing plan with regular social media presence			
			Adequately resourced/ staffed organisation offices			
<b>Level 4</b>	A democratically elected leadership that is physician led	A not-for-profit legal structure	An emerging membership base with a minimum of 250 fee paying non-student 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 Organisation 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			
		Bank accounts and financial transactions in the name of the organisation	A well formulated marketing plan with regular social media presence			
<b>Level 3</b>	A democratically elected leadership that is physician led	A not-for-profit legal structure	An emerging membership base with a minimum of 100 fee paying non-student 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 Organisation 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 organisation				
<b>Level 2</b>	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 non-student members			a. Discount at any Level 4 or Level 5 Lifestyle Medicine Organisation 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				
		Bank accounts and financial transactions in the name of the organisation				
<b>Level 1</b>	Self-appointed leadership that is physician led					a. Discount at any Level 4 or Level 5 Lifestyle Medicine Organisation Conference b. 65% of revenue from in-country Foundations of Lifestyle Medicine (LMBRC) program sales
	Leadership committed to working towards a not-for-profit legal structure					
	Leadership establishing statutes and bylaws with commitment to publish and follow					

# Getting started

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

- Networking
- Research
- Education
- 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 organisation – 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](mailto: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 organisation 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 organisation and LMGA

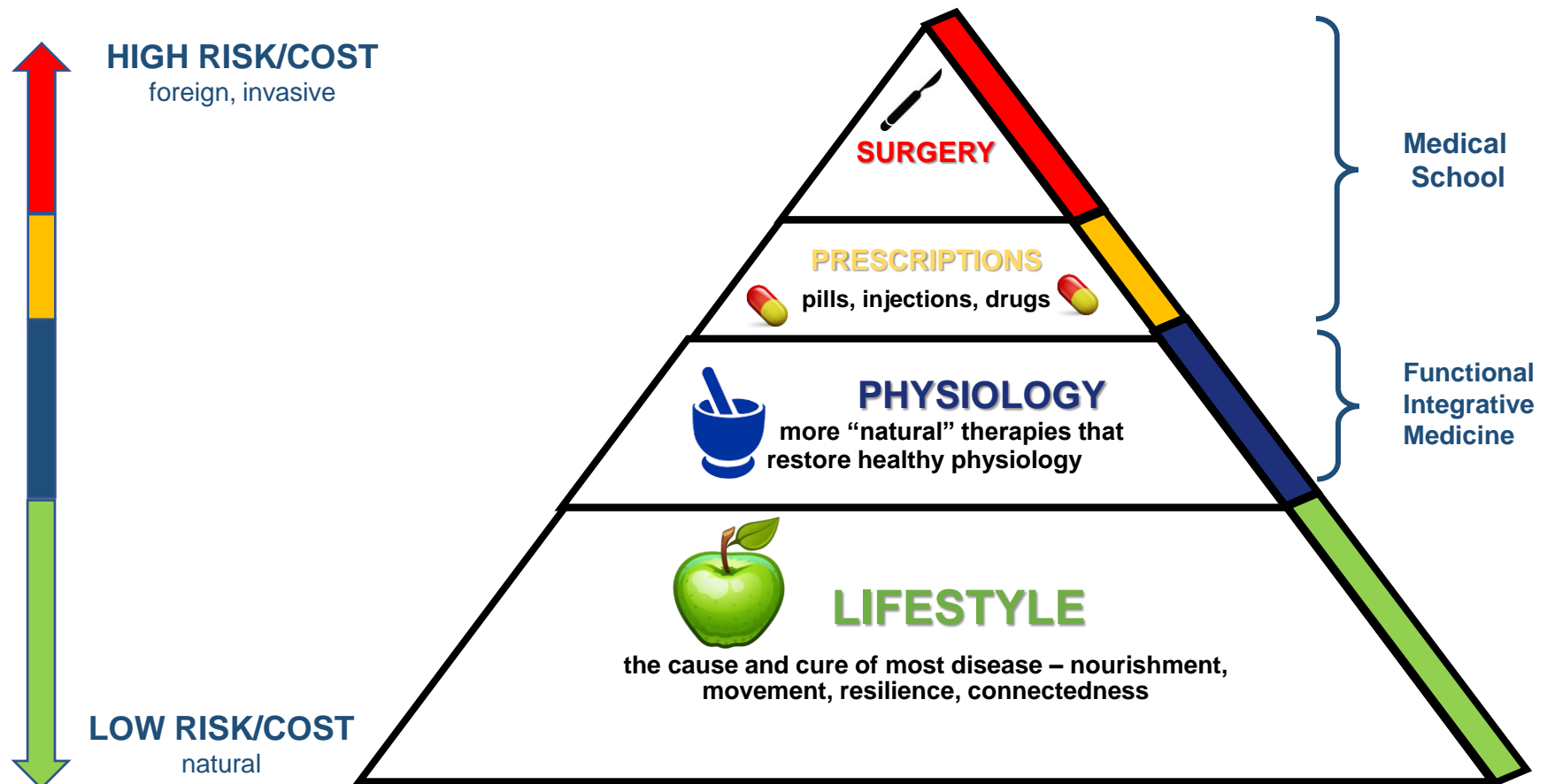
# Sponsorship Guidelines

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](http://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 [Constitution and Bylaws](#)
- ACLM's LM [Scientific Evidence library](#)
- [International Board of Lifestyle Medicine](#)