

U.S. Department of Health and Human Services (HHS)

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

Hubert H. Humphrey Building
200 Independence Avenue, SW
Room 800
Washington DC 20201

Wednesday, November 15, 2006
9:00 a.m. to 4:00 p.m.

MEETING SUMMARY

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1. Call to Order and Roll Call

John Burke

Mr. Burke called the meeting to order and welcomed the members of the Council.

Ms. Jane Wargo conducted the roll call.

1.1 Council Members in Attendance

John P. Burke, Chair

Dorothy G. (Dot) Richardson, M.D., Vice Chair

Denise Austin

Catherine M. Baase, M.D.

James (Nick) Baird, Jr., M.D.

Susan L. Dell

Lillian Greene-Chamberlain, Ph.D.

Bill Greer

Edward R. Laskowski, M.D.

T.L. (Tedd) Mitchell, M.D.

Charles M. Moore

Jerry V. Noyce

W. Edgar Welden, Sr.

1.2 Council Members Absent

Kirk M. Bauer

Steven Bornstein

Paul R. Carrozza

Elisha (Eli) Manning

Mary Lou Retton-Kelley

Donna Richardson-Joyner

Andy Roddick

1.3 Staff and Presenters

Janet Campbell, C&E Communications

Jim Carroll, C&E Communications

Lindsey Delatorre, White House Office of Presidential Personnel

Tynetta Dreher, PCPFS Program Staff Specialist

Brendon Hale, President's Challenge Program

Melissa Johnson, PCPFS Executive Director

Joey King, PCPFS Public Affairs Specialist

Leslie Liff, PCPFS Clerical Assistant

Janice Meer, PCPFS Director of Communications

Chris Spain, PCPFS Director of Research, Planning, and Special Projects

Jane Wargo, PCPFS Program Analyst

2. Opening Comments

John Burke

Mr. Burke welcomed the Council members and attendees.

Melissa Johnson

Ms. Johnson extended a special welcome to Science Board member Dr. Robert Karch, as well as to Mr. Al Morris from the Department of Homeland Security, Mr. Jeff Bliss of The Javelin Group, Ms. Judy Young of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD), Capt. Rick Troiano of the Office of Disease Prevention and Health Promotion, and Adm. Woodie Kessel of the Office of the Public Health and Science. She also acknowledged the efforts of the PCPFS staff.

3. Chair's Report

John Burke

Mr. Burke thanked the Council members for the work they had done since the July 2006 meeting and said the new subcommittees are working out well. He hoped the Council would identify specific steps to complete by the end of March 2007.

Mr. Burke and Ms. Johnson are working on securing resources from HHS to support the planned efforts of the Council. Following a meeting with HHS Secretary Michael Leavitt's chief of staff, Rich McKeown, and Philo Hall of the Office of Public Health and Science, Mr. Burke was confident that the Secretary recognizes the potential of the Council to make a difference in public health by promoting fitness.

4. Executive Director's Report

Melissa Johnson

Ms. Johnson noted that new Council members Ms. Denise Austin and Mr. Andy Roddick were officially sworn in by the Secretary and Deputy Secretary of HHS. She emphasized that prevention is among the Secretary's top 10 priorities, and the Council's efforts fall under that category.

On the basis of expert findings of the Institute of Medicine on physical activity and exercise, HHS will break new ground by creating national Physical Activity Guidelines similar to the national Dietary Guidelines. The guidelines will be released in 2008, and the Council will serve as the outreach mechanism. The agency is currently forming an advisory committee to develop the guidelines. Ms. Johnson said the effort builds on the 1996 Surgeon General's report on physical activity, and that this is a monumental, historical step in the field of physical activity.

The HealthierFeds 2007 campaign launches on January 22, 2007, and Ms. Johnson asked that Council members save that date for promotional efforts. The new campaign expands the successful 2004 effort, which was limited to the executive branch, to all three branches of government. It consists of a 6-week physical activity challenge and is open to all Federal employees and contractors, retirees, and family members. The effort mirrors corporate health promotion programs.

AAHPERD (Research Consortium) became the Council's fourth Science Partner. Ms. Johnson thanked Ms. Young and her colleagues at AAHPERD for their participation.

Ms. Johnson noted that HHS has partnered with the Action for Healthy Kids' program, Game On! The Ultimate Wellness Challenge for Kids. Ms. Donna Richardson-Joyner represented the Council at a Game On! event on the National Mall in Washington, D.C., October 6, 2006. More than 600 schools across the country held Game On! events during the fall of 2006. Ms. Johnson thanked Meredith Terpeluk who spearheaded the initiative for HHS.

Other Federal initiatives include the Harlem Globetrotters' C.H.E.E.R. (cooperation, honesty, effort, enthusiasm, and respect/responsibility) for Character program, for which the Department of Education provides technical assistance. When the Globetrotters visit a city to perform, they send an ambassador into one of the city's schools to promote character education, physical activity, and the President's Challenge program.

Ms. Johnson gave special recognition to Ms. Christine Spain, who recently marked her 25th year working with the President's Council. She presented Ms. Spain with a plaque from the Council in appreciation for her service, saying, "Her dedication to public health is a tremendous asset in promoting the Department's programs and initiatives."

Ms. Johnson thanked the Council members for their diligence, engagement, participation, and commitment.

5. Science Board Report

Melissa Johnson

Ms. Johnson said the Science Board continues its efforts to develop an online, interactive adult physical fitness test and a functional fitness test for seniors.

6. President's Challenge Update

Brendon Hale

Mr. Hale updated the Council with the latest figures on usage of the President's Challenge program, its website, and related products. He noted that 30,000 people registered on the website from June, 2006 through September, 2006, and he believes the site draws about 10,000 registrants per month for its web-based programs. As of the end of September, the site had approximately 335,000 registrants, of whom:

- 45,000 earned an Active Lifestyle award,
- 48,000 earned a Presidential Champions award,
- 13,000 received awards for advanced performance in the Presidential Champions category, and
- Fewer than 10 have earned the new Platinum award.

Among those who register in the advanced performance category, approximately 45% earn an award. Of those who register for the Active Lifestyle program, aimed at beginners, approximately 22% earn an award.

The program presented certificates of completion to the Platinum award winners and asked for permission to post their names and hometowns on the website. Mr. Burke suggested the Council use its public relations resources to recognize the Platinum award winners. Mr. Hale noted that the program's newsletter, *Fitness Is Fun*, highlights testimonials and comments from participants and award-winners. Mr. Jerry Noyce cautioned against overemphasizing the achievements of the advanced exercisers at the expense of discouraging beginning exercisers. Ms. Austin agreed, suggesting the Council keep in mind that only 22% of the Active Lifestyle registrants persist with the program long enough to receive an award. She suggested the President's Challenge promotional efforts include stories that provide hope for beginners, such as "before and after" pictures.

Mr. Hale noted that martial arts has replaced basketball as the 10th most popular physical activity among the President's Challenge registrants. Wisconsin remains the State with the most points and the most registrants.

The website primarily serves adults, as evidenced by the fact that over 70% of users are over age 18. About 5.3 million students in 32,000 schools use the awards program, which distributes 3.2 million awards to schools. He added that 79% of schools who use the program are not required to do so by their school board or other entity.

The Council would like to find a way to measure usage by students who use paper logs and not the website to chart their participation. Mr. Hale said the program asks for demographic data when schools request awards but could also ask for more detailed information.

Asked how to bolster schools' use of the 6-week program to encourage more lasting engagement with fitness, Mr. Hale suggested administering the 1-day test before and after completion of the 6-week challenge. As a result, participants could identify at

the outset areas in which they could improve and also measure their progress at the end.

General Mills sponsors up to 50,000 students from schools of low socioeconomic status to participate in the Active Lifestyle program. The President's Challenge program helps the company identify schools that may be candidates, and the company agrees to pay for awards for the students. General Mills sponsored almost 30,000 students this year and has yet to reach the 50,000-student limit. The President's Challenge has instituted outreach efforts to encourage more participation in the General Mills sponsorship program.

Dr. Tedd Mitchell asked whether Mr. Hale and his colleagues could determine why a disproportionate number of schools who use the President's Challenge program are private (32%, vs. 68% public schools). He would also like to know what prevents more public schools from using the program and how the Council can address those barriers.

Action Item

The PCPFS will work with the President's Challenge program to publicize the Platinum award winners.

Action Item

The President's Challenge program will explore ways of getting more feedback from those who record their progress using paper logs, particularly schools.

Action Item

The President's Challenge program will explore the feasibility of combining the 1-day fitness test with the 6-week challenge program.

Action Item

The President's Challenge program will attempt to identify barriers to public school participation.

7. UPDATE ON YOUTH, SCHOOLS, COMMUNITY GROUPS, & SPECIAL POPULATIONS SUBCOMMITTEE

Chris Spain

Mr. Kirk Bauer heads this subcommittee, which includes Ms. Susan Dell, Dr. Mitchell, Ms. Richardson-Joyner, Dr. Dot Richardson, Dr. Lillian Greene-Chamberlain, and Mr. Edgar Welden. Ms. Spain, the group's lead staff person, described the subcommittee's vision to provide physical activity opportunities to all Americans of all abilities. The group aims to double the use of the President's Challenge in schools within 3 years and increase use of the program in communities and faith-based organizations and among special populations within 3 years to encompass 2 million registrants and 1 million awards. The group identified six strategies and correlating action steps toward the goals.

- a. Raise awareness of the levels of recognition in the President's Challenge program and increase the visibility of Council members through awards presentations. Each subcommittee member will identify a school currently using the President's Challenge program, elevate it to the next level of recognition, and present awards in person. Members will also identify schools that qualify for General Mills sponsorship and encourage them to participate in the Active Lifestyle program.
- b. Supports the Council's efforts to partner with the Cooper Institute to incorporate the FITNESSGRAM into the President's Challenge. Ms. Spain noted that the FITNESSGRAM is reviewed annually by a national board of experts in the field.

- c. Optimize and increase school visits under the Harlem Globetrotters' C.H.E.E.R. for Character program, which encourages participation in the President's Challenge program.
- d. Frame and communicate clear, consistent messages about the Council and its programs. Ms. Spain is drafting letters of introduction to facilitate communication and collaboration with governors, school districts, fitness advocates, and others. The subcommittee will also promote use of the President's Challenge program to meet the fitness requirements of the 2006 Local School Wellness Policy Initiative.
- e. Foster mainstreaming of Americans with disabilities in physical activity and raise awareness of the benefits of physical activity for all. The subcommittee will develop messages specifically for this purpose that use more pictures than narrative to enhance communication. The group will cultivate partnerships already established through HHS' I Can Do It, You Can Do It! mentoring program. The subcommittee also recommends adapting fitness criteria and assessments for people with disabilities, e.g., partnering with Mr. Joe Winnick, publisher of the Brockport Test of adaptive testing and standards for physical fitness. The subcommittee is available to advise on fact sheets the Council is working on developing with the National Center on Physical Activity and Disability.
- f. Identify opportunities and events to disseminate to the Council's message, resources, and tools. The Council will let members know about Game On! events that they can take part in and work with other organizations, such as State and regional AAHPERD coalitions, to identify more. Council members should inform the PCPFS staff about events in their home regions.

Ms. Spain noted that the subcommittee's strategic plan is still in the draft stage. She pointed out that the group so far has focused on youth and has not yet addressed adults in community and faith-based organizations or special populations.

Ms. Spain thanked the Council's Science Partners, particularly the American College of Sports Medicine, for helping to identify individuals who can coordinate State demonstration projects in states that do not have health coordinators. AAHPERD is proposing resources for senior and adult fitness, and the National Athletic Trainers Association has fact sheets the Council can use.

Ms. Spain described recent initiatives by President's Challenge advocates:

- USA Swimming, which encourages swimmers to log their minutes of activity
- Fit Explorer, a National Aeronautics and Space Administration curriculum for elementary students that guides participants in training like an astronaut
- Net Dreams in Washington, D.C., which hosts a one-on-one basketball tournament for kids ages 10–18 years that culminates in a national championship (next scheduled for May 26, 2007)

Dr. Richardson asked about the prospect of partnering with the Department of Education to reach more children in schools. Ms. Johnson said talks are underway. She noted that HHS has a Healthier Children memorandum of understanding with the U.S. Departments of Agriculture and Education, and she would like to tap into the opportunities that may arise from that collaboration.

Dr. Richardson suggested the Council extend its reach by designating ambassadors to present awards and get involved in their communities. She suggested partnering with the U.S. Olympic Committee's alumni group, current Olympic athletes, Paralympic athletes, professional athletes, and celebrities. Dr. Mitchell suggested working with athletes and celebrities who have already established fitness-related programs, such as Mr. Chuck Norris, who supports a martial arts program for 50,000 kids. Ms. Johnson

said her office is already talking with the U.S. Olympic Committee and could explore renewing its partnership with the National Fitness Leadership Association. She noted the Council has 350 50th Anniversary Partners who are making a difference at the grassroots level, as well as others who deliver the Council's message informally. The Council discussed the purpose, activities, and limitations of an ambassador program. Members agreed the program should include both celebrities and influential people working at state and local levels.

Action Item

The Council will explore the possibility of establishing an ambassadors program to spread its message by including it in their presentations and appearances, presenting President's Challenge awards, and appearing at events promoting the President's Challenge. Council members and other organizations should submit names of potential ambassadors to the PCPFS office, which will address the logistic and administrative issues involved.

8. Remarks by HHS Assistant Secretary for Health

John Agwunobi, M.D., M.B.A., M.P.H.

Dr. Agwunobi said the 6,000 officers of the commissioned corps of the U.S. Public Health Service make up a quiet but powerful group that has battled at the forefront of public health issues such as disease, nutrition, and sanitation since 1798. As the most senior officer of the corps, he pledged to do "anything and everything" to further the work of the Council, including requesting the surgeon general to participate in Council events.

Dr. Agwunobi noted that Secretary Leavitt recognizes he has limited time left under the current administration to pursue his priorities, of which prevention is one. The Secretary wants the President's Challenge to be the centerpiece of a prevention

initiative focused on improving fitness and nutrition. The physical activity guidelines to be developed over the next 2 years will inform public policy and research.

Dr. Agwunobi said the Public Health Service plans to become more involved with the Council, including identifying internal and external resources to support the Council's efforts and using its influence in HHS and elsewhere to promote the Council's mission. He thanked the Council members for volunteering their time and praised Ms. Johnson for her outstanding leadership.

Asked when a new surgeon general would be nominated, Dr. Agwunobi responded that there was a sense of urgency within the White House to fill the position. He said the time is right for a surgeon general who will focus on fighting the obesity epidemic, using fitness and nutrition as the central rallying points.

Dr. Catherine Baase asked whether Federal officials appreciate the relationship between fitness and social and financial success of the nation. Dr. Agwunobi replied that the Council was established at the beginning of the Cold War with the understanding that it takes a fit nation to be productive. He raised the concern that obesity will cause chronic illness among a large proportion of Americans, driving money away from prevention and education into infrastructure to treat chronic disease. "There has never been a time when the physical fitness and nutrition of a society was more important," he said.

Mr. Noyce noted that Johnson & Johnson Company has declared its goal to have the healthiest workforce in America, as has the University of Michigan, while Singapore is striving to have the healthiest citizenry in the world. However, the U.S. government has never stated such a goal. Dr. Agwunobi said the Council has an opportunity to recommend such a goal at the Federal level.

Mr. Charles Moore asked what Dr. Agwunobi thought the Council should focus on during the next 2 years. Dr. Agwunobi suggested Council members 1) be actively

engaged in the development of the physical activity guidelines, because the guidelines will have broad reach, and 2) intensify efforts to promote real physical activity in schools, because early exposure impresses on children the importance of fitness.

9. Update on Corporate Fitness/Health Promotion Subcommittee

Mr. Bill Greer leads this subcommittee, which also includes Dr. Baase, Dr. Nick Baird, Mr. Bauer, Mr. Paul Carrozza, Mr. Noyce, and Mr. Moore. The subcommittee is identifying best practices and model programs through its members and hopes to develop a tool kit for companies, particularly small and medium-sized companies, to establish health promotion programs. Mr. Greer said the President's Challenge is one tool to get everyone in the corporate environment more active.

Dr. Baase described Dow's needs assessment tool, which helps facilities of all sizes identify factors to address and existing programs and services they can use. It also suggests creative ways to leverage resources, such as partnering with a local YMCA. Once the subcommittee reviews the needs assessment tool, it may be posted on the Council's website for public distribution.

Dr. Baird described Ohio's Doing Well by Being Well toolkit to help companies of all sizes establish employee fitness programs. Participating companies have created a book describing their best practices.

Mr. Noyce summarized the success of Pioneer Hybrid, a seed company in Des Moines, Iowa, in establishing an employee fitness program using the President's Challenge. The program included incentives and awards and allowed family members to take part. It had a high participation rate (10%), high completion rate (50%), and very high satisfaction rate (79%). Mr. Noyce used data from the American College of Sports Medicine and HERO (Health Enhancement Research Organization) to calculate potential cost savings of the program, estimating savings of \$722 per employee for the 72% of participants who said they increased their physical activity

and \$1,179 per employee for the 44% who said the activity improved their ability to manage stress.

The subcommittee seeks assistance from the Science Board and staff members in identifying and summarizing data to help make the business case specifically for corporate fitness programs. Dr. Mitchell pointed to a paper he published in 2004 using data on hospital visits that showed physical activity was associated with a 53% reduction in costs. The subcommittee recommends the Council's website include a link to the *American Journal of Health Promotion*, which has detailed data on health care costs.

Mr. Greer said the Council's website would be one mechanism for disseminating the toolkit and best practices, but others are needed. Dr. Baase and Mr. Greer both suggested reaching out to organizations that represent human resources professionals, such as HERO and the Society for Human Resources Management. Dr. Mitchell noted that about two thirds of executives say they make time for exercise because it makes them better leaders. He suggested framing the message to show that physically active people are better workers. Ms. Johnson added that the HHS publication on prevention, *Prevention Makes Common Cents*, is an excellent resource.

Toward the goal of increasing the number of companies using the President's Challenge, Mr. Greer said the subcommittee is considering sending letters to some corporate executives and 50th Anniversary Partners explaining how the program can be used to improve employee fitness. It is also considering a similar letter for vendors and insurance companies.

Mr. Greer said the subcommittee hopes to have best practices and toolkits completed and posted on-line in the first quarter of 2007.

Finally, the subcommittee is discussing establishing a CEO Roundtable with the Partnership for Prevention. Ms. Johnson said Secretary Leavitt may also be planning

an event involving corporate executives. By the end of the year, Ms. Johnson said, the Council's relationship with the Partnership for Prevention will be clarified.

Mr. Burke suggested that Council members with business experience target chambers of commerce to deliver the Council's message. Ms. Johnson said her office has some data on corporate fitness programs that could be incorporated into presentation materials for such events.

Action Item

The Corporate Fitness/Health Promotion Subcommittee will review the Dow needs assessment tool for establishing a corporate fitness program and forward it to the PCPFS staff to post on the Council's website, www.fitness.gov.

Action Item

The PCPFS staff will post a link to the American Journal of Health Promotion on the Council's website, www.fitness.gov.

Action Item

The PCPFS staff will update the Council on collaborating with the Partnership for Prevention.

10. Update on Public Outreach/Media Subcommittee

Edward R. Laskowski, M.D.

Dr. Laskowski, who heads this subcommittee, thanked Ms. Janice Meer for her assistance. The subcommittee also includes Mr. Steven Bornstein, Mr. Eli Manning, Ms. Mary Lou Retton-Kelley, Dr. Mitchell, Ms. Dell, Ms. Richardson-Joyner, and Ms. Austin. The group focused on its key goal of having each Council member give at least four presentations (local and national) and five media interviews (print or broadcast) or appearances at events (schools, awards ceremonies, etc.) each year.

The subcommittee will coordinate its agenda with those of the Council's other subcommittees to maximize the outreach opportunities. Dr. Laskowski asked the Council members for help targeting specific groups for whom the Council's message could have significant impact, such as school administrators, national associations, and insurance companies. He also suggested the Council seek more direct involvement from the President to increase the visibility of the Council.

Because the greatest barrier to meeting the Council's outreach goals is managing the logistics, C&E Communications has provided assistance in developing a strategic communications plan, and will help schedule appearances and media interviews.

Ms. Meer suggested the Council target groups that do not already know the PCPFS to spread the message more widely. She added that the PCPFS staff creates for its speakers a tailored presentation for each new audience.

Jim Carroll of C&E Communications emphasized that his firm will get to know the individual Council members to determine each member's strengths and preferences for outreach efforts. The firm developed an extensive list of media outlets in each member's home region and is creating a master calendar to schedule speakers throughout the year.

The Council discussed how to promote research on physical activity. Ms. Johnson noted that the Science Board publishes a research digest quarterly, and Ms. Spain added that a compendium of past issues is available. Dr. Laskowski suggested sending out press releases highlighting specific research.

Action Item

Council members will send C&E Communications their schedules of appearances and presentations.

11. Update on Awards Subcommittee

Dot Richardson, M.D.

Dr. Richardson heads this subcommittee, which includes Ms. Retton-Kelley, Dr. Greene-Chamberlain, Ms. Richardson-Joyner, and Mr. Manning. The subcommittee identified two new awards to be given by the PCPFS. The Lifetime Achievement Award would be given annually to five or fewer individuals whose careers have greatly contributed to the advancement or promotion of physical activity, fitness, or sports nationwide. The Council discussed whether giving five awards each year dilutes the prestige of the award. Ms. Johnson said she would like to see as many as five awards in the first year, but the Council could review the program and make changes after that.

The Community Leadership Award for Physical Fitness and Sports would be given to no more than 50 individuals per year who improve the lives of others within their communities by providing or enhancing opportunities to engage in sports, physical activities, or fitness-related programs. The subcommittee originally proposed naming recipients every quarter, but the Council recommended announcing the Community Leadership Award winners once a year, in May, and presenting them as the opportunity arises (either at a national event or in recipients' hometowns).

Dr. Richardson said the PCPFS staff would screen the applications to ensure they meet the criteria, and the subcommittee would determine the award winners. Mr. Moore recommended an outside jury select the winners.

Dr. Richardson suggested a large awards ceremony. Dr. Baase suggested the Council seek sponsorship to fund the awards and ceremony. Ms. Johnson said the Council already has approval from HHS to design and develop the award and to send one Council member to the recipient's hometown to present the award.

Action Steps

Ms. Johnson will consult with HHS staff and determine whether award winners should be selected by an external panel or by the Council.

12. Greetings from the White House

Lindsay Delatorre

Ms. Delatorre conveyed the best wishes of the President to the Council members. She noted that the issue of childhood obesity is poised to take center stage in the Administration's agenda over the next few years.

13. Next Steps

John Burke, Melissa Johnson

Ms. Johnson said the HealthierUS Fitness Festival usually occurs in May. She asked members to consider how the PCPFS could participate and how to structure such an event. Mr. Burke suggested holding the first Lifetime Achievement Awards ceremony in conjunction with the Fitness Festival. The next Council meeting may be scheduled to coincide with the event.

Ms. Johnson suggested the Council target National Employee Health and Fitness Day (May 16, 2007) to roll out the corporate toolkits for fitness and health promotion. She asked for input on the ideal time to launch the new adult and senior fitness challenge, and Mr. Burke suggested the end of March, 2007.

Dr. Richardson recommended the Council identify more tools for the website that facilitate physical activity (such as guides to help beginners get started with regular physical activity) and that are tailored to different ages, sexes, and fitness levels.

Mr. Burke suggested subcommittees meet at least once more before the end of 2006.

Action Item

The PCPFS staff will propose possible dates for a May Council meeting and fitness event.

Action Item

The PCPFS staff will seek online tools to facilitate physical activity and evaluate the feasibility of including them on the www.fitness.gov website.

14. Adjournment

John Burke

Mr. Burke adjourned the meeting at 3:40 p.m.

—Report prepared and submitted by Dana Trevas (dtrevas@aol.com)