

Meeting Minutes

**The President's Council on Physical Fitness and Sports
(PCPFS)**

June 26, 2003

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

**Prepared for
PCPFS**

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Call to Order, Roll Call, and Introduction of Members

Acting Executive Director Penelope Royall called the meeting to order at 8:40 a.m. She welcomed visitors, commended the National Association of Sport and Physical Education (NASPE) teachers for working “on the front lines” and making a difference in children’s lives, and thanked other guests for showing interest in the Council. According to CDR Royall, the Council needs their help to make Americans healthier, happier, and more successful.

Council members introduced themselves. CDR Royall introduced staff members, and Dona Shamburg conducted the roll call. (See Appendix A, Attendee List.)

Opening Comments

Chairperson Lynn Swann thanked members for attending the meeting. He said he appreciates their work, time, effort, and commitment. Mr. Swann reported that the Council met last year and discussed how to deliver effective messages to Americans and the “Steps to a Healthier US.” He noted the downward trend of health in this country, and the rise in levels of obesity and heart disease. Mr. Swann also addressed the use of the military as a model (noting that physical fitness prepares one for traumatic events, increases the quality of daily life, and increases the energy to perform jobs); partnerships; and outreach to move Americans to a better level of fitness. Mr. Swann said he spoke with National Football League (NFL) representatives about operating clinics for children and incorporating the President’s Challenge in NFL programs. He also spoke with Tommy Franks about the military working with the Council on outreach programs in schools.

Mr. Swann reported that Council member John Burke did a tremendous amount of work on the President’s Challenge web site. The focus will be to get people to work out and encourage them to have balance in nutrition and fitness. He noted that he and Mr. Burke would be meeting at the White House later in the morning to demonstrate the web site. Lastly, he said the Council needs to find more and new ways to deliver the message about physical fitness.

Update on Council Committees

Programs and Events Committee

According to Mr. Burke, the President’s Challenge program is well known for the test taken in schools (over 6 million take the test). Because many adults have memories of the program, it is a great branding image to make America a more fit country. This committee set the following goals:

- Get 20 million Americans to become active 30 minutes, 5 days a week, over the next 2 years. (This includes getting politicians, educators, and business people involved.)
- Increase quality of life.
- Leverage the President’s Challenge brand.
- Remove blame from schools and government (because people need to take responsibility for their health and fitness).
- Implement a tool that can be used by businesses and families.

- Implement a no-cost fitness program that is accessible to all 280 million Americans, regardless of age, gender, current skill, or fitness level.

Mr. Burke said the Council can move the concept of a test for kids to a lifestyle of fitness for all. He described the tag line “You’re it! Get fit!”; target audiences (kids, teens, adults, and seniors); and statistics supporting the grouping rationale. He said the groups offer opportunities: There are 53 million children (plus NASPE teachers can provide feedback); over 35 million seniors (and many senior centers to institute the program); over 61,000 businesses with 20 or more employees (that want help with rising health care costs); and 6.1 million Boy and Girl Scouts.

Mr. Burke said that the President; Health and Human Services (HHS) Secretary Tommy Thompson; and other politicians want to make a difference in the health of Americans. He then reported that his organization Trek Bicycle Corporation performed a beta test of the President’s Challenge web program. Of the 1,000 employees, 890 signed up and made the commitment to exercise 30 minutes daily, 5 days a week, for 6 weeks. He said 530 completed the program. He shared success stories and quotes, and concluded that the program has “lots of applications” and can make a difference in businesses, schools, and senior centers.

Outreach Committee

Charles Moore reported on the committee’s work: (1) networking with partners to deliver the Council’s message and (2) establishing a foundation, which could provide access to private sector funds to advance the mission of PCPFS and move programs along. He introduced Alicia McConnell, U.S. Olympic Committee (USOC), who discussed a survey of potential partners.

Overview of USOC/PCPFS Program Resource Guide

Ms. McConnell said she feels fortunate in working with the Council to get more people in sports. Despite USOC’s focus on elite athletes, their members are interested in developing a pipeline of kids involved in sports. She commended the attending NASPE teachers and the role physical education (PE) teachers play in getting athletes involved in sports.

Ms. McConnell distributed the *Program Resource Guide*. Key categories include community-based organizations (CBOs); disabled sport organizations; and non-USOC member CBOs. She said the guide is a working document and some organizations have not been listed. The guide lists a mission and the number of members for organizations listed in each category. From this document, USOC and PCPFS can determine the greatest opportunities to pursue. For example, Jump Rope for the Heart reaches 20,000 children in schools and may be used to get the web site into schools, she said. Ms. McConnell said the guide is a great opportunity to involve kids, adults, and seniors in sports. She noted that USOC and PCPFS are similarly interested in getting people active throughout their lives. She said corporate programs will be added.

Visit From the HHS Principal Deputy Assistant Secretary for Health

Mr. Swann introduced Cristina V. Beato, M.D., Principal Deputy Assistant Secretary for Health. He described her responsibilities, interests, and focus. Dr. Beato welcomed participants to their second annual meeting. She acknowledged the Council's contributions toward ensuring a healthy and fit country, the agency representatives for their efforts to build a healthier nation, and the NASPE Teachers of the Year for excelling in their profession and being on the front lines helping children learn about health and fitness. Dr. Beato said President Bush introduced Council members to the nation 1 year ago, saying they would reinvigorate the Council. She thanked the members for delivering and working hard on developing tools to achieve the fitness mandate and empower leaders and people to make healthy choices. She shared the President's belief for Americans (achieving fitness leads to becoming healthier, and leading productive lives); his life vision (being physically active, eating a nutritious diet, practicing preventive behaviors, and avoiding risky behaviors); and his vision of a health system focused on disease prevention rather than treatment. She acknowledged that the latter requires a paradigm shift since 95 percent of the \$1.4 trillion spent for health care is spent on treatment. Dr. Beato referred to members as inspirational ambassadors who represent the nation's diversity.

Mr. Swann called on the Council to be proactive and aggressive to reach more people. The web site will create the habit of working out and re-emphasize the benefits to Americans. He said that lifestyle changes do not happen overnight and the bulk of results will not be seen in the first year. The Council's goal is to lay the foundation to build upon year after year, and it is well on its way to make things happen by aggressively partnering with corporate America to get America fit.

Update on Council Committees: Outreach Committee, Continued

Mr. Moore said the USOC/PCPFS survey of CBOs, and educational and nonmember organizations yielded information on membership, audience, program funding sources, facilities information, and number of States in the *Program Resource Guide*. He stated that the more than 621,000 businesses with 20 employees (and the 17,000 with more than 500 employees) need to be addressed in terms of fitness. He cited a *New York Times* article on the cost and effects of obesity, which made no mention of fitness. He acknowledged that the Council is facing a challenge. He said it needs to build web use through business, economic, and social incentives and partnerships. Also, an important Outreach Committee effort is creating funds to support Council activities.

CDR Royall acknowledged the difficulties facing the Council (its small budget and inability to ask for assistance). She said if there were a contest for "doing the most with the least," the current Council would win. CDR Royall also said the possibility of establishing a National Foundation on Physical Activity, Fitness, and Sport to supplement the mission of the Council is being explored and a proposal has been forwarded to appropriate department officials. Dr. Beato and other HHS leaders support the idea.

Web Site Overview (presidentschallenge.org)

Tim Dodge, Hanson Dodge (HD), explained that his branding communications firm helps companies and organization revitalize and grow their brands and plans. HD is developing the President's Challenge web site and will share ideas on how to promote the site; get public relations (PR); engage corporate partners; and have council members participate. Sally Siegel, HD, said the web site is free to Americans and will show them how to get fit, stay motivated, and create an exercise habit. (Two changes were made to the program: The President's Champion bronze, silver, and gold levels have been added, and the adult and youth categories have been expanded to enable organizations, groups, and families to participate.)

According to Ms. Siegel, the initial screen shows the different target groups (kids, teens, adults, and seniors). She showed members how to link to the adults page and how to get started. The registration does not require a lot of personal information and the Activity Log requires 6 weeks, she said. The Star Program keeps track of the points earned and encourages users to build an exercise habit. Users can personalize their lists with over 500 activities to choose from, she said. All types of activities count, positive feedback is provided, and users can compare their progress with others in a chosen peer group. Mr. Burke said it takes less than 2 minutes to log on, find the data, and enter information. (Users who are logged on for 20 minutes will receive a gentle reminder to get moving.)

Ms. Siegel said groups (comprised of two or more people, families, businesses, or neighbors, for example) are the biggest focus. She explained the function of a group administrator and the possibilities of PE classes or sport teams participating and motivating each other. The program respects privacy, no names are used. There will be an educator's section including physical fitness test events and trackers. Reports can be kept for 7 years and downloaded onto an Excel spreadsheet. Even people who don't have access to a computer will be able to participate, she said, and award orders can be placed online or through an 800 number. Ms. Siegel explained that customizing participation with large organizations (for example, Mr. Burke's request to link awards with the National Governor's Association or the Ohio Governor) will be possible through back-end programming. Dr. Richardson stressed that once the word gets out, local businesses will want to buy in and contribute to local schools. Ms. Siegel said there will be a Sponsors Page on the web site.

Following a stretch break led by Denise Austin, discussion continued. Ms. Siegel said there will be a "Contact Us" form that will be fed to one person to answer questions. Ms. Spain said the web administrators will e-mail questions to Council members. CDR Royall said Council members will be responsible for specific regions and serve as contact persons. She thanked HD representatives and said questions about the site should be submitted to the Programs and Events Committee.

Update on Council Committees, Continued

Communications Committee

Staff member Janice Meer reported on publications and speakers efforts for absentee member Paul Carrozza. She said that Dr. Richardson was a guest speaker at the Congressional Fitness Caucus event with BlueCross BlueShield; described and distributed its “Walking Works” brochure (which includes the President’s Challenge and was produced by the Council office) and challenge to employees; and outlined the distribution plan. Ms. Meer said the Council will also partner with Kellogg in publishing a guide to help parents create physical fitness opportunities for children from birth to age 5. She commended and thanked Council members for “stepping up to the plate” and participating in speaking engagements. She asked members to provide lists of groups they wish to speak to, and she would work as their agent. (She said a standard briefing would be unveiled later in the meeting.) Lastly, she acknowledged the work of HD in providing tools and a style guide to enable the “branding” of the President’s Challenge.

Implementation Strategies

Mr. Dodge asked members to consider ways of generating traffic to the web site and spreading the fitness message to 20 million users that do not require a budget or solicitation of funds. He suggested that the Council create a groundswell (while awareness of and interest in the program are high) by leveraging media opportunities, corporate connections, relationships within the Administration, and relationships with schools and educators.

Ms. Siegel discussed public relations outreach. The Council should partner with the media to generate national publicity and position members as spokespersons for the President’s Challenge, its web site, and the nation’s health. She is working with Ms. Spain on a media kit, publications list, and media list. The targeted media include broadcast, print, online, TV, and radio. And, she specified key publications targeting families, parenting, women’s and men’s health, seniors, teens, and kids. Ms. Siegel also outlined materials to use: newsletters, press releases about the web launch, background information on the Council and its members, programs, tip sheets about getting active, a fact sheet on the shape of Americans, and photographs of active people. She said HD will conduct an e-blast to top media outlets (see the media list in *Public Relations Materials*, Appendix B: Handouts); and wants Council members to identify their interests and availability so that HD can position them as spokespersons in their region and pitch localized stories.

Discussion ensued. Council members suggested doing a satellite broadcast (starting with the White House); and developing a public service announcement (PSA) to place in movie previews. Ms. Spain explained that Bally’s has committed to adopting a school, having a personal trainer take the children through the President’s Challenge, and conducting an awards ceremony as an example of how health clubs can become involved. CDR Royall suggested members contact other organizations such as the Governor’s Council and Healthy Ohioans. Others suggested

making presentations for the following: US Olympic Committee Board Meeting and CBO meetings in October (Pamela Danberg); Ohio Council, GE, BlueCross Blue Shield (Nick Baird); hospitals, American Academy of Pediatrics, American Medical Association (Dr. Richardson); and the organization of CEOs, Home Depot, organizations listed in the *Program Resource Guide* (Ms. Spain). Ms. Austin suggested whenever members are on a show, they should direct listeners to presidentschallenge.org. Ms. Siegel said Council members are the best messengers. "The media will want to talk about the Council and promoting an active and fit lifestyle." Mr. Dodge asked Ms. Siegel to follow-up on members' availability and the best ways to contact them.

Mr. Dodge directed the discussion to leveraging corporate connections. He said employers will want to unite to help overweight workers. He said the members can respond to corporations that ask how to get involved and promote the challenge in their communities. Mr. Dodge then described the benefits to sponsors of the President's Challenge and the three ways of participating (group underwriting, community sponsor, and Challenge partner). (See Appendix B: Handouts). Members discussed different scenarios, time to earn awards, cost of medals, and how they could be purchased. It was noted that the Council will have to confirm trademark and copyright issues, and CDR Royall stressed that the President's Challenge memorabilia stands alone (sponsor logos and brands cannot be placed alongside of the Council seal).

Next Steps

1. Ms. Siegel asked members to be available over the next 30 to 60 days to be able to respond quickly and easily to inquiries following press releases.
2. Mr. Moore said he will feature this program in a newsletter being sent to 15,000 CEOs and 600 Government officials in September.
3. Mr. Swann said the Chief of Staff and Head of Domestic Policy were interested in having the White House involved in the web site launch and would "get back to us."
4. Ms. Spain said the following must be stressed in speeches and publications: The President's Challenge is for all Americans (not just for school kids); all activity counts; and people are responsible for their own health.
5. Ms. Spain said the Council should create partnerships with organizations like the American Association of Retired Persons and the American Academy of Pediatrics.
6. Dr. Mitchell said members should be on physicians' national meeting agendas and should also target the Association of School Superintendents.
7. Ms. Spain suggested attending the six conferences of elementary, middle, and high school principals; having an exhibit; and ensuring information is placed in participants' packets.

8. Ms. Austin suggested doing a breakfast speech.

According to Dr. Mitchell, Council members should be presenters (not exhibitors) at national meetings. Mr. Swann said members have to share the statistics (for example, \$250 billion being spent on obesity and related illnesses); and continue to deliver the fitness message, so that when people are ready to make a change, they have somewhere to go 24/7 (the web site). He acknowledged that Council members are very busy and explained how he intends to lead by example: He will talk with groups and organizations about PCPFS every weekend, whenever he's working at a ball game. "We have to do a lot more than we already have to deliver the message." Lastly, Ms. Spain said she was asked if the Council could participate in the development of a motivational video. Mr. Swann said the objective is "to get it done."

Powerpoint Presentation

Mr. Swann introduced the Council's Powerpoint presentation in Windows 2001, which can be tailored for each member and any audience. He said members can "turn it on and let it run." It is a wonderful tool to be used when asked to speak locally. He encouraged members to use it to deliver the Council's message and reminded them members receive no fees for representing the Council. He said the Council's web site is www.fitness.gov; however, the Council wants to brand www.presidentschallenge.org. Highlights of the presentation included the following: facts about nutrition; obesity trends; data from the 2001 Behavioral Risk Factor Surveillance Survey; diseases, conditions, and costs related to overweight/obesity; statistics on Americans; a *Newsweek* article; the impact of television viewing; a message from President Bush; a Council photo; the four pillars; and a message from Secretary Thompson. The presentation also includes the reasons people need to be active; and the chronology, mission, and vision of the Council. According to Mr. Swann, members can design and insert slides to show what they've accomplished and the Council's message—Be physically active every day!

According to Mr. Swann part of the reason the nation is becoming more obese is that citizens have better technology, more conveniences, and increased success. The Council's job is to encourage them to adjust their thinking and find other ways to exercise. The web site is fun, free, and relevant to all Americans. They can log activities, earn points and awards, track progress, become part of a group, find fitness resources, track comparative data over time, and link to other sites. Mr. Swann said there will be some blanks in the presentation so that Council members can insert targeted information; however, the last screen have the presidentschallenge.org link and a photo of the Council member and the President. This will ensure that members deliver a consistent, uniform, and accurate message. Mr. Swann asked members to obtain clearance on their inserts and Dr. Richardson recommended that the presentation incorporate more pictures of adults. (Note: Council members had lunch at 12:22 p.m. and reconvened at 1:05 p.m.)

Summary of Strategies

Mr. Swann stressed that all Council energies should be directed at making the President's Challenge web site "the tip of the spear." He said that every effort should be made to pre-sign organizations. He acknowledged that details are still being worked out to have the site launched; however, he said the Council needs to reach 20 million, continue the momentum, press hard to create partnerships, deliver the fitness message, and use the site as a tool. Mr. Dodge said the site will be ready at least 1 week before the end of July.

CDR Royall said Council members will be notified by e-mail when the site is ready. Members debated how and when large organizations should be contacted and what procedure should be followed, particularly if an organization's registration requires customizing. Ms. Spain gave the following example: If a Council member has a personal friend at Ford Company, call up and say what happened at the Council meeting. Have the company representative call CDR Royall or Ms. Spain. (Note: Mr. Dodge and Ms. Siegel are contractors and should not be contacted.)

Discussion ensued. Mr. Moore asked if the site would be able to monitor totals in aggregate forms, benchmark physical attributes, and categorize data—according to type of companies or sectors or peer groups. Mr. Dodge said the web's data base collects geographic regions and age. Mr. Moore stressed that insurance costs would drive companies and employees to want to "see their universe" and pick a peer group. Dr. Mitchell said companies will want data showing they will save money against insurance claims. Dr. Richardson recommended that the Council keep in mind how data can be used for research, because people may come to the Council for research. Mr. Moore stressed that the Council should be more proactive and work with the Washington Business Group (which comprises 175 companies).

Mr. Swann asked Council members to meet with at least three companies that want to partner with the Council for their employee fitness programs and get them signed up immediately. Tedd Mitchell, M.D., urged members to pose the right questions now that would enable participants to collect front-end, meaningful data. The data could be used, for example to show that Ford saved X% in insurance costs. Mr. Dodge said the tools describing the program (to be shared with partners) are in production. The members agreed to meet with their State Governors as well as the leaders of the following organizations:

- Mr. Swann: Big Brothers Big Sisters of America; The Gap, San Francisco; the HJ Heinz Company
- Mr. Moore: Washington Business Group; Sports Authority
- Dr. Mitchell: American College of Sports Medicine; AHA; Staughbach Corporation
- Mr. Gable: University of Iowa; ASICS; YMCA
- Ms. Danberg: Jewish Community Centers, North America; U.S. Para-Olympics; Special Olympics

- Mr. Burke: Kohler; Appleton Paper; Nike; Bank One
- Mr. Baird: American Cancer Society; American College OBGYN; State of Ohio: National Governor's Council Association
- Ms. Austin: Nature Made Vitamins (PharmaVite); Danskin; Rodale Press
- Dr. Richardson: Washington Speakers Bureau; Sealy Posturepedic; John Hancock; Johnson & Johnson

Visit From the Secretary of HHS

During the afternoon session, the Secretary of the Department of Health and Human Services, Tommy G. Thompson, visited the meeting. Secretary Thompson introduced Ron Wolfe (who built the Green Bay Packers team) to the Council. He reported that he arranged the White House meeting attended by Mr. Swann and Mr. Burke to demonstrate the web site, which is designed to encourage interaction and improve physical skills. He applauded the Council's goal to change the lifestyle of Americans.

Summary of Strategies, Continued

Mr. Swann expressed confidence that the 19-member Council, with its 22 main partners will reach 20 million Americans. He asked members to start calling contacts immediately and determine how much effort is needed to get their employees logged on the system. He noted that the Childhood Nutrition Committee has determined strategies for approaching companies. Ms. Spain said the tools for promoting the site will be ready by the end of July. Mr. Swann said, since Secretary Thompson is making arrangements with the White House, the Council will abide by his time frame.

Next Steps

1. CDR Royall will check the rules to determine if Council members need clearance to visit their Governors on behalf of the Council.
2. Council members will visit organizational leaders, Governors, and school superintendents.
3. HD will have printed promotional materials next week.
4. Mr. Swann will ask Jaime Davidson to contact the American Diabetes Association.

Concluding Remarks

Mr. Swann asked Council members to call two or three contacts to have them "pre-sign" their employees within the next 3 weeks. Council members who are interested in working on media

projects or publications should call CDR Royall. They should contact Ms. Meer for public affairs and media questions and Ms. Spain for Challenge Program queries. Olga Nelson asked members to fill out financial disclosure and foreign activity forms, provide an original signature, and submit the forms within 30 days. Lastly, members were told that an anonymous donor provided shirts for the Council members to wear at speaking engagements and that they would also receive copies of official photos.

Adjournment

The meeting was adjourned at 2:10 p.m.