

Meeting Minutes
The President's Council on Physical Fitness and Sports
(PCPFS)
June 21, 2002

Hubert H. Humphrey Building
200 Independence Avenue, SW
Washington, DC 20201

Prepared for
PCPFS

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Call to Order

Chairman Lynn Swann called the meeting to order at 8:08 a.m. He welcomed participants, introduced staff members, and stated that the Council can make a difference in communicating the benefits of an athletic and healthy life to the country. Tynetta Dreher conducted the roll call (see Appendix A: Attendee List.)

Introduction of New Council Members

In roundtable fashion, members introduced themselves and noted primary interests: PCPFS's Executive Director Lisa Oliphant has a personal passion for fitness, was an ice dancer, and competed as a ballroom and Latin dancer. Vice Chair Dot Richardson "believes in sports," completed her residency in orthopedic surgery, achieved World Champion status in softball, and won two Olympic gold medals in softball. Fitness expert Denise Austin promotes fitness and helps families and children exercise via videos and a TV show. Director of the Ohio Department of Health Nick Baird's concerns include improving the health of Ohioans and increasing the capacity of the public health sector. President of Trek Bicycle Corporation John Burke coaches children in basketball and educates children about adopting a healthier lifestyle. Paul Carrozza, Owner and President of RunTex, is focused on getting baby boomers and seniors exercising. Katherine Cosgrove promotes one-on-one training as well as corporate fitness, and relates the benefits of productive, healthy employees to the bottom line. President of the Dwarf Athletic Association Pamela Danberg won a silver medal for the breast stroke at the Paralympic level; is involved in the U.S. Olympic Committee (USOC); and promotes sports for the disabled. Coach Dan Gable, a former champion wrestler (with 202 wins and 1 loss) and Olympic coach has a passion for fitness and getting the most from people. Ivette Lirio, a secondary school physical education teacher, coaches girls' soccer, serves as an adjunct professor, and participates in the Students Against Destructive Decisions movement. Former swim competitor and *USA Weekend* Contributor Teddy Mitchell's primary interests are researching effects of physical fitness on health and ensuring this generation is healthier than the last. Charles Moore, 1952 Olympic gold medalist in the 400-meter hurdle, advocates best practices in corporate giving and confessed to becoming "a serious fitness person" at age 72. Derek Para is passionate about skating, won two medals in the 2002 Olympics, is concerned about the high percentage of Hispanic Americans who are not fit, and wants to spread the fitness message to people of all ethnic backgrounds. Professional Athlete and 12-year Dallas Cowboy veteran Emmitt Smith is a proponent of physical education and fitness and advocates "kids giving back to kids." Lloyd Ward, Chief Executive Officer, USOC, said sports is his true love and he wants to expand the focus on sports beyond athletic competition to advance the values of citizenship. Mr. Swann, ABC Sportscaster, National Spokesperson for Big Brothers Big Sisters, and former Pittsburgh Steeler promotes the benefits of sports (i.e., opening doors and creating opportunities) and wants to make sure the young grow healthily, adults who "have gotten away" from sports are reinvigorated, and seniors understand it's never too late to work out.

PCPFS Overview and Presentation of Awards Programs

Ms. Oliphant introduced Christine Spain, Director of Research Planning and Special Projects and Program Officer for the President's Challenge program; Janice Meer, Public Affairs Specialist and Program Officer for the Presidential Sports Award; Ms. Dreher, Staff Assistant; Joey King, Public Affairs Assistant; Dona Shamburg, Office Support Assistant; and Leslie Liff, Clerical Assistant.

Remarks

Assistant Secretary for Health Eve Slater referred to Council members as the role models that the Nation desperately needs. She urged members to not look to the Department for guidance and direction, but to take the initiative and call Ms. Oliphant with ideas. Dr. Slater provided a brief overview of the advances in medicine, listed health and mortality statistics and related expenditures, noted the President's Healthy US initiative, and cited the Department's and Council members' roles as missionaries broadcasting its behavioral messages to youth. Dr. Slater acknowledged that the Nation is being sidetracked by the burdens of bioterrorism and emergency preparedness, stressed the importance of physical activity in preventing type II diabetes and obesity, and the Department's commitment to public communities. According to Dr. Slater: a little activity makes a difference, and physical activity is a cost-free intervention. Rather than dwell on theories to explain why the trends in the country are in all the wrong directions, she recommends determining what motivates athletes and how to motivate the inactive, and ensuring an early start to learning about nutrition and exercise. Dr. Slater concluded her remarks noting the Department's commitment to public communities. She repeated the adage "all public health is local" and examples of experiments in helping communities understand and address issues directly. She congratulated and welcomed Council members.

PCPFS' Mission and Programs

According to Ms. Oliphant, President Bush rewrote the executive order authorizing the Council, the mission remains the same, and he expects the Council to leave a lasting legacy. Ms. Oliphant listed reasons for inactivity, obesity, and overweight (i.e., lack of motivation, knowledge of health impacts, time to exercise, and access to outlets and teams; a mind set that activity is not meant for older Americans; and beliefs of not being athletic). She also outlined the FAST response: **F**acilitate awareness (of activities and motivation). **A**ctivate the public (through the Presidential and other awards programs). **S**upport the decision (to be physically active) and provide answers to questions and best practices. **T**ransform lives (of Americans of all ages through lifelong engagement in physical activity and sports). She said that PCPFS' mission involves working with partners to provide incentives, tools, and resources. According to Ms. Oliphant, the Council was created under the Eisenhower administration in response to study findings that American children were not as fit as their European counterparts. Now the Nation has doubled and tripled its numbers of overweight and obese children and adolescents, and the Council is focused on Americans of all ages. Ms. Oliphant acknowledged the small staff and budget, and said the Council is responsible for leveraging resources for programs. She concluded her remarks noting that the Council offers the following: (1) unique members; (2) Presidential awards; (3) a large and expanding library of resources that are accessible to lay persons (publications, a web site, downloadable documents, links, and scientific information); (4) a network of organizations, associations, and corporations; and (5) the Presidential seal (a stamp of credibility).

PCPFS Awards Programs

Ms. Spain described the President's Challenge program; the changes it has undergone in 21 years; and the Bush Administration's addition of three programs (Active Lifestyle, Physical Fitness, and Health Fitness). The program booklet, which includes resources and scientific information in an understandable form, is sent to all schools in September, she said. The awards program has the Presidential seal, requires no equipment, is not a curriculum, works well with clubs and camps, is easy to do, and is free. According to Ms. Spain the program is regulated and counts participation by the number of awards disseminated (more than 6 million). She asked Council members to talk about the program (and Mr. Swann promised to promote it at Big Brothers Big Sisters).

Ms. Meer described the President's Sports and Fitness Award (formerly the Presidential Sports Award) as containing 68 categories. She said it is easy to understand, administer, and adapt. Individuals and families fill out a log, return it, and receive a certificate signed by the President and a patch. Ms. Meer described user groups, noted that yoga will be added, and marching was added this year. She described length of participation; the number of participants (9,000); and the award (as an underutilized resource). She asked the Council for help in increasing participants. Ms. Meer explained the difference in number of participants between the programs: the Sports Award has no memorandum of understanding, the program loses money, and the people working with the program spend their own money.

Partner Presentation

Bill Dietz, Director, Division of Nutrition and Physical Activity, Centers for Disease Control and Prevention (CDC) commended the members' roles as spokespersons, noted that the Council's message must be consistent with science, and described CDC's history and responsibilities—prevention and reduction of diseases. He contrasted the focus on infectious diseases 50 years ago with the current focus on chronic illness and its relationship to cost, morbidity, and mortality. Dr. Dietz stressed the importance of physical activity and nutrition. He said CDC is playing a substantial role in addressing diabetes and obesity, looks forward to a CDC/Council partnership, conducts surveillance and determines the prevalence of diseases, and has prioritized the getting of more information about fitness and youth. Dr. Dietz outlined CDC's commitment to translate research into practice by citing recommendations from the Surgeon General's report: Adults should be active 30 minutes of most or all days of week (which does not specify exercise or 30 sequential minutes). Furthermore, CDC provides an important guide for communities: *Increasing Physical Activity: A Report on Recommendations of the Task Force on Community Preventive Services*, which documents community-based recommendations and interventions to increase physical activity; communicates positive messages (some view the term "exercise" negatively); and implements strategies (for example, CDC funds 12 programs in places such as Massachusetts, Rhode Island, Connecticut, Pennsylvania).

Dr. Dietz concluded his presentation: He explained the linkage of environmental changes to health policies (protection from second-hand smoke to banning smoking in public places; and promotion of neighborhood safety, community design requiring sidewalks and zoning regulation to increasing the percentage of the less than 30% of children who walk to school). He also expressed hope that the Council will echo the importance of physical activity for enhancing daily life, preventing diseases, and making the necessary environmental changes to promote health.

Discussion ensued. Mr. Swann suggested that the Council should find vehicles and alliances to create a program to obtain data useful to CDC. Furthermore, the Council needs to quantify what it does to determine any impact after 2 years. Dr. Dietz responded to Mr. Ward: (1) CDC's annual budget is \$29 million and it gives \$5 million to 12 States for program implementation. (2) CDC is a willing implementation partner, has worked closely with Healthy People 2010; but does not have a long record collaboration within the States and the Council.

Call to Action

Mr. Swann affirmed the Council members' purpose—to disseminate the President's message about physical fitness and sports in their personal and official functions for 2½ years. He also acknowledged joining their "tremendous ideas and vast web of contacts, resources, skills, and abilities" with CDC, the Department of Education, and the private sector to benefit the Nation.

Formation of Subcommittees

According to Dr. Richardson, the Executive Order suggests forming four Council subcommittees: Programs, Communication, Events, and Information. (She also added that the Council should develop a slogan and recruit individuals who were not appointed to the Council to form a task force. Ms. Oliphant agreed on the concept of an extended Council family.) Members returned to discussing subcommittee activities. Specifically, Ms. Oliphant said they should have conference calls once each month with assigned members and others who are interested. Staff members will be responsible for disseminating summaries to the Council monthly. Mr. Swann envisioned examples of Council communications: amassing a large group of individuals who are influential in professional sports to talk about physical fitness; providing groups with CDC data to deliver the Council's message; publishing articles in magazines about programs; and encouraging Council members to speak about the Council at engagements. The Council's web site and publications will include communications and information. Mr. Ward suggested adding a resource acquisition subcommittee, which after discussion, was named Resource Identification and Utilization subcommittee to work with the staff to figure out a way to maximize efforts and dollars. Mr. Swann mentioned developing a traveling exhibit with potential partners, having the resource subcommittee screen the effects of relationships/partnerships, and protecting the Presidential seal and logo.

- ◆ Vote: The Council voted unanimously to form three subcommittees comprised of seven members each: (1) Programs and Events, (2) Communication and Information, and (3) Resource Identification and Utilization.

Members assigned themselves to subcommittees (see Appendix B: Subcommittee Assignments). Mr. Swann said the subcommittees are responsible for conducting research, deciding what to present to the Council, and presenting the Council's "marching orders." Dr. Richardson added that committees will organize and assemble information for the Council, and members can insert information during subcommittee meetings. Members who are unable to attend subcommittee meetings should appoint a representative and inform the staff before the meeting, said Mr. Swann. The representative may not vote, but can provide information.

- ◆ Action Steps: (1) Members will receive a list of subcommittee members with contact information. (2) Staff persons will coordinate meetings. (3) Chairpersons will ensure information is reported to the Council.

Strategies Roundtable

Mr. Swann said the Council's first order of business is to "get the message out" via the Communication and Information subcommittee. Meanwhile Events and Programs can work toward having information for people, finding programs that work, assembling existing programs the Council can tie in with and drawing attention them, developing partnerships and rolling out events, finding events Council members can attend, and creating events. Ms. Oliphant suggested that the subcommittees identify key issues and propose ways of coordinating their work. She said Mr. Parra's concern about addressing lifestyle issues in the Hispanic community as well as reaching out to underserved communities have communication and resource identification components. Mr. Carrozza suggested announcing the new Council with a national message or slogan to get into shape, finding events that complement the Council's mission, and using the web site as a resource for events. Ms. Oliphant said she will facilitate any national publicity efforts with White House media affairs personnel. Mr. Swann warned that all efforts should include coordination with CDC to make sure information is correct and consistent.

According to Mr. Ward Council members are ambassadors of A Healthy US. The first job of the Communications subcommittee should be to develop a PowerPoint presentation with key talking

points. Ms. Oliphant said she will provide a one-page fact sheet of key talking points, and Dr. Mitchell volunteered to develop a PowerPoint presentation for Council members to use. Dr. Richardson said CDC should provide the data for the presentation and Ms. Oliphant should include information on the history of the Council. Mr. Moore urged notifying newspapers about the new, reinvigorated, re-energized Council and Mr. Smith said the Council should approach the media with a complete package for the public. Ms. Oliphant insisted that the Communication and Information subcommittee first work with the office to develop a strategy (to identify who the Council will reach out to, what its message will be, and the order in which it will proceed). Members proposed the following ideas: having a phased out program; having a mission statement and pillars; publishing a story on the new Council with a profile of members, announcing the Council's intent; publishing the results of the meeting, what the Council has decided, and two or three things to keep the media baited; disseminating a statement to the press stating "we are here, we met, we have four pillars of responsibility" and promising one thing for the future; telling the press "We will be out in the community—look for us"; capitalizing on the movement that has already been created; obtaining exposure on TV; developing public service announcements; getting TV stations committed to providing physical fitness updates monthly; and enabling *Sports Illustrated for Kids* to interview Council members.

Mr. Smith recommended that subcommittee members have discussions, formalize efforts and determine which avenues to penetrate. Dr. Mitchell described the Aerobics Center's Tip of the Day video broadcasts, and Ms. Austin noted tips of lifetimetv.com. Other suggestions included creating web site linkages (to the Council, CDC, and other sites); reviewing and updating the awards programs; encouraging involvement with successful, local programs (versus trying to create new ones); and laying out a national program. Members concluded the discussion suggesting ways to tie into the President's slogan A Healthier US and agreed on the need for a national campaign with local activation.

Responding to members' questions, Ms. Oliphant explained that PCPFS has its own media operation, that the designation of subcommittees will lead to the Council's forming a strategic plan, and that this plan will give members a "sense of where they are going." She warned members that they have a broad mandate, huge issues to tackle, and will hear a lot of ideas; and she urged them to pick a few key goals. She concluded by stating the Council will focus on all Americans; however specific audiences will include children; families; parents; older Americans; and audiences where disparities have been identified (inactive, prediabetic, hypertensive, and Hispanic populations). Mr. Para said the Council's message should address accountability—each person is responsible for his or her own health.

Proposed Priorities and Strategies for PCPFS

Members acknowledged the difficulties in setting priorities for the Council. Dr. Richardson asked members to identify one or two goals they would like to accomplish in 2 years. A summary of responses follows: Dr. Ward—Make physical education (PE) in grades K-12 mandatory nationwide and focus on the family. Mr. Smith—Make PE mandatory from K-12 and focus on the 30-minute time frame (while removing myths about time needed for physical activity). Mr. Parra—Make PE mandatory from K-12 and educate families about adopting healthy lifestyles and participating in activities outside of meals. Mr. Moore—Make PE mandatory and break the "30-minute-exercise" mind set. Dr. Mitchell—Make PE mandatory and focus on family activities. Ms. Lirio—Support mandatory PE and focus on families (including senior citizens) through the parks system. Mr. Gable—Focus on adaptive lifestyles (i.e., transitions from certain points in life, going from student to professional). Ms. Danberg—Stop the sedentary lifestyle and fast food epidemic, and increase the number of Presidential awards to 8-10 million (and use them as tool to get mandatory PE in schools). Ms. Cosgrove—Promote family education/unity and the 30-minute explanation that exercise is achievable. Mr.

Carrozza—Make sure children are having fun with PE (change sports every 6 weeks) and know how to create endurance throughout their lives (based on the Kid’s Triathlon model (swimming, biking, running). Mr. Burke—Focus on the President’s Challenge program (clean it up and put it in all schools) and take this product and weave it into the Council’s message. Mr. Baird—Focus on “Everybody Wins” and create awareness that everyone has the ability to take small steps to improvement.

Ms. Austin said she agreed with the other members; Dr. Richardson summarized that members would feel successful if PE becomes mandatory; and Mr. Burke said giving out more Presidential patches (and/or bumper stickers and medals, said Ms. Danberg) would be one way to judge increased physical activity in all age groups. Discussion then turned to ways of determining how many people participate in the President’s program and why nonparticipant’s do not. Ms. Oliphant said the Council cannot collect data, but can work with other organizations that can collect information and provide best practices. Mr. Burke recommended doubling the number of adults and children who receive the Presidential patch in 2 years. He volunteered to obtain and analyze nonparticipation information in 2 weeks. (It was noted that a summary of comments from professional organizations and a report compiled under the Clinton Administration should be reviewed instead.) Mr. Burke also suggested that program people should look at what is liked and not liked to make sure the Council has the right product to incorporate within its message. Dr. Richardson and Ms. Oliphant agreed that the subcommittee could determine how consumers respond to the programs in 2 weeks.

According to Dr. Richardson, although the Presidential award could measure the PE goal, getting families educated on the 30-minute time frame and the cumulative effect of daily activities challenges the Communication and Information subcommittee; incorporating nutrition concepts challenges Programs and Events; and changing the mind set and adapting a healthy lifestyle (which includes sleep) challenges both. Dr. Mitchell said avoiding risky behaviors is easy to weave into the message as part of a healthy lifestyle; however, Mr. Ward urged members to avoid “scope creep” and to focus on Healthy US—Everybody Wins by focusing on PE in schools, a family lifestyle, and the message of 30 minutes of physical activity daily. Ms. Cosgrove urged the Council to “ride the wave” and issue a press release on its accomplishments. Other members suggested focusing on enhancing the President’s program and having the President appear at the school with the most participants (Mr. Smith); having the Challenge award model the national spelling bee (Mr. Burke); recognizing that May is fitness month (Ms. Austin); sponsoring an annual fitness award with essay contest (Mr. Carrozza); reaching out to all health and fitness organizations and forming a task force (Dr. Richardson); and finalizing a Council product so that members will repeat the same message (Mr. Burke). Mr. Ward restated a focus for the Council, and members agreed.

- ◆ Action Steps: (1) The Council supports the “A Healthy US” message, adds “Everybody Wins,” and adopts the following focus areas: Mandatory Physical Education in Schools (this concept is leveraged by the President’ Challenge program); a Family and Lifestyle Focus; and 30/60 Minute Magic Focus (daily activity time for adults/children). (2) Ms. Oliphant will clear the proposed contribution and focus. After obtaining approval, the one-page message will be developed. (3) PCPFS staff will forward the message and mission to Dr. Mitchell who will create a PowerPoint presentation.

Dr. Richardson concluded the discussion. She asked for an immediate press statement (stating the Council met, has an action plan, and is excited about its mission) and asked members to e-mail their program ideas to subcommittee staff persons.

Physical Activity and Prevention at HHS

Randolph Wykoff, Deputy Assistant Secretary for Health (Disease Prevention and Health Promotion) observed that the Council has the opportunity to be creative, think outside of the box, reinvigorate public health, and “count as an entity.” He distributed and described handouts to the members (see Appendix C: Healthy People Handouts). Dr. Wykoff said Healthy People 2010 data can be used in the Council’s PowerPoint presentation. He stressed that physical activity is important, it is a budget issue, and it is 1 of the nation’s 10 leading health indicators (listed on a book mark and on page 25 of the book and CD distributed to members). Dr. Wykoff asked that Council messages mention that people feel better when they are working out; make the connection between physical activity and health; and stress health benefits (not appearance) as well as participation (not competition). He referred members to www.healthfinder.gov for consumer information and concluded that in following the Surgeon General’s Call to Action, his office does not have enough money to work alone and needs to form partnerships.

Concluding Remarks

Dr. Richardson’s concluding remarks included (1) asking Ms. Cosgrove to follow up with the newspaper story ; (2) reminding Dr. Mitchell to incorporate the “important stuff” in the PowerPoint presentation; (3) encouraging members to make sure the Council message is about health participation, not competition; and (4) encouraging subcommittees to meet within 2 weeks and share communications among themselves. Members confirmed subcommittee assignments; designated chairpersons; and agreed to have chairs schedule meetings. Ms. Oliphant said PCPFS staff will set up conference calls for subcommittee meetings and that the four absentees will assign themselves. The staff will e-mail members individually with instructions for using the PCPFS bulletin board and posting meeting times, she said. Lastly, Ms. Oliphant promised to ask the legal representative if the PCPFS’ budget can be increased, if the Council can meet more than once per year, and if donations can be used to increase the budget.

Adjournment

The meeting was adjourned at 1:12 p.m.