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For Members of
The American Medical Association Alliance

January 2010

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Alliance News & Web Updates

Alliance Leadership Development Podcasts

Did you miss the Leadership Development Conference?

Now you can get the LDC

experience in the comfort of your own home. Podcasts of the LDC sessions are now available for purchase. These podcasts are a great way to learn from our featured speakers. Click [here](#) for more information including the list of available podcasts.



Traveling Made Easy this Year

Welcome to *E-Connection*

E-Connection is a supplement to the AMA Alliance magazine *Connections*, and is designed to keep you informed of everything new and upcoming at the Alliance.

Please let us know what you think of *E-Connection*. E-mail your comments to Rosetta.Gervasi@ama-assn.org.

AMA Launches Healthier Life Steps™ Program for Physicians and their Patients; the Alliance to Introduce it for Medical Families

The AMA has launched a new program aimed at developing a physician-patient alliance for a longer, healthier life. The Alliance is working with the AMA to make the program available to medical families.

Four key health behaviors -- poor diet, physical inactivity, tobacco use and excessive or risky use of alcohol -- are significantly related to heart disease, diabetes, cancer and other conditions. Taking steps now to improve these key lifestyle behaviors can help prevent and manage these conditions.

The program includes:

- Healthy Eating Resources
- Physical Activity Resources
- Resources for Reducing Risky Drinking
- Resources for Quitting Smoking
- Frequently Asked Questions

For the monthly e-newsletter, go to www.amaalliance.org and click on the left-most express button at the bottom of the homepage. The Alliance will launch its Healthier LifeSteps for medical families next month. Check back on the Web site for more.

View recent issues:

- [December 2009](#)
- [November 2009](#)
- [October 2009](#)

Traveling this year just got easier with the Alliance's travel membership benefit. The Alliance, along with Globus and Avalon Waterways, offers members travel at AMA Alliance rates. Visit our [Sponsored Trips](#) page to learn more. Search for discounted trips with Globus to many locations with different travel styles or book a relaxing cruise with Avalon. Current 2010 tours include Costa Rica and Alaska.

Alliance Web Site

Visit www.amaalliance.org for all the latest Alliance news and updates including current headlines, the HEALTHeCAREERS Network, Personal Space for the Individual Member and latest Membership Benefit.



[Join Our Mailing List](#)

News from CDC

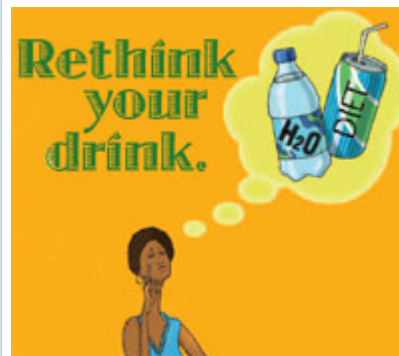
Breastfeeding Practices in the U.S.

The [CDC National Immunization Survey](#) is a nationally representative sample of the U.S. population, among infants born in 2005:

- 73.9% were breastfed at some point
- 43.4% were still breastfeeding at six months of age
- 22.7% were breastfeeding at one year of age
- 33.1% were exclusively breastfed through three months of age
- 13.6% were exclusively breastfed through six months of age

For additional breastfeeding statistics, see [Data and Statistics](#).

Sugar Consumption and Sweetened Beverages



Consumption of sugar-sweetened beverages (e.g., carbonated soft drinks, sports drinks, flavored sweetened milk and fruit drinks) among children and adolescents has increased dramatically since the 1970s and is associated with higher daily caloric intake and greater risk of obesity. Although consumption of sugar-sweetened beverages occurs most often in the home, schools and child care centers also contribute to the problem either by serving sugar-sweetened beverages or by allowing children to purchase sugar-sweetened beverages from vending machines. Policies that restrict the availability of sugar-sweetened beverages and 100-percent fruit juice in schools and child care centers might

For more on sweetened beverages, go to <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm>

For more on Nutrition, Physical Activity and Obesity, go to <http://www.cdc.gov/nccdphp/dnpao/publications/>

Member Profile -- Angela Ladner



By Kallie Norton

For Angela Ladner, leadership within the American Medical Association Alliance is not simply a way to give back to the community, it has been -- in her words -- "life changing" and possibly even "life saving." When she married into a medical family, her mother-in-law was serving as the president-elect of their local alliance. Angela describes her experience, "When I went to my first meeting, I was so impressed by the volunteerism and the spirit of wanting to do something positive in the community." Angela was attracted to the projects and the advocacy efforts the Alliance engaged in and she has been actively involved ever since.

After several years of service, Angela received a call from then AMAA president Nita Maddox who wanted to know if Angela would serve as the chair of the AMAA Council on Legislation. Like so many active women, Angela wasn't sure she could make that extensive a commitment. She explains, "At that point, my plate was already completely full, and I felt that it would be difficult to do it right. So I was fully prepared to tell Nita, 'No.'"

Fortunately for the Alliance, Nita also pointed out that serving in this capacity also awarded Angela a seat on the AMA Council of Legislation. Angela recalls, "I was thrilled at the prospect of sitting on the council that has the awesome task of helping set the congressional agenda for the organized body of medicine. I simply could not say no to this unique opportunity, especially, as a non-physician."

Part way through a council meeting in October of 2006, Angela experienced a watershed moment. She elaborates, "As I sat there, I thought, this is very hypocritical of me. I came here to represent the Alliance as a whole, to show what the medical family is capable of, and yet, here I sit, weighing more than 300 lbs. I realized I was not making healthy choices. And it was time for a change."

Two years later, by changing her lifestyle and eating habits, Angela has lost 140 lbs. Her actions to achieve a healthy lifestyle have affected her husband and their seven-year-old, triplet daughters. "We're not doing anything more than just being aware of portions, knowing what is healthy, knowing what isn't so healthy and making sure to move," says Angela.

This winter, teams representing the Governor's Office, members of the House of Representatives and the Senate will participate in the Mississippi Governor's Makeover Challenge. The challenge is akin to the "Biggest Loser." They will form teams and "compete" to lose weight and get fit by making healthy lifestyle changes in the upcoming legislative session in 2010. Their journey will be covered in "People Magazine." Angela explains, "Essentially, they are going to do the same thing I did. They are going to start setting a proper example for the citizens of

Mississippi. We cannot expect our people to make a change if our elected officials don't show their constituencies and home communities this is important."

Today, Angela continues to promote health and wellness within the family of medicine as the county treasurer of The Central Medical Society Alliance and the past-presidential advisor to the legislation committee. She also serves on the state council on legislation and the Mississippi State Medical Association Political Action Committee. Angela reflects on her transformation, "I am proud that I can set a good example as a healthy Mom for my children and can go out into our community and know that my message about a healthy lifestyle will not fall on deaf ears."

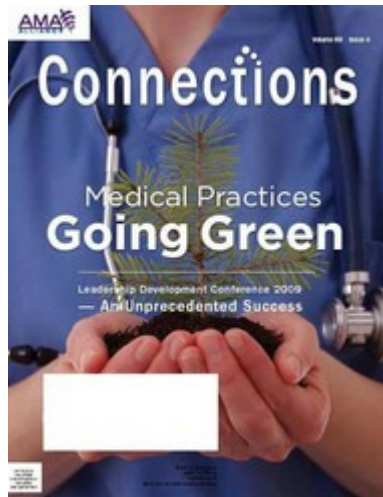
AMA Offers Customized Insurance Products for Medical Families



Looking for insurance for yourself, your family or your practice? As a member of the AMA Alliance, you and your family have access to the products offered by the [AMA Insurance Agency, Inc.](#) covering all stages of your personal and professional life. Established in 1988 as a wholly owned subsidiary of the American Medical Association, it is dedicated to meeting the protection needs of the physician community.

These products have been selected to fit the specialized needs of physicians and their families. Plus, AMA members do not pay an annual administrative fee and can benefit from a premium credit on certain products.

Learn more at www.amainsure.com.



Connections Magazine Offers New Format

Check out *Connections* magazine online in a dynamic, interactive format. Back issues are also available. Click [here](#) to visit the *Connections* magazine page.

Calendar of Events

The AMA Alliance posts "Save the Date" items two weeks or more prior to the event date or registration deadline. For a full listing of events go to www.amaalliance.org.

January 29-30, 2010: Southern Regional Conference - Raleigh, N.C.

February 5-6, 2010: North Central Leadership Development Conference - St.

Louis, MO

March 1-3, 2010:AMA National Advocacy Conference, Washington D.C.

June 13-15, 2010: AMA Alliance Annual Meeting

October 3-5, 2010: Leadership Development Conference - Fall Session

Does your state or county Alliance have an upcoming event? Get it listed in the "Calendar of Events" section of the AMA Alliance E-Connection. E-mail your event information to Henry Tam at Henry.Tam@ama-assn.org.

[For more information about these events, or for a full-calendar listing, click here...](#)

Help the Alliance Grow!

AMA Alliance members network to help each other through the stresses of medical life. If ever there were a time to activate as much support as possible for the family of medicine, that time is now - 2010! The AMA Alliance is the only nationwide organization that brings physician spouses together. We address your unique interests and concerns, keep you up to date and provide an organized voice for your support of the physician(s) in your family and the future of medicine.

[Click here to find out more about membership benefits and to become an Alliance member today!](#)



Discounts and Benefits for Members Only

The AMA Alliance provides many membership benefits through Alliance Affinity Programs to your local Alliance members. Click [here](#) to learn more.



Support the Alliance! Shop Amazon.com!

Books and other items purchased on Amazon.com through the Alliance's Web site generate a rebate for the Alliance. This small gesture provides additional revenue to the Alliance and is appreciated.

Member Advantage - Hertz #1 Gold Club

Alliance membership lets you enjoy special benefits from Hertz including low Web rates, special offers and AMA Alliance member discounts. Click [here](#) to learn more...



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