



# **PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION**

## **Annual Meeting**

Tuesday, May 1, 2012  
10:00 a.m. to 3:00 p.m.

The Verizon Center – VW Theatre  
601 F Street, NW  
Washington, DC 20004

## Agenda

Tuesday, May 1, 2012

10:00 am	<a href="#"><u>Call to Order &amp; Roll Call</u></a>	pg 6	Drew Brees & Dominique Dawes <i>PCFSN Co-Chairs</i>  Megan Nechanicky <i>ORISE* Fellow, Nutrition/Physical Activity Programming &amp; Communications</i>
10:10 am	<a href="#"><u>Youth Perspective &amp; Introduction of Assistant Secretary for Health</u></a>	pg 7	Ethan Oro <i>Youth Advisory Board Member Alliance for a Healthier Generation</i>
10:15 am	<a href="#"><u>HHS Address</u></a>	pg 10	Dr. Howard Koh <i>Assistant Secretary for Health, HHS</i>
10:30am	<a href="#"><u>Executive Director's Report</u></a>	pg 12	Shellie Pfohl <i>PCFSN Executive Director</i>
10:45 am	<a href="#"><u>National Foundation on Fitness, Sports &amp; Nutrition Report</u></a>	pg 16	Richard Killingsworth <i>Executive Director National Foundation on Fitness, Sports &amp; Nutrition</i>
10:50 am	<a href="#"><u>Let's Move! Report</u></a>	pg 19	Sam Kass <i>White House Senior Policy Advisor for Healthy Food Initiatives</i>
11:00am	<a href="#"><u>Presentation of PCFSN Lifetime Achievement Awards</u></a>	pg 20	Drew Brees Dominique Dawes Dr. Howard Koh
11:25 am	<a href="#"><u>Tribute to Fitness Pioneer Bonnie Prudden</u></a>	pg 23	Suzy Prudden & Enid Whittaker
11:30 am	<b>Lunch Break</b>		
1:00 pm	<a href="#"><u>JAMmin' Minute Activity</u></a>	pg 26	JAM School Program Students
1:10 pm	<a href="#"><u>Joining Forces Fitness Initiative Report</u></a>	pg 28	Cornell McClellan <i>PCFSN Council Member</i>
1:20 pm	<a href="#"><u>Council Member Roundtable</u></a>	pg 30	PCFSN Council Members & JAM School Program Students
2:50 pm	<a href="#"><u>Wrap Up &amp; Adjourn</u></a>	pg 49	Drew Brees & Dominique Dawes



## **PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION (2010-2012)**

### **Co-Chairs**

Drew Brees  
Quarterback, New Orleans Saints  
2009 Super Bowl MVP

Dominique Dawes  
Motivational Speaker  
Three-time Olympic medal gymnast; U.S. Olympic Committee Hall of Fame

### **Members**

Dan Barber  
Chef and Co-Owner, Blue Hill restaurant, New York City  
Named by *Time Magazine* as one of 2009's most influential people

Carl Edwards  
Championship NASCAR driver  
2008 Richard Petty Driver of the Year

Allyson Felix  
Olympic gold medal track and field sprinter

Jayne Greenberg, Ph.D.  
District Director of Physical Education and Health Literacy  
Miami-Dade County Public Schools

Grant Hill  
Professional basketball player, Phoenix Suns  
1996 Olympic gold medalist in basketball

Billie Jean King  
20-time Wimbledon tennis champion  
Founder, Women's Tennis Association

Michelle Kwan  
Public Diplomacy Envoy, U.S. State Department  
Olympic medalist, figure skating

Risa Lavizzo-Mourey, M.D.  
President and CEO, Robert Wood Johnson Foundation

Cornell McClellan  
Owner, Naturally Fit, Inc.  
Personal trainer for President Barack Obama and First Lady Michelle Obama

Stephen McDonough, M.D.  
Pediatrician  
Clinical Associate Professor of Pediatrics, University of North Dakota Medical School

Chris Paul  
Professional basketball player, Los Angeles Clippers

Curtis Pride  
Head baseball coach, Gallaudet University  
Retired major league baseball player

Donna Richardson Joyner  
Fitness instructor (25 award-winning videos)  
National Fitness Hall of Fame

Ian Smith, M.D.  
Healthy living advocate  
*New York Times* best-selling nutrition author

### **Executive Director**

Shellie Pfohl  
Former Senior Vice President, Partnerships for Hopsports, Inc.  
Co-Founder/Former Executive Director, Be Active North Carolina

### **PCFSN Staff**

Shannon Feaster, Director of Communications & Public Affairs  
Joey King, Deputy Director of Communications/Webmaster  
Jane Wargo, Director of Federal Partnerships/President's Challenge Programs  
\*Lauren Darenbourg, ORISE\* Fellow, Strategic Partnerships for Minority & Underserved Populations  
\*Chris Watts, ORISE\* Fellow, Strategic Partnerships & Special Projects  
\*Megan Nechanicky, ORISE\* Fellow, Nutrition/Physical Activity Programming & Communications

Charlene Jenkins, Program Analyst

\*Meredith Aronson, ORISE\* Fellow, Strategic Partnerships & Communications

Janelle Margolis, Assistant to the Executive Director

Casey Hertel, Intern

\* Individuals are working in the PCFSN office under a fellowship with Oak Ridge Institute for Science and Education (ORISE).

### **Presenters**

Ethan Oro

Youth Advisory Board Member

Alliance for a Healthier Generation

Howard Koh, M.D.

Assistant Secretary for Health

Department of Health and Human Services (HHS)

Rich Killingsworth

Executive Director

National Foundation on Fitness, Sports & Nutrition

Sam Kass

White House Senior Policy Advisor for Healthy Food Initiatives

Suzy Prudden

Bonnie Prudden's daughter

Enid Whittaker

Bonnie Prudden's business partner

Patty Howe

Founder and CEO

Health-E-tips and the JAMmin' School Program

### **Special Guests**

JAM School Program Students

## **Tuesday, May 1, 2012**

*The following document contains highlights of the President's Council on Fitness, Sports & Nutrition (PCFSN) Annual Meeting held on May 1, 2012.*

### **Call to Order & Roll Call**

**PCFSN Co-Chair Drew Brees** called the meeting to order.

**Megan Nechanicky, PCFSN Public Health Analyst**, conducted a roll call of members.

#### **Council Members in Attendance:**

Drew Brees, Co-Chair  
Dominique Dawes, Co-Chair  
Dan Barber  
Allyson Felix  
Dr. Jayne Greenberg  
Billie Jean King  
Michelle Kwan  
Dr. Risa Lavizzo-Mourey  
Cornell McClellan  
Dr. Stephen McDonough  
Donna Richardson Joyner

#### **Council Members Absent:**

Carl Edwards  
Grant Hill  
Chris Paul  
Curtis Pride  
Dr. Ian Smith

### **Welcome/Council Introductions**

#### **Ms.Dawes**

- Thanked her fellow members of the President's Council on Fitness, Sports & Nutrition (PCFSN) and Council guests for attending the meeting.
- Announced the official kickoff of National Physical Fitness and Sports Month (May 2012).
- Welcomed online viewers to the first live webcast of a PCFSN meeting.

- Thanked Verizon Center hosts for allowing the PCFSN to use their space. Ms. Dawes noted the appropriateness of holding the Council meeting in a sports arena in the nation's capital.

#### **Mr. Brees**

- Noted that Ms. Felix is training for the 2012 Summer Olympics.
- Commented on several absent Council members:
  - Chris Paul, of the Los Angeles Clippers, was leading his team in the NBA playoffs.
  - Grant Hill was rehabilitating after an injury.
  - Dr. Ian Smith, who attended Council activities the previous day and evening, had a prior commitment in Houston.
  - Curtis Pride intended to join the meeting in the afternoon.
- Welcomed the Council's newest member, Dr. Jayne Greenberg, appointed in the fall of 2011.
- Introduced 14-year-old Ethan Oro from Menlo Park, CA:
  - Ethan enjoys competing in tennis, lacrosse, and basketball, but is most passionate about playing soccer.
  - Ethan's science fair project, titled "What Factors Contribute Most to Childhood Obesity," won awards at the 2011 California State Science Fair. The project inspired Ethan to do more about stopping childhood obesity because he discovered that small changes in childhood can help prevent kids from becoming obese later in life.
  - While serving on the Alliance for a Healthier Generation's Youth Advisory Board, Ethan created a series of seven video segments based on a healthy living course, the "Empower Me for Life" curriculum.
  - Ethan was recently awarded a Youth Service America United Health Hero's grant to implement the service learning program that he developed.

### **Youth Perspective & Introduction of Assistant Secretary for Health**

#### **Ethan Oro, Youth Advisory Board Member, *Alliance for a Healthier Generation***

- Explained that as a member of the alliance's Youth Advisory Board, he is interested in educating his generation about the advantages of adopting a healthy lifestyle. A tremendous amount of information exists to help kids make smart choices and Ethan would like to make sure that they have access to that information.

- His work in the health field has taught him two important lessons: the power of youth voice and the dilemma of access.

### **The Power of Youth Voice**

- Youth voice matters because kids listen to other kids, sometimes more than to adults.
- Last year, Ethan taught a class of 10 fourth graders a modified version of the “Empower Me for Life” curriculum, which was created by the alliance and stresses six principles:
  1. Get 60 minutes of aerobic exercise a day.
  2. Eat five servings of fruits plus vegetables a day.
  3. Learn how to read a nutrition label.
  4. Use less than two hours of screen time a day.
  5. Get nine hours of sleep every night.
  6. Drink primarily water, 100% fruit juice, and milk.
- First, Ethan taught the class about one of the six topics. He then had the kids help him film video clips based on the subject taught that day. Ethan put the video clips together to create a series of two to three minute-long videos that were played to the entire school through its broadcast system, reaching more than 950 kids.
- A parent of a child in Ethan’s class remarked that “when I try to teach my kid about nutrition, he ignores me; but when kids teach him, he listens.” Ethan’s survey of third, fourth, and fifth graders showed that they gained knowledge and changed behavior after watching the videos.
- Ethan taught the same curriculum this year in a more diverse school district. Sixty-one percent of the student body was English language learners, 22 percent read at grade level, and 80 percent came from low-income families. At the conclusion of each lesson, Ethan used the videos from last year as a summary. He found that regardless of their socioeconomic status, when kids saw other kids their own age talking about what they had just learned, they felt excited and became engaged in the learning process.
- These experiences helped Ethan realize how influential his voice can be to positively educate his generation.

### **The Dilemma of Access**

- After teaching the first few modified “Empower Me for Life” classes, Ethan realized that access issues created many of the health problems facing his students. Kids two hours from his home had never tasted an apple. In addition,



the school at which he taught did not have a regular physical education teacher due to budget cuts.

- On Global Youth Service Day, Ethan used some of the \$1,000 from his UnitedHealth HEROES Service-Learning grant to help kids in the after-school program get 60 minutes of aerobic exercise a day. Ethan purchased four mini soccer goals, six basketballs, four dodge balls, 10 soccer balls, and two volleyballs. It was the first opportunity the kids had to use these kinds of resources.
- Ethan's initial pre-testing revealed that girls were getting the least amount of aerobic exercise. Ethan listened to their request and bought them jump ropes and four square balls.
- When teaching a fruits and vegetables class, Ethan realized that many kids had never tasted an apple or an orange. He plans to use a \$400 block grant to allow students to get a hands-on experience with fruits and vegetables by learning to grow them. Ethan said that he hopes the kids are inspired to live a healthy lifestyle and make better nutrition choices.

## **Conclusion**

- Ethan said that every child deserves the opportunity to make positive choices for his or her health. Kids are open to listening to other kids and access is vital. Ethan said that he has learned the power of youth voice and that dedicated individuals can begin to break down some of the access barriers in both big and small ways. As Margaret Mead once said, "Never doubt that a small group of citizens can change the world. Indeed, it is the only thing that ever has."
- Ethan learned from his experiences that change starts with him and that his voice has the power to make positive changes.

## **Introduction of Dr. Koh**

Ethan introduced Dr. Howard Koh, Assistant Secretary for Health and Human Services:

- Dr. Koh oversees 13 public health offices, including the Office of the Surgeon General and the Public Health Service Commissioned Corps; 10 regional health offices across the nation; and 12 presidential and secretarial advisory committees, including PCFSN. Dr. Koh also serves as a public health advisor to HHS Secretary Kathleen Sebelius.
- Dr. Koh is dedicated to the mission of creating better public health systems for preventative care so that all people can reach their highest attainable health.

## **HHS Address**

### **Dr. Howard Koh, Assistant Secretary for Health, HHS**

Dr. Koh remarked that the introduction was the best he has ever had and complimented Ethan on his health leadership. Dr. Koh then gave the following remarks:

It is such a joy for me to join you for this very important Council meeting. Like just about everyone in this room, I have my share of titles and important responsibilities—overseeing the offices mentioned by Ethan, being a physician who has cared for patients for more than 30 years, being a former state health commissioner and a former professor at Harvard. But the title I am proudest of today is that I am known as the guy who hired Shellie Pfohl to be executive director of this Council.

We have an office of incredibly dedicated colleagues at PCFSN. [Dr. Koh asked all PCFSN staff to raise their hands to be recognized.]

I remember distinctly in February 2010 when I was interviewing candidates for this office. The President's Council had gone through a very slow period. Not a lot was happening and there was discussion about how to shape the future of the Council. When I interviewed Shellie, we had a conversation about rumors that First Lady Michelle Obama was starting a new national initiative that was still unnamed. But I knew that I needed to revitalize the PCFSN by hiring an excellent executive director, then bringing on world class leaders to serve as Council members.

In just over two years, look at what has happened. The PCFSN has an astonishing group of world class leaders from all walks of life. We are very proud of you. We're deeply honored to work with you day in and day out. The First Lady's *Let's Move!* initiative has been an extraordinary success. Our office works with *Let's Move!* very closely. [Dr. Koh acknowledged the work of his colleagues, Rosie Henson and Catherine McMahon.]

### **A Personal Commitment to Health & Fitness**

Exciting things are going on nationally to promote health and prevention for kids. This is important to me personally and professionally. Let me start with the personal part. When I was younger, I was lucky to be sent to a prep school that required physical activity four days a week for an hour and a half. At a young age, that became an important part of my life. I am also a big sports fan. So when I had the honor of being a dad and raising my kids, physical activity and fitness were themes that my wife and I promoted for them. My wife is a physician too, by the way.

I feel grateful to all of you and to this Council because you are making this all come alive. I've been lucky enough to enjoy the benefits of fitness. Everyone in the country—particularly our kids—should be able to enjoy them too.

At times, staying fit is challenging. I like to exercise in the morning. This morning I was very busy and wondered, “Do I really have time to exercise?” That’s an incredible irony, not having time to exercise before speaking in front of the President’s Council on Fitness. So I trooped off to the gym, and here I am.

### **A Professional Commitment to Health & Fitness**

On the professional side, we hear about the effects of obesity on cardio vascular disease, Type 2 diabetes, and certain types of cancer. I have seen this over and over again as a physician and clinician. My public health career began because I saw so much suffering that could have been prevented and should have been prevented. That’s what health promotion, disease prevention, and the PCFSN is all about.

We are proud that this Council now addresses nutrition as well as fitness and sports. We are proud that our office has put out two national guidelines relevant to this group:

- The 2008 physical activity guidelines recommending 60 minutes of physical activity a day for kids and 30 minutes a day for adults.
- The 2010 My Plate dietary guidelines, developed with the U.S. Department of Agriculture (USDA).

I have the honor to meet almost weekly with Shellie to assess the PCFSN’s progress and hear what the Council members are doing around the country. We are so grateful to each and every one of you. We know that you are busy, accomplished professionals. Shellie and I and everyone here have had the honor of seeing you in action over and over again. As Assistant Secretary, I travel throughout the country and meet leaders on the city and county level who have signed up for *Let’s Move!* Rosie and Catherine have helped us work closely with that organization. Thank you, Dr. Lavizzo-Mourey, for also helping with that partnership.

### **A Year’s Worth of Accomplishments**

Dr. Koh highlighted major PCFSN-related accomplishments over the last year:

- The Joining Forces Fitness Initiative pioneered by the First Lady to give free gym memberships and personal training hours to Reserve and National Guard service members and their families. Dr. Koh thanked the International Health, Racquet & Sportsclub Association (IHRSA) and the American Council on Exercise (ACE) for making the initiative possible.
- The incredible success of the Million PALA (Presidential Active Lifestyle Award) Challenge. Dr. Koh said that when Ms. Pfohl first told him about PALA, they wondered whether they could really get a million people to sign up for this challenge. A total of 1.7 million people have signed up.

- An opportunity in summer 2011 for Dr. Koh to throw out the first pitch at Nationals Stadium in Washington, DC, and give a JumboTron public service announcement on the Million PALA Challenge. “I also threw out the first pitch in Fenway Park some eight years ago,” added Dr. Koh. “Both times, I was standing on the mound looking at thousands of people, with a ball in my hand, saying to myself, ‘I love public health.’ What other job would give me opportunities like that?”
- The unveiling of PALA+ last fall at the White House by HHS Secretary Kathleen Sebelius and the First Lady at Nickelodeon’s Worldwide Day of Play. Dr. Koh thanked PCFSN members who attended the Day of Play along with him and his wife. Dr. Koh described the scene as tens of thousands of screaming kids being active and greeting Nickelodeon stars. “My ears are still ringing many months later, but it was a great event.”
- Partnering with the Entertainment Software Association (ESA) to promote active video gaming. Industry representatives, Dr. Koh, and the PCFSN had a luncheon meeting on April 30 at which attendees got to try out some of the active games. “I got paired up with Michelle Kwan,” said Dr. Koh. “Don’t get paired up with Michelle Kwan. She never makes you look good.”
- The launching of the National Foundation on Fitness, Sports and Nutrition. Dr. Koh thanked Executive Director Rich Killingsworth for hosting a foundation reception the previous evening.
- The First Lady’s regular appearance on the TV program “The Biggest Loser.” On the April 10 broadcast, she announced The Biggest Loser PALA+ Challenge, launching a competition among the final six contestants to sign up the greatest number of Americans for PALA+. The winner got to donate \$30,000 worth of gym equipment to a hometown school, church, or community center of his or her choice. Contestants got some 45,000 people to sign up.

Dr. Koh concluded with the following statement: “I want to thank you for the tremendous momentum, energy, and leadership you have all displayed. I want to thank the Council members and express gratitude to my good friends Drew Brees and Dominique Dawes for being the co-chairs. Every member of the Council is somebody I respect and admire greatly. You are tremendous leaders for our country and it is an honor to work very closely with you.”

Dr. Koh then introduced PCFSN Executive Director Shellie Pfohl.

## **Executive Director’s Report**

**Shellie Pfohl, Executive Director, *PCFSN***

Ms. Pfohl thanked the audience members and guests for attending the meeting. She apologized to the audience in the overflow room and noted the meeting's first-ever live webcast. "Obviously many people are interested in our collective mission," said Ms. Pfohl. "Many of you are working to achieve better health for Americans every single day. We consider it an honor that you would join us and thank you for your partnership every single day."

Ms. Pfohl continued:

It is my honor also to work with the Council members. These folks give of their time and talent. They go places when we ask them to go places. During the roundtable part of the meeting, they will talk about what they have done over the past year to advance our mission, both with their Council hats on and in their personal and professional lives. Thank you again, Council members, for your unwavering dedication to this mission.

Dr. Koh, thank you for mentioning our staff. Some of you may think, based on our prolific programming, that we have a huge staff. But we don't. On a good day we have about eight people—nine or 10 with some interns. I don't get a chance often enough to publicly thank our team—Shannon, Joey, Jane, Chris, Megan, Lauren, Meredith, Charlene, Janelle, and intern Casey.

We've been hard at work collaborating with internal and external partners to advance our mission. With the collective efforts of more than 250 partners, who have joined us through the President's Challenge Advocates program, all of us together have been instrumental in providing opportunities for Americans, regardless of age or ability, to be more active and to eat more nutritiously.

Our efforts include the Million PALA Challenge and the Joining Forces Fitness Initiative. We are reenergizing the I Can Do It, You Can Do It program, looking to expand it beyond kids with disabilities to encompass people of all ages. Our mission is to educate, engage, and empower Americans of all ages and of all abilities to lead healthier lives. We've had a lot of focus on the youth arena as of late, especially supporting the First Lady's *Let's Move!* initiative, but we're about all ages; all abilities.

The Council added nutrition to our name, so we also added nutrition to our President's Challenge programs through PALA+, which promotes activity plus nutrition. We've incorporated the dietary guidelines into that challenge, and it is going gangbusters.

### **Past Year's Accomplishments**

Ms. Pfohl listed the PCFSN's accomplishments since the previous annual meeting:

- Inspiring 1.7 million Americans to complete their PALA. We were not sure we could get to half a million, let alone a million. We thank our partners, who were promoting this program to their constituents.

- Unveiling PALA+ with HHS Secretary Sebelius and the First Lady. We've been working closely with USDA and the HHS Office of Disease Prevention and Health Promotion, the organizations that collaborated on developing the dietary guidelines. We have taken their lead on how to include nutrition in our programming and make it simple for Americans. We thank you very much for that.
- Continuing to promote 30 minutes a day of moderate to vigorous physical activity for adults and 60 minutes for kids, according to the physical activity guidelines that came out in 2008. We know from surveys that the physical activity message is not getting out strongly enough to the American public. My Plate has really allowed for effective consumer messaging about the nutrition guidelines. We don't have as much penetration on the physical activity side.

One call to action today is, help us. Help us get the message out that it's at least 30 minutes a day of moderate to vigorous physical activity for adults and 60 minutes for kids. We need your help on that.

- Unveiling the Active Play PALA+ Challenge in partnership with ESA. These are the video game makers. Why would we be partnering with the video game makers? Don't they make kids sit down more? The active gaming folks know how to reach kids. If you look at the number of games—the number of opportunities through technology that kids and adults have now—we absolutely need to be working with the video gaming companies to get opportunities to kids.

We know that 82 million households have some form of video gaming. Seventy-two percent of homes have a computer or a TV that is conducive to video gaming. We know what relates to kids. We're ecstatic that ESA member companies have come together. We're promoting the active gaming titles. We want to turn passive screen time into active screen time so that the 7 ½ hours a day on average that kids are spending in front of a screen is active screen time.

- Promoting and serving as surrogates for the First Lady on *Let's Move!* When she can't be there, PCFSN members are called on to be there and to represent her as well as the Council. *Let's Move!* celebrated its second anniversary in February 2012. The First Lady did a tour of various states and communities. I got a chance to go back to my home state of Iowa with Michelle (Kwan) and Carl (Edwards—who missed his flight out of St. Louis). We had 12,000 kids in the Wells Fargo Arena in Des Moines, Iowa.
- The breaking of the Guinness Book of World Records for the number of people doing jumping jacks in a 24-hour period. This achievement was a collaboration between National Geographic Kids and *Let's Move!* The old record stood at 20,425 people. The new record is 300,265 people.

- Bestowing White House Champions of Change Awards on 13 unsung local heroes at the White House in March 2012. It really gives us hope that grassroots leaders such as Ethan are really making a difference in their communities.
- Staking out some prime real estate on the White House lawn for the annual Easter Egg Roll. Our zone was called the Eggtivity Zone. We saw about 30,000 kids and their families throughout the day and introduced them to some good physical activity through an obstacle course. Again, thanks to the PCFSN members who were able to be there.

## **Future Goals**

- The revamping of I Can Do It, You Can Do It. The program started about three years ago through the National Institutes of Health, the HHS Office on Disability, and the PCFSN. The program has run out of funding. We thought this was a good time to see how we could revamp it and raise some money. That's where our foundation comes in. Where there are programs that need to be lifted up and taken out to America, we can collaborate with the foundation to do just that. We're going to expand I Can Do It, You Can Do It to all ages. Jayne Greenberg wrote the book on how to address kids with disabilities and get them the resources that they need. In a couple of weeks, I'll be going down to Miami-Dade County to give PALA Awards to 1,200 kids with disabilities.
- Conducting an interim review of the 2008 Physical Activity Guidelines. We're looking specifically at effective strategies for achieving the physical activity guidelines among youth and young adults. We've got internal and external experts who will be looking at that question. Dr. Risa Lavizzo-Mourey is chairing that committee. We just had our first meeting the other day. We'll be on the fast track to have a report out early in the new year.
- Reassessing the effective use of the Presidential Youth Fitness Test. We are creating a partnership with the Centers for Disease Control and Prevention (CDC) and the Institute of Medicine, which has an ongoing expert panel looking at youth fitness assessments. You will be hearing more in the next couple of months about this new partnership with people who understand how youth fitness assessment can and should be done and how it fits into a quality physical education experience.
- Working with the Department of Education and the White House to commemorate the 40<sup>th</sup> anniversary of Title IX. Billie has already done several commemorations and will participate in many more this year. You'll be hearing more about that as well. We're happy to be working with the HHS Office on Women's Health, the White House Council on Women and Girls, the Women's Sports Foundation, and many other organizations on this important commemoration.

- Expanding our presence in the media and social media. Lots of folks already follow individual council members on Twitter, Facebook, and other social media. When these guys speak, a lot of people are hearing it and re-tweeting. We're exponentially getting the word out, whether it's about PALA or our new announcement with the video gaming folks. When Council members tweet, our numbers go up: our number of views, the number of people who are contacting us and going to our website, and the number of people asking how to get involved. That social media piece has become important to us. We have our own Twitter handle--@FitnessGov. Please follow us. We'd like to hear what you're doing as well. We also have a YouTube channel. We have videos of each of our Council members talking about physical activity, sports, and nutrition.
- Rolling out the Presidential Champions program (the next level of the President's Challenge Program, with Michael Willett as director). Once a person achieves his or her PALA, he or she can go on to the Champions program to achieve a bronze, silver, gold, and platinum medal. There is also a school recognition program. Check out [www.presidentschallenge.org](http://www.presidentschallenge.org).

Ms. Pfohl officially presented PCFSN member Dr. Stephen McDonough with his Presidential Champions gold medallion. Dr. McDonough has been to the Arctic Circle and back, climbed Mount Kilimanjaro, and has worked with the Boy Scouts for more than a decade. He is about a third of the way to earning his platinum medallion.

## **Conclusion**

"We are honored to serve you," Ms. Pfohl told the meeting audience. "We work for you. We are honored to partner with you. We will continue to look for innovative ways to live up to our collective mission and to work with the many partners who share our vision for a healthier America. So thank you."

Ms. Pfohl then introduced Rich Killingsworth, executive director of the National Foundation on Fitness, Sports and Nutrition. In December 2010, Congress approved the establishment of a foundation to support the PCFSN and its mission. At the May 2011 PCFSN annual meeting, the Council officially announced the foundation and its nine inaugural board members.

## **National Foundation on Fitness, Sports and Nutrition Report**

### **Rich Killingsworth, Executive Director**

Thank you Dr. Koh, Shellie, Drew, Dominique, and the Council for the humbling opportunity to update you on the progress of the foundation. Thank you as well for your continued leadership in promoting fitness, sports, and nutrition.



Ethan, you set a high bar. Never before have I been nervous to follow someone from junior high school. I have a 7-year-old son, and you are a wonderful model for him to follow, so thank you.

## **Mission & History**

Ours is the only one of the 110 congressionally chartered foundations to focus on the three aspects of fitness, sports, and nutrition. We serve what is probably the most recognized Federal entity. There is a very strong imprimatur in the PCFSN brand.

The foundation has a dual mission. We facilitate private sector partnerships and cultivate those investments to leverage opportunities for the Council to do its work. We also promote fitness, sports, and nutrition on a national basis. We hope to do this through a committed effort in philanthropy to leverage evidence-based practices and grant making for positive change, as our mission statement makes clear:

*“To serve and strengthen the President’s Council on Fitness, Sports & Nutrition and its mission by facilitating investments and partnerships that engage, educate, and empower all Americans to lead healthy, active lives.”*

While we are a young organization, we have a very long history:

- The concept for the foundation was conceived in 1994 by our current board Chairperson Tom McMillen. It took quite a long time to move legislation through Congress.
- Finally last year, we had a wonderful coming out experience and launched the foundation in partnership with the PCFSN.
- Shortly after the March 22, 2011 release by Secretary Sebelius, we had our nine members and our *ex officio* members appointed. Tom McMillen was appointed chairman of the board of directors on April 21 and I was appointed on May 10 as the inaugural executive director.
- The foundation has nine congressionally-appointed governing board members. They are bipartisan, with three from the House of Representatives, three from the Senate, and three from the Administration. Many are well-recognized leaders in their own organizations. We have an *ex officio* team of five members from Federal agencies, including Dr. Koh and Ms. Pfohl.

## **Strategic Focus Areas**

1. Physical Activity and Physical Education
2. Sports and Recreation
3. Healthy Eating and Food Systems
4. Investments and Partnerships

The first three focus areas directly support the programmatic outreach of the Council. The fourth area describes the mandate and charter of the foundation to support and

leverage investments and partnerships that will directly translate into a more effective Council and national outreach to promote fitness, sports, and nutrition.

The Council's partnership model includes Federal agencies such as the CDC and USDA, non-governmental organizations (NGOs), and the private sector—a domain that we in public health have not engaged very well up to this point. The foundation is seeking to recruit private sector entities to work in partnership and build synergy with the PCFSN, Federal agencies, and NGOs such as the American Heart Association, the American College of Sports Medicine, and dozens of others working to leverage behavior change. We are bridging the gap between the public and private sector in partnership with the Council to leverage resources for sustainable, lasting change.

We're going to invest those resources in critical areas to spur transformation in community and institutional systems that cultivate three key areas: behavior change, environmental change, and social support systems that translate into active and healthier people. This is a simple "plan to act" model that informs how we begin doing the work.

## **Conclusion**

Over the years to come, the foundation hopes to cultivate a collaborative, interdisciplinary approach to our work. We will work in partnership with the PCFSN and the private sector to identify ways that we can place investments in critical tipping point areas that begin engaging a wide variety of partners in applying the science of change to the art of giving. It's very easy to give money away. It's very difficult to do it in a manner that results in significant outcomes. We are aiming for transformational and sustainable change with the best and most efficient use of resources.

## **Introduction of Sam Kass**

Ms. Dawes introduced Sam Kass, noting that he:

- Serves as Assistant Chef and Senior Policy Advisor for Healthy Food Initiatives at the White House and advises the *Let's Move!* initiative.
- Is a Chicago native and graduated from the University of Chicago with a degree in U.S. History. During college, Mr. Kass took a job cooking at a restaurant called 312 Chicago, an experience that set him on his current path.
- Joined the White House kitchen staff in 2009 as Assistant Chef and in 2010, became the Senior Policy Advisor for Healthy Food Initiatives at the White House.
- Has had a long-time interest in sustainable and nutritious ingredients and helped the First Lady create the first major vegetable garden at the White House since the 1890s. To date, the garden has yielded nearly 2,000 pounds of produce that

has been used to feed event guests, the staff, and the First Family at the White House, with additional harvests being donated to local food shelters.

## ***Let's Move!* Report**

### **Sam Kass, White House Senior Policy Advisor for Healthy Food Initiatives**

Mr. Kass thanked Ms. Pfohl for her leadership and the Council for its critical contributions to the success of efforts to make the country healthier. "On behalf of the President and First Lady, we are indebted to you for all that you are doing," he said.

Mr. Kass then provided an update of the work being done by *Let's Move!*:

The First Lady has a vision for the nation: to unite around the health and well being of our kids and to ask ourselves as parents and leaders, as teachers and doctors, what we can do collectively to help make progress in ensuring that our kids live the healthy lives we know they deserve.

The Council's work is taking place in the context of a national health crisis. One in three of our kids are overweight or obese and the CDC predicts that one in three will have diabetes during their lifetime if we don't fundamentally turn this around. The economic impacts of this are devastating. We're already spending \$150 billion treating obesity-related conditions.

If you project what the country will look like when one in three of us has diabetes, it's overwhelming in terms of healthcare costs, economic vitality, productivity, and kids' ability to learn. Every teacher knows that if kids are not getting the physical activity and nutrition they need, they can't learn as well. The evidence backs that up. Kids do worse on math and reading comprehension.

This health crisis is also a national security threat. Our nation's retired generals tell us that obesity may be our nation's greatest national security threat. It's the number one disqualification for military service. Thirty-seven percent of 17-to-24-year-olds cannot serve in our military because of obesity. The Army has had to create a pre-boot camp and lower the admittance standards. If we project out the scenario when one in three of us has diabetes and our obesity rates are far higher, this is a serious set of issues.

The work being done by the PCFSN is absolutely essential. The good news is that over the last few years, we have seen unbelievable commitment, engagement, and energy across the nation from the leaders of major corporations, cities, towns, states, and families. The kids themselves are also coming together and doing the most remarkable work.

We celebrated the second anniversary of *Let's Move!* with a whirlwind tour, making Iowa our first stop. Iowa has started the Healthiest State Initiative to become the

healthiest state in the entire nation. Gov. Terry Branstad, a Republican governor, declared the date of our visit Let's Move Day. The governor danced onstage with the First Lady, a bunch of kids, and 14,000 youth in the audience in celebration of being active and eating vegetables. These kinds of encouraging scenes are happening all over the country.

There's a tremendous groundswell, but it's a moment in time that isn't going to come around again. Over the next year and the years to come, your leadership and efforts are absolutely essential to making this change permanent, sustainable, and one that can reach everybody who needs it.

Right now we are examining how to promote physical activity. It's a tough nut to crack. We'll always be working to ensure that our kids are getting the nutrition they deserve, including access to healthy, affordable food; amplifying the My Plate announcement with simple tips and tools for families; and continuing to work with the entire food system to bring better, healthier food to our families.

American kids, on average, spend 7½ hours a day in front of a screen. Only 4 percent of lower schools, 8 percent of middle schools, and 2 percent of high schools offer daily physical education. We know that we have to make some real progress in two main areas when it comes to making sure that our kids are physically active:

1. We need to improve access to sport and play opportunities for kids from the time they are very young. This means parks and playgrounds, sidewalks, ways that kids can walk to school—just reintegrating these opportunities into daily life for our kids.
2. Once we improve people's access, we have to ensure that kids are inspired and value being active. Seeing the modern kid as an active kid must be our identity as a nation. We're going to be working diligently to unite key players to unify and start working much more closely together. Right now, a lot of efforts are fragmented. We're not leveraging our collective voice in this effort.

That's where the PCFSN comes in. This is one of the most respected councils on the planet. The leadership that you display in your daily lives is truly inspirational. It's an inspiration to everybody you touch, and that is at the heart and soul of what we need to do—inspire the nation to see a different future; one that's better for our families and our country. Thank you for what you're doing. We're going to be calling on you more. We look forward to working with you in the months and years to come. Thank you on behalf of the First Lady and the President. We will see you soon.

## **Presentation of PCFSN Lifetime Achievement Awards**

**Shellie Pfohl, Drew Brees, Dominique Dawes, Dr. Howard Koh**

Ms. Pfohl explained that each year the PCFSN bestows up to five Lifetime Achievement Awards on individuals whose careers have greatly contributed nationwide to the advancement or promotion of physical activity, sports, or nutrition. Applications are submitted to the Council throughout the year. PCFSN members make the final selections.

Ms. Pfohl then announced the five recipients of the 2012 PCFSN Lifetime Achievement Awards. Each award winner stepped forward to receive his/her award, followed by a photo opportunity:

**Linn Goldberg, M.D.**

- Professor of Medicine and Chief of the Division of Health Promotion and Sports Medicine at Oregon Health & Science University.
- Practicing physician, educator, and research scientist.
- Author of more than 230 publications and three books.
- Pioneer in advocating exercise for prevention and medical treatment.
- Creator of the evidence-based Atlas and Athena programs for young athletes, using exercise and nutrition alternatives to prevent the use of alcohol, performance enhancing drugs, and illicit drugs. The National Football League (NFL), *Sports Illustrated*, and numerous agencies and foundations have disseminated these model programs throughout the United States.
- Has extended his team-centered paradigm to promote physical activity and health nutrition from middle schools to adult work sites.
- His programs have received prestigious awards from the Department of Education, HHS, *Sports Illustrated*, and the International Mentor Foundation.
- Nominated by Diane Elliot, Oregon Health & Science University.

**Thomas L. McKenzie, Ph.D.**

- Emeritus Professor of Exercise and Nutritional Sciences at San Diego State University.
- Has been a school teacher, coach, athletic director, administrator, director of residential camping programs for overweight children, and a consultant for 16 years for the U.S. National Volleyball Teams.
- Is widely published in scientific journals.
- Is best known for his research on designing and assessing evidence-based programs such as SPARK to improve physical education and preparation.
- Internationally recognized expert in designing innovative research tools to assess physical activity in the environments in which it occurs. His instruments have been translated into four languages.
- Nominated by Kim Ballard from the SPARK program.

**Jacki Sorensen**

- The originator of aerobic dance.

- Has a broad background in dance (tap, ballet, modern, acrobatic, Hawaiian, jazz).
- Began by choreographing a set of vigorous dances set to lively music and applying her ability to teach non-dancers. Aerobic dancing was born in 1969 in one class of six people, which grew to two classes of 25 people, followed by rapid expansion.
- Later developed two other programs: Aerobic Workout and Jacki's Strong Step.
- In 1985 was awarded the first lifetime achievement award by the International Dance and Exercise Association.
- Inducted into the National Fitness Hall of Fame several years ago.
- Jacki's fitness classes are offered throughout the United States, Japan, and Australia.
- Nominated by Dr. Richard Keeler, former member of the President's Council under four presidential administrations and a Lifetime Achievement Award winner.

### **Charles Sterling, Ed.D.**

- Executive Director of the Cooper Institute for more than 25 years.
- Founder and Chairman Emeritus of FITNESSGRAM, the premier fitness assessment used throughout the United States. For more than 30 years, FITNESSGRAM has provided education and motivation to children in more than 67,000 schools in all 50 states and is used to assess 14.7 million students annually.
- Personally secured partnerships with corporations such as Campbell Soup Company, Prudential, the NFL, and United Way to generate in excess of \$25 million to support youth programs.
- Co-developed Nutrigram, a multidimensional nutrition program for schools; the Healthy Zone school recognition program; and Cool Zebra, a movement, education, and cognition program.
- Has worked closely with the father of aerobics, Dr. Kenneth Cooper, who refers to Dr. Sterling as a genius.
- Dr. Sterling's life work has been the promotion of fitness and activity. That work has become deeply personal since he has five grandchildren.
- Nominated by Dr. Kenneth Cooper from the Aerobics Center.

### **Pat Summitt (not present at meeting)**

- A native Tennessean, Pat is the former Head Coach and now Coach Emeritus of the University of Tennessee Lady Vols basketball team. She has kept her elite program in the winner's circle for almost four decades—1,098 wins to only 208 losses over 38 seasons. That record has made her the all-time winningest coach in NCAA basketball history, for either men's or women's teams, and in any division.

- During Coach Summitt’s tenure, the Lady Vols have won eight national NCAA titles as well as 32 Southeastern Conference (SEC) tournaments and regular season championships.
- The University of Tennessee has made an unprecedented 31 consecutive appearances in the NCAA tournament and produced 12 Olympians, 21 State Farm Kodak All Americans named to 36 teams, and 77 all-SEC performers.
- Has a 100 percent graduation rate for all Lady Vols who have completed their eligibility at Tennessee.
- Has written two books: *Reach for the Summitt* and *Raise the Roof*.
- Later this year, President Obama will present Coach Summitt with the Presidential Medal of Freedom, the nation’s highest civilian honor.
- Pat is forthright, respected, ethical, and a winner who serves as a shining example in the world of collegiate basketball and in life.
- Nominated by Dr. Randy Webb, the Lady Vols biggest fan.

Ms. Pfohl noted that Billie Jean King is also a Presidential Medal of Freedom winner. “That’s what we strive for,” commented Ms. Pfohl. “A life, a career in support of this mission. The bar has been set, my friends.”

### **Community Leadership Awards**

Ms. Pfohl continued: “In addition to our lifetime winners, we also recognize community-based people who are doing wonderful things. This year we recognized 47 leaders at the community level with the 2012 Community Leadership Award. We are getting press releases in the newspapers in these local markets. These are the unsung heroes. They do not toot their own horn, so we have got to make sure that we do it for them. We have got to make sure that we are lifting up these local community programs and the leaders that make them so great.”

Click here for the list of 2012 Community Leadership Award recipients:

<http://fitness.gov/about-us/pcfsn-awards/community-awards/community-leadership-2012.html>

### **Tribute to Fitness Pioneer Bonnie Prudden**

#### **Suzy Prudden and Enid Whittaker**

Ms. Pfohl commented: “No amount of time on our agenda could do justice to the life and work of Bonnie Prudden. Bonnie’s work in the 1940s and ‘50s led to the ‘report that shocked the President.’ Because of this report [which revealed that among the tens of thousands of children tested across America and Europe, U.S. children were the least fit], President Eisenhower established the President’s Council on Youth Fitness, as PCFSN was first known.”

Ms. Prudden and Ms. Whittaker led meeting attendees in a seated aerobic exercise session, then made the following statements:

### **Ms. Prudden**

I am Suzy Prudden, Bonnie Prudden's daughter, and none of you would be here without my mother. In 1947, my mother started teaching fitness because my sister and I had no fitness programs in our schools. My mother started with 10 of our friends and the program grew and grew. She decided to start finding out how fit we were using the Kraus-Weber minimum fitness test. The kids in our school all passed. The new kids who entered in the fall all failed.

My mother started testing kids all over America. I was about 13 at the time and was part of her testing team. She also tested kids all over Europe. The U.S. kids failed twice to three times more than any children in the world. My mother presented these results to President Eisenhower. That was the report that shocked the nation and led to the formation of the President's Council on Physical Fitness and Sports.

My mother started in 1947. I opened my own school in 1965 in New York City. My mother said to President Eisenhower, "If you don't do something about this, you will have a problem if there is ever another war because most of the men who apply to become part of the Army will fail." You heard that earlier today; it's happening now.

This council has to do something and we have to do it now. My mother served her country and dedicated her life to changing fitness in America. She died doing it at 97. Enid, her business partner, is taking over my mother's work. Enid was there when my mother died. Enid's promise to my mother was, "I'll do it."

### **Ms. Whitaker**

Every day is a new day and that's how it was with Bonnie. If I didn't bring in a pad of paper with a Flair pen along with the coffee so that we could write down the ideas that we were going to address that day, I was remiss.

In January of 1971, I was sitting in a gym in New Hampshire. Bonnie came in, scoped out the gym, and said to me, "Will you help me?" I said yes, and for 40 years I worked and played alongside Bonnie. Of course I learned an awful lot. The first thing I learned in 1971 was that the program Bonnie designed could be adapted to any group or any person, from the prenatal mother or newborn baby up through the geriatrics who were bed bound or chair bound and the emotionally or physically challenged who needed extra help.

Bonnie was like a kid herself. She always said, "You all have a kid within you and it's up to you to go back and get that kid." She spent most of her life getting that kid. Bonnie was like the kid who unwraps a package, takes out the toy, and plays with the box.



To most of you, this block of wood [holds up exercise block] looks like the end of a 2x4 that somebody cut off and left in the garbage pile. But when Bonnie looked at the 2x4, she saw a brightly colored balance block. If she had 10, she saw a balance beam. If she had 20, it was railroad tracks. Every little girl—every little Dominique and Michelle—need a balance block when they are two years old.

Bonnie said that if you could get the 13-year-old girls to understand the importance of baby exercise, we would have a much better chance of having a healthy America. We need to find a way to get to the 13-year-old girls to understand that with every diaper change, there's an exercise.

The other side of Bonnie was the consummate professional, the real deal, the ethical person. She removed the TV spot that she had been running for three years during the Today Show because they put a diet pill commercial in front of her. She turned down Bond Bread and Coca-Cola because they weren't good for kids.

Bonnie never complained and she didn't have a lot of use for complainers, although she was nice to them. She told them it wasn't much use in complaining unless you put your mind to devising a method of fixing what you were complaining about.

At a staff meeting in 1976 she said, "They're not listening to me and they're all going to get pain. I have to find a way to get rid of pain." She developed Bonnie Prudden Myotherapy, which is a way to get rid of muscle pain. It's just as simple as the rest of her program and just as affordable.

Here we are, 40 years later from when I met Bonnie. Shellie asked for your help, and I'm going to ask for your help too. I'm sitting on 60-plus years of history. It needs a home. I don't know where the home is, whether it's the Smithsonian, or the Women's Sports Foundation, or the new National Women's History Museum being supported by actress Meryl Streep, but it's got to go somewhere. Somebody here knows somebody who can get it where it should go.

We need to get girls more involved with this. And we need to get exercise into every single classroom in this country. It's not hard and it's affordable.

### **Ms. Prudden**

The exercise that you did just now can be done in every classroom. If kids are doing that for two to three minutes at every class, it will increase their intelligence and their fitness, decrease obesity, and change us into a healthy nation instead of an unhealthy one.

### **Ms. Whittaker**

I'm asking you to go to [www.BonniePrudden.com](http://www.BonniePrudden.com), learn more about Bonnie, put your childlike hat on, and see how you can help. Shellie got it into the classrooms in North Carolina, I've been doing it in Arizona, but it's got to be done everywhere.

And so as Bonnie would say, keep fit; be happy.

### **Ms. Prudden**

And thank you.

### **Ms. Pfohl**

Again, the bar has been set. Thank you both, Suzy and Enid. We are truly honored that you would come all this way to help honor Bonnie. And by the way, we will find a place for that history. It must be preserved. We will fight every day to answer Bonnie's charge to walk in the footsteps of our lifetime winners and so many of you who are here today. Clearly there is more to do.

One of Bonnie's mottos is that you can't turn back the clock, but you can wind it up again. It's important that we recharge; that we recommit ourselves to taking care of this issue; that we make sure that we're collaborating on doing everything absolutely possible to move us to where we need to go.

The bottom line is, it is going to take all of us. We know that. Let today be the day that we are recharged; that we are reminded that there is more yet to do. We celebrate what has come before us. We honor it. We know we have come a good way, but there is still a long way to go. I look forward again to working alongside each and every one of you to do just that. Thank you all for being here.

## **Lunch Break**

### **JAMmin' Minute Activity**

Mr. Brees opened the afternoon session of the PCFSN by introducing Patty Howell, founder and CEO of Health-E-tips, Inc. and the JAM School Program. Mr. Brees has been involved with the program for several years through the NFL's 360 Initiative.

### **Ms. Howell**

- Remarked that she and the JAM School Program students were honored and thrilled to be at the PCFSN meeting.

- Explained that the seven teachers and students traveled to the PCFSN Annual Meeting from cities across the United States to demonstrate the JAM School Program, which is free.
- Expressed special thanks to the families that sent their kids to the meeting, to the schools that paid for teachers to attend, and to the Alliance for a Healthier Generation and the Charcot-Marie-Tooth Association (CMTA) for making it possible for student Julia Beron to attend the meeting.
- Explained that the JAM program provides physical activity routines that schools can use to get kids more active every day. All routines are authored by JAM, a school, or a professional athlete like Mr. Brees. The program has now spread beyond school walls. People of all ages and abilities are able to use the routines because they are easy, fun, and can be done anywhere at any time. The JAM program is being used by nine million people.
- Noted that the first annual JAMmin' Across America will be held on September 27, 2012. The entire nation will be invited to pause at 10 am to participate in a national JAM routine.

Meeting attendees participated in a JAMmin' Minute of exercise lead by Cindra Skotzko, JAM leader and physical education specialist from Lupin Hill Elementary School in Calabasas, CA. She was assisted by JAM student leaders, who taught meeting attendees JAM moves that can be done seated or standing:

- Julia Beron, 12, Lazar Middle School, Montville, NJ – “Raise the Roof”
- Ethan Oro, 13, Hillview Middle School, Menlo Park, CA, representing the Alliance for a Healthier Generation’s National Youth Advisory Board – “Hands to Knees”
- Logan McSorley, 11, Rosa Parks-Edison Elementary, Indianapolis, IN – “Dribbling and Shooting”
- Marcelin Fils-Aime, physical education specialist at Melrose Elementary School, Miami, FL, representing the Alliance for a Healthier Generation’s National Champion’s Network – “Hula Hoop”
- DaNaja Matthews, 9, River Terrace Elementary School, Washington, DC – “Knees, Waist, and Touch the Sky”
- Melissa Caliguire, 14, Cooper Middle School, Great Falls, VA – “Calf Raises”

At the conclusion of the JAMmin' Minute, participants delivered health messages incorporating the My Plate guidelines:

- Physical activity and healthy eating should be part of your daily activity.
- Make sure to eat your protein every day.
- Eat at least nine servings of vegetables every day.
- Eat a lot of grains.
- Make sure you get enough fruits in.
- Eat dairy every day.

## **Ms. Dawes**

You guys are great examples. You are people who are not just talking the talk, but you're walking the walk, so you are going to change lives.

We all know the importance of supporting our nation's military as well as their families. Last May we announced a partnership with ACE and IHRSA, whose members have pledged 1 million personal training hours and 100,000 free gym memberships, respectively, to military families.

PCFSN member Cornell McClellan will provide an update on the Joining Forces Fitness Initiative, starting with a video about the program.

## **Joining Forces Fitness Initiative Report**

### **Cornell McClellan, Council Member, PCFSN**

This initiative brings together the missions of *Let's Move!* and Joining Forces to provide activities and opportunities to military members and their families. The PCFSN brought together IHRSA and ACE to provide free access to gym memberships and personal trainers across the country to deployed Reserve and National Guard service members and their immediate families. We call it the Joining Forces Fitness Initiative.

### **IHRSA, ACE, and Yellow Ribbon**

IHRSA has committed to its members donating more than 100,000 free health club memberships. So far, almost 1,000 IHRSA members have made donations that equate to about 50,000 free six-month club memberships, which is halfway to the goal.

A club owner told me about having the opportunity to give a membership to a family that came to his health club. A young woman with two children inquired about the program. When she was told that she and her children could have a free membership, she began to tear up and asked, "Are you sure?" She said that it was like Christmas for her. I wanted to tell you this story to illustrate how powerful this can be.

ACE has also committed to its members donating more than 1 million personal training hours. Members have already donated more than 110,000 hours, with a major push on to donate more. ACE trainers from all over the country go online to register their names and are then coordinated with a family.

The PCFSN partnered with the Yellow Ribbon Reintegration Program to promote this fitness initiative. Yellow Ribbon is a Department of Defense effort to promote the well being of National Guard and Reserve members and those who support them by connecting them with resources throughout their deployment cycle. In 2011, more than

2,000 Yellow Ribbon events across the country reached 300,000 Guard and Reserve members and their families. The PCFSN is working to have our messaging included at all Yellow Ribbon events to inform military families about our Joining Forces opportunity.

### **Personal Commitment**

I spoke this past year with both ACE and IHRSA members at their national conventions. Their passion was overwhelming. The program inspired me to see what else I can do. I decided that I would give some free personal training hours in my hometown of Chicago. I recently met with a family of four that I will be working with for a six-week period beginning in June to help them win their PALA. We're already working on their nutrition.

The Joining Forces initiative is especially important to me. My dad, both my brothers, and most of my uncles and cousins were or are Marines. I come from a military family. It's a wonderful thing when we say to our soldiers, "thank you for your service." I'm sure that it's heartfelt. But now we have an opportunity to actually go hands-on. We can say more than thank you; we can help them. I'm excited to be able to do my part. I encourage all of you and the rest of my Council members to also continue to do your great work.

First Lady Michelle Obama and Dr. Jill Biden have called for all of us to show support for military families who sacrifice so much to protect our freedoms and ensure our safety. If we don't know personally, we can imagine that the stress of war, multiple deployments, and frequent moves can negatively affect the wellness of military families. Children and spouses of service members are more likely to experience anxiety, stress, a change in relationship dynamics, and sometimes isolation and depression when they have loved ones who are deployed.

Through donated services, engagement opportunities, and other resources, citizens and communities across the nation are joining forces to show their appreciation and respect for these family members. The PCFSN is no different. We're going to do whatever we can and continue stepping up to lend a hand in support of our mission to promote physical activity. We will work with partners to provide opportunities for all Americans to be active.

We recognize the challenges that military members face to identify support opportunities for themselves and their families, especially when it comes to being active. We know that being active is the key to helping with stress, depression, and physical fitness.

I want to thank the Yellow Ribbon Campaign for what they are doing. I want to thank IHRSA and ACE for partnering with us to make sure that our soldiers know that we appreciate what they are doing. Thank you for your service.

**Mr. Brees**

Those of us on the Council have and will continue to support our nation's heroes and their families in whatever ways possible. I have had the pleasure of being able to go on five USO trips in eight different countries to visit our troops, to speak with them, and to provide as much support as we can for them and their families. I know that Carl has a strong military outreach. I know that Dr. McDonough is doing a lot with Wounded Warriors. We'll get to hear what everyone is doing shortly in regards to helping our military.

Shellie will moderate the next part of our meeting, which is our Council member roundtable discussion.

## **Council Member Roundtable**

### **PCFSN Members & JAM School Program Students**

Ms. Pfohl encouraged PCFSN members to describe what they are doing not only as Council members, but in their personal and professional lives.

#### **Dr. McDonough**

I did three events and two meetings last year with Joining Forces in the states of Colorado; Florida; Washington, DC; and North Dakota. I'm working with deployed families through Operation Military Kids and the North Dakota National Guard. I attended two events in Fargo, ND, where I talked about the importance of physical activity and nutrition. I also had the opportunity to attend the Warrior Games in Colorado Springs last year, which was very inspiring.

**Ms. Pfohl:** I know that every week at his races, Carl is engaging with military families, active military folks, and veterans alike. In July 2011, he represented the PCFSN at a USO Homefront Concert in Kentucky. There were 10,000 National Guard and Reserve families in attendance.

As you heard, our Joining Forces Fitness Initiative really focuses on National Guard and Reserve because these are the folks who may not live next to an installation or base that has a recreation or gym facility. The Kentucky event was a conference for just those folks and their families. Carl did a great job representing the council and the First Lady.

The bottom line is, we want to do our part. This is our opportunity to bring together the *Let's Move!* and Joining Forces Fitness Initiative to support the health of military families. So, thank you all.

#### **Dr. Greenberg**

Every community has students in the schools who need assistance as their parents or loved ones are deployed. Every school district nationally reaches out to the students to make sure that their needs are taken care of.

During Fleet Week, I had two young Navy seamen come to my office to say, “We’re getting out next year. What can you do to get us jobs? We want the Troops to Teachers jobs.” I took that up the channels, and we’re going to implement a program with the Troops to Teachers organization where the young men and women coming out of the military will be able to apply and get trained for teaching positions in the United States. When one of our new schools opens up in Miami-Dade County, we’ll be looking to bring in Wounded Warriors and homecoming troops as instructors.

**Ms. Richardson Joyner**

I did a program that was called Wobble Wobble Before You Gobble Gobble. The goal was to encourage people to “move to live and live to give.” There’s a line dance called Wobble Wobble. We took it to Boys and Girls Clubs, churches, and schools. It was really cool because everybody could engage in the activity.

At one of the races, we gave out 500 turkeys to military families. We invited a lot of military families to the event and they got to participate in a 5K and a 10K race. I thought that was a creative way to get more people to be aware that we all need to give back in some kind of way. That was our way of trying to get people excited. We added on the PALA challenge, so now Boys and Girls Clubs, churches, and schools are participating.

It’s exciting to be part of a council that has been so dedicated. You can tell members’ purpose and passion. I served on the last President’s Council under President George Bush, and I can tell you that this Council has raised the bar. I’m very proud to be a part of this Council. Thank you.

**Ms. Pfohl:** I know that several of you were able to participate in World Wide Day of Play last fall on the Ellipse. PCFSN joined with Nickelodeon, which puts on World Wide Day of Play. The Council used it as a platform to celebrate those 1.7 million people who achieved PALA. You heard Dr. Koh talk about how his ears are still ringing from all the screaming kids. We had 50,000 people on the Mall, all working out and being active.

**Ms. Kwan**

I was there. It had rained the day before, so it was muddy. And then there were the 50,000 screaming kids having a great time and following the Nickelodeon actors. It was a lot of fun. And Donna, as you said, you did the Wobble Wobble. Carl Edwards and I did a relay doing the Crab Crawl. Too bad Carl isn’t here today, because I want a rematch.

I was also an official counter of jumping jacks for the First Lady. There I was, going from a skating career to having a counter and yelling at the First Lady, "C'mon, let's do it!" It was really exciting. We broke the *Guinness Book of World Records* for jumping jacks. It was one of the highlights for me. I am pleased and honored to be a member of this Council.

I am on the board of directors for the Special Olympics. Some of our athletes have participated in the PALA challenge. It's joining both worlds.

### **Dr. McDonough**

The Nickelodeon event was fantastic, seeing all of the children there. There were two things came out of that event for me:

1. I visited the Girls on the Run pavilion and discovered that there was no Girls on the Run chapter in my state of North Dakota. When I came back to Bismarck, we started working on getting one going. Hopefully next year, we'll be able to get late elementary-age girls out and running.
2. I am also involved with Boy Scouts and was asked in the summer of 2011 to be one of the 16 national Boy Scout leaders to do my PALA. The Boy Scouts have a collaboration with the PCFSN and *Let's Move!* They've developed an activity badge called the Scout Strong PALA badge.

At our World Wide Day of Play Council pavilion, I saw a lady with two boys in Cub Scout uniforms. I talked to them about the Scout Strong PALA badge. A lot of times we don't see what happens after we disseminate information. This was a remarkable woman I was talking to. She went back, learned more about PALA, and got her Cub Scout troop in Columbia, MD, to be the first Cub Scout troop to complete its Scout Strong PALA. I had the opportunity to present them with their badge in January 2012.

**Ms. Pfohl:** Dr. McDonough spearheaded the whole partnership with Boy Scouts of America. It's just another example of how we're stronger together. PCFSN had a physical activity program, and now we have built in nutrition. The 16 leaders of the Boy Scouts of America at the head office in Dallas all did their PALA before they rolled it out nationwide. Now every scout troop in the nation has the opportunity to achieve their Scout Strong PALA.

**Ms. King:** I have a question about Girl Scouts...

**Ms. Pfohl:** We're working on Girl Scouts. Girl Scouts have their 100<sup>th</sup> anniversary this year. Something like 100,000 Girls Scouts will be participating in Rock the Mall on June 9. Michelle Kwan is representing the PCFSN, but you all can come. Girl Scouts have had some changeover in their leadership. I've already touched base with their new CEO at a recent conference. As soon as they get through their anniversary, they are



gung-ho to join with us on PALA. We've also had a long-standing partnership with Girls Inc., Girls on the Run, Boys and Girls Clubs, the Y, and the National Recreation and Park Association.

Those are just a few of our many partnerships, but ones that we know are critical. These are the folks who are reaching the kids. They have the programs. They have the bricks and mortar where the kids come before and after school. We can disseminate our programming through those many great organizations.

### **Dr. Lavizzo-Mourey**

Shellie, you and I had the opportunity to participate in a program at the Aspen Institute that reached out to the sports organizations that we watch on television all the time. Surprisingly, they were not as aware as you think they would be about how inactive our youth are. I think if there was one headline from that conference, it was that these organizations have a role to play in getting kids active. The conference morphed into a program started in Aspen the following summer that has continued. I'm proud that my foundation—the Robert Wood Johnson Foundation—was able to work with that.

Looking at the front row and seeing all of these wonderful young people from the Alliance for a Healthier Generation and the Healthy Schools, I am reminded that there are literally thousands of schools now that are giving awards as part of the First Lady's challenge. They are also going beyond the challenge to make their schools healthier, more physically active, and building on another program called Playworks, which promotes recess. Surprisingly, a lot of schools don't have recess. Kids are sitting for seven, eight hours a day, unable to get up and do what we did earlier at this meeting—burn off a little steam.

Those kinds of programs, I hope, will give us some evidence-based approaches to helping people live up to the guidelines to get 60 minutes of physical activity a day if you are a child and 30 minutes if you are an adult.

### **Cornell McClellan**

I was involved with the NBC Universal Healthy Week and iVillage Get Moving Now Community Challenge. We kicked that off in the middle of Times Square in New York City. I led a group of people in an exercise routine that was streamed all over the country to inspire people to be involved in moving and fitness. I was honored to take part in that.

The PCFSN sent me to speak to about 200 different schools and physical education instructors about getting their PALA. I was able to go back and award 2,200 Chicago students their PALA after they had completed their six-week challenge.

I took part in a PCFSN satellite media tour. I've not done as much media as most of my Council colleagues, so they figured I was the easiest one to trick into doing this.

I didn't realize how much work it was going to be. It lasted six hours, but we inspired several hundred thousand people to do their PALA. We partnered with Share Care, which includes Dr. Oz, among other people.

I addressed the Congressional Black Caucus.

I didn't *count* the jumping jacks, I *did* the jumping jacks.

It was an incredible experience to participate in the Nickelodeon Day of Play, especially watching the kids and their reaction. The Nickelodeon television station went dark for those hours to encourage kids to be active instead of being in front of the TV.

I was on a panel and spoke at the National Girls and Women in Sports Day briefing to celebrate the anniversary of Title IX. It was amazing to hear the research about the positive effect on girls when they are active and have fitness programs. Fitness benefits girls and boys across the board. Where they have physical education programs, it makes a difference academically.

### **Using Social Media to Make Prevention “In”**

**Ms. King:** It's great to have the Title IX 40<sup>th</sup> anniversary celebration throughout this whole year. I've asked people if they know what Title IX is, and many even high school coaches don't know, so the kids don't know. I think it's important because every generation does stand on the shoulders of the one before it.

Never underestimate yourself. You can do the things you dream of, or do things you have never dreamed of. When I look at young people, these are our future leaders. You don't know how you are going to affect the person next to you or how somebody is going to affect you in your life. As Ethan said, I think young people are going to tell and teach younger ones about prevention.

How are we going to make prevention an “in” word? I think the celebration of Title IX is terrific, but any time you celebrate history, it's really talking about what we are going to do now and in the future. It's a call to action. We have to continue to provide educational opportunities equally for both boys and girls.

Before Title IX was passed in 1972, there were quotas for girls who wanted to be doctors. The Ivy League schools had 5 percent quotas for girls who wanted to go to medical school. I always wondered why we didn't have more women doctors and lawyers. If you keep the quota at 5 percent, you're not going to have too many women.

But now, it's actually reversed. Fifty-four percent of the enrollment in higher education is women. Now I'm starting to worry about the guys a little bit. We've got to keep both genders going strong on all cylinders. We're all in this together to help each other to be the best that we can be. Each and every one of us deserves the best that life has to

offer. That's what Title IX represents to me. We need to work together and help each other. We've got to continue to educate and to help prevent.

So, how do we make prevention an "in" word? When we founded the Women in Sports Foundation in 1974 and started to have fund raisers, we would talk about obesity prevention—a subject that wasn't "in" then—and everybody would say, "Huh? Who cares?" Unless there's a crisis, nobody cares. How do we change that? That has always been my one question since I've been in my 20s, because obesity and other health problems are preventable.

**Dr. Lavizzo-Mourey:** May I make a suggestion? You mentioned earlier, Shellie, that some Council members are becoming masters at tweeting, blogging, and getting the word out in new ways that people actually pay attention to and interact with. I was amazed when I put out a tweet and asked people what healthy things they were eating that day. Usually I tweet and no one answers, but this time they answered. It really gave me hope that we can use social media to educate people and get them engaged. There's something about talking to people around the world about what you're doing to change the world and make yourself healthier that gets them engaged. One way we can do what you're asking, Billie, is to use social media in new and creative ways.

**Ms. King:** We talked about social media being a viable force when I attended a meeting of the Alliance for a Healthier Generation with President Clinton's Global Initiative. It educates us, it connects us, and it mobilizes us.

**Ms. Pfohl:** The PCFSN has a Twitter handle: @FitnessGov. Make sure you're following us. Maybe those of you who use social media—whether it's blogging, tweeting, or connecting on Facebook—can tell us what it's meant for you and the kind of feedback that you're getting. Many of you have your own foundations, with a lot of crossovers in our missions. What are you hearing through your social media channels?

**Mr. Brees:** As a professional athlete, I do have a platform to influence people in a positive way. I've been amazed at the power of social media, including Twitter and Facebook. If I tweet that I'm taking my wife on a date and ask what movie I should take her to, I will get thousands of responses.

For the birth of our second child, I tweeted that we wanted to name our boy a "B" name. I asked for suggestions and got thousands and thousands of replies within minutes. We named him Bowen. Two or three people made this recommendation out of the thousands. I already had Bowen in my mind, but I needed confirmation. My wife wanted to go in a different direction, but I won her over somehow.

My point is, don't underestimate the power of influence that we have. Certainly social media is a great way to connect with fans. You would be amazed at how much people want to engage you on a lot of these topics. These are topics that Americans deal with on a daily basis. They can have a regular conversation with you—hear what you have

to say, then give a response or voice a concern. I think it means a lot to people that you want address things that concern them.

One of my health goals in this off season is to cook more and healthier family meals at home. I've tweeted about that quite a few times. There's been an amazing response. It is a hot topic that furthers our mission and is something that people want to talk about. Certainly we have that influence.

**Ms. Richardson Joyner:** I agree with Drew, it's a way to connect with people; to mobilize people. The biggest success that I have had recently is with churches. That has been my big passion—to get people not just spiritually fit, but to get them healthy nutritionally, physically, and environmentally as well. They just did not think that they should email, or tweet, or Facebook, or Skype. Social media is now the biggest way that we stay in touch with churches around the country.

We have about 150 Body Gospel programs in churches. We can connect with people's hearts and with their spirits. I agree with Drew—we don't realize the power of social media used for a greater cause. Some people abuse social networking. I'm proud that we are able to use our platforms to support the First Lady's program and increase awareness of how important it is to stay physically healthy and fit.

**Ms. Pfohl:** We'll continue to address this throughout the afternoon. We've got to go where people are, and if people of all ages are using social media in some way, then that is one way that we need to be making prevention cool. We need to make taking care of ourselves the norm.

#### **Q&A—PCFSN Members to JAM Students**

**Ms. King asked the JAM students, “How do you think we can help make it ‘in’ to take good care of yourselves? How can it be the ‘in’ thing for your generation?”**

**Melissa:** Like Ethan said, a lot of kids just listen to people their age. They usually relate to personal stories about people the story teller has known and things that have actually happened. When a kid has a story that is real, and it is something that has helped him or her, that helps connect with other kids.

**Ms. Pfohl:** Part of what Ethan said is that kids relate peer-to-peer. Young people listen to other young people.

**Ms. King:** I love this because it's about telling your story. Melissa, thank you.

**Logan:** Some people like to write. When they learn new subjects in their school, they might want to pen pal someone across the world and spread it around.

**Ethan:** Kids listen to other kids a lot. That's what the alliance is doing with the National Youth Advisory Board. What I've seen is that a lot of kids follow the crowd. When we

do exercises in class and ask everyone to stand up, no one stands up until one person has the courage. Then everyone else does. If a couple of people are really engaged in it and start to do it, it's like a chain reaction.

## **PCFSN Social Media Challenge**

**Ms. Pfohl:** We are going to engage the kids some more in just a couple of minutes. First, we did a little challenge for those of our Council members who use social media. We challenged them for the month of April to have their followers re-tweet @FitnessGov messages and sign up to be followers. That's how you expand your sphere of influence. Donna gets the award for persistent tweeting, but Drew kicked it in the end. Chris Paul was competitive, but Drew squeaked by into the end zone. We saw first-hand how Drew's 1.1 million followers will listen.

Our Council members are able and willing to use their platform to reach non-athletes—everyday people—who need a little bit of encouragement or a new idea for making healthy snacks at home or being active with their families. You never know what will trigger individuals to make a change in their lives. We heard that from our tribute to Bonnie, from our lifetime achievement winners, and from so many others today. We will continue to call on you to use your social media influence.

## **Kids with Disabilities**

Ms. Pfohl asked PCFSN members to highlight their work with children with disabilities.

### **Ms. Dawes**

I have a younger brother, Don, who was diagnosed with autism when he was three or four years old. I remember when I was a child gymnast never seeing my brother involved in a lot of sports. We had a basketball hoop out back. He was a good basketball player. He beat me once, and I never played with him again. Yeah, I'm a sore loser. But in the school environment and in after school programs, there were not a lot of sports experiences offered to younger kids with intellectual or physical disabilities.

When I became PCFSN co-chair, I really wanted to bring attention to this gap, since we are focusing on all ages and all abilities. I brought in a nonprofit organization called Kids Enjoy Exercise Now (KEEN) that has kept me updated on all the awesome experiences they have had at the White House. It's about touching the lives of the kids as well as their parents, who are dealing with the daily struggle of ensuring that there are sports experiences and opportunities for their young ones. If you know of any other nonprofits out there that reach out to kids and young adults with physical or intellectual disabilities, we want to hear from you. We want to make sure that you are invited to our events.

### **Dr. Greenberg**

We have made a concerted effort to make sure that there are programs for children with disabilities in the Miami-Dade County public schools. It goes back to my first year of teaching and the lessons learned. I had a young girl in a wheelchair and I didn't know what to do. The other kids were out on the field playing soccer and she was keeping score. I swore that would never happen again.

The I Can Do It, You Can Do It program is in its eighth year. We'll be giving out PALA awards to more than 1,200 kids in Miami-Dade with autism, physical, and intellectual disabilities. We fitness-test our children with disabilities. We found incredible results. Not only do they achieve on all six standards, but we found that the more fit our children with disabilities became during the school year, the less absent they were from school.

Our local community started a water sports program for us called Anchors Away. The community raised money. We now own 37 Access Dinghy sailboats. Our children with disabilities go sailing, kayaking, snorkeling, canoeing, scuba diving, and golfing. Everything we do for our children in the general population, we do for our children with disabilities. I would encourage anybody to take I Can Do It, You Can Do It back to your communities. It's very easy to do. Thanks to Shellie's staff—especially Lauren—for their work on expanding I Can Do It, You Can Do It. I think you're all going to be very proud of what can be done and what we're committed to doing.

**Ms. Pfohl:** One of the lessons that Jayne teaches me every day is, don't tell me it can't be done, because I see it being done every day. Do you know what Jayne's physical education budget is, by the way, for 350 Miami-Dade County schools? Zero. She figures it out, she writes grants, and she engages people in the community to say, "We've got to do this for our kids." It's not always about resources. We all could use more resources for our schools. We need them. But sometimes it's just about good leadership and developing those young leaders to come up behind us.

Ms. Pfohl then introduced council member Dan Barber as chef, sustainable farmer, and restaurateur.

### **Mr. Barber on Food Production**

Following up on Billie Jean's comment, why is it that we tend to go into action in a crisis? Why can't we foresee problems on the horizon? The one that I see right in front of us is the issue of producing healthy food. Everyone talks about eating healthy food, but we've got a real issue on the horizon. It's much more immediate than people recognize. For all the diets that we're going to change, there isn't a lot of healthy food being farmed and produced.

More than 80 percent of the food that we eat is processed. Even if we were to change people's attitudes toward eating fresh food, the question is, how healthy is that fresh food? What kind of soil is it grown in? What kind of nutrient density are we eating when we're told to eat more carrots, tomatoes, and whole grains?

Whole grains are an obsession of mine right now. I always watch Cornell eat lunch very carefully. I think he's got a great mindset. I watch how he picks and chooses a lunch that has limited offerings. I was excited because there was a salad on our buffet table today and there were whole wheat sandwiches. You don't often see whole wheat bread on a buffet line. I dove right for it. I looked over at Cornell, assuming that he would take some as well. He avoided it completely and went to the salad. I was thinking, why would Cornell avoid a whole grain sandwich?

I'm going to give you my theory: even though everyone tells you to eat whole grains, Cornell avoided them because they don't taste good. That is what I have discovered in my quest to cook more with whole grain.

Our obsession with white flour makes no sense from a nutritional, ecological, or agricultural perspective. Energy is wasted breaking wheat into its separate parts to get to the white stuff. That that has zero nutrition and worse, leads to a lot of the diabetes problems we heard about earlier today.

So, here we are being told to eat whole grains, which I think sounds exactly right. Except that they don't taste good. The reason they don't taste good is because nobody is growing whole grains with any kind of real nutrition in them. This is an enormous crisis in our country and increasingly throughout the world.

Americans eat mostly wheat. We eat more wheat than we eat meat and fish. We eat more wheat than everything, except for all dairy combined. And the wheat that we're eating is primarily the white stuff. It has no nutrition, no vitamins, and no micronutrients. If we follow the advice of eating whole grains, they don't taste good. They are grown in denuded soil and in denuded landscapes. That kind of farming leads to really bad flavor.

I'm lucky enough to be involved with a family farm that I grew up on. My restaurant is affiliated with a farm that is growing fruits, vegetables, and whole grains with attention to environmental and ecological decisions that are nice for the environment and good for our future but more importantly for me, results in food that tastes good. I get told that I'm a very good chef but in fact, it has to do with the source of my ingredients.

What's our future? If we are going to change the minds, hearts, and diets of Americans and others who are adopting our horrific dietary practices, we've got to think about where the food is coming from and how it's being grown.

**Ms. Pfohl:** Allyson has done several things for us, all the while training for the Olympics. She's fresh from the Penn Relays, where she and her teammates set more records. We are so grateful that she is here today. She is in the midst of right training now. She is leaving tomorrow to go overseas for her next race, and we will see her in London for the Olympics.

## **Ms. Felix**

It's a privilege and honor for me to be a part of the Council. To piggyback on what Dan was saying, I remember when I was growing up and before I understood the importance of nutrition, just not eating food because it didn't taste good, and wanting choose junk food. That's the great thing about PALA+ and adding the nutritional aspect. It's been exciting for me, because I didn't have that education growing up. I did not know that eating healthy would give me more energy. If I had known these things, maybe I would have made healthier decisions.

My role on the Council is attending events and being the biggest cheerleader out there for PALA—getting the word out and getting people to sign up. It's been exciting for me just to hear back from some of the kids. I teach Sunday school at my church, so I made my Sunday school class earn their PALA. It was cool hearing their experiences and asking them what exercises they did or what sports they played. Now I'm excited to go back and tell them about the active gaming options. A lot of them already have X Boxes or Wii. It's going to be cool for them to tell their friends about it. This is a new way they can earn their PALA.

## **Q&A—JAM School Students to PCFSN Members**

**Logan: When you were kids did you think of having a big program and helping other kids get the same abilities as you?**

## **Mr. Brees**

I would say we all had big aspirations as kids just like you guys do, right? I was always told to dream big and reach for the stars. Did I ever dream that I would become a professional athlete? I sure thought about it all the time. Looking back to when I was your age sitting in your chair, did I think that I would be sitting in this chair now and have the influence that I have? No. It's a pretty amazing feeling.

I've learned a lot along the way and I take it as a great responsibility—as does the entire Council—to try to impart some of my knowledge, experience, and wisdom to young men like yourself and your friends. We have that knowledge now, and that knowledge is power. We want to empower guys like you and all your friends to be leaders in your schools. As peers watch the other kids in their class, you be the one who's setting the right example for the rest of your friends. And in the process, you will create a movement.

## **Ms. Dawes**

A couple of decades ago when I was 11 years old, I started to receive my first bit a fan mail. It was snail mail. There weren't tweets back then. I remember being excited that a young kid took the time to write and say that he or she had seen me in a local competition and loved my performance. I realized that it wasn't just about me. It wasn't



just about my dreams and goals of going to the Olympics and making history. I could and I was impacting other young people as well as their parents and grandparents.

I recognized at a young age the enormous responsibility I had to make a positive difference, as Ethan is and as all you guys are doing as JAM leaders. It is a thrill for me to do the work that I'm doing today. I didn't envision that it would be exactly in this arena, but I knew that whatever I was going to do was going to educate and empower the next generation, because I truly think that's my calling.

### **Ms. King**

I was 12 years old when I had my epiphany. I had played tennis for one year by that time. I remember it was in Los Angeles at a tournament and I was all by myself in the evening. I remember the sun was starting to go down and I started thinking about my sport and how I wanted to change it, because it was really only for white people. They wore white clothes and white socks and used white balls. One of the questions I asked myself was, "Where is everybody else?" I decided then and there that I would dedicate the rest of my life to equal rights and opportunities for boys and girls, men and women. PCFSN's mission hits it right on target because it's really important for our nation and for each person.

When I started playing tennis, my first thought was that I wanted to become number one. A year later, my thought was that if I could ever become number one, maybe people might listen to me. Maybe I could help make a difference. As a girl, I knew that it would be harder than if I was a boy, because even to this day, people tend to listen to boys better than to girls.

I never thought that I would be up here with this team. It's such an honor, and so is having Shellie's leadership. Every single day since that moment when I was 12, I wake up and think about it. I know how blessed I am to have the opportunity to still be going strong at my age, and I don't plan on quitting. People ask about my proudest moment and I tell them that I'm not finished. Just because I have a chronological age doesn't mean that internally I feel my chronological age. I feel very young. I think it's important to stay young in your heart and mind no matter what your body tells you. I think Bonnie Prudden would be excited to see what's going on today.

My younger brother Randy Moffitt was a major league baseball player. He played with the San Francisco Giants, which is Ethan's team. It was very tough on my parents because they ended up working three jobs so that we could have our dreams. I thank my mom and dad every day, too. And my brother. He's a great guy.

**Melissa: With activities and sports, do you think competition is a good thing for kids to be involved in or do you think it's bad?**

### **Mr. Brees**

I think competition is a great thing to be involved in. I think that team sports are great things to be involved in. You learn so much. You learn hard work, commitment, dedication, and team work. You learn about how to handle both failure and success. Billie and I had a great conversation at lunch about failure and I love her philosophy on it: failure is feedback. Failure is there to teach you something that will make you stronger and allow you to accomplish something later that maybe you thought was never possible. Any person who has achieved any type of success in his or her life will talk about the multiple failures along the way that resulted in the feedback that allowed the person to accomplish something great and something special.

You don't have to be great at sports. You don't have to be the best athlete on the field. You put yourself out there and say to yourself, "At times I will fail. But it's not the fact that I fail. It's the fact that I'm going to pick myself back up and try it again. I'm going to give it my best and I'm going to have fun doing it."

In my sport, there's a lot of trust involved. I have to trust that the left tackle is going to block that defensive end so he doesn't come hit me. I think that you have to make yourself a little vulnerable in order to participate in team sports. In the end, these are all qualities that I think every young person needs to learn. Team sports, I think, are the absolute best way.

### **Ms. Kwan**

Being in an individual sport, I completely agree with Drew about how much sports teach you and how much competition teaches you about dedication and teamwork. Even though I don't play on a team, I do have a team of choreographers and coaches and parents. That's my team. Even though you see me out on the ice by myself, I have a team.

I think of the *Let's Move!* initiative, the First Lady's campaign, and the focus on young girls and women. There's a tendency for girls not to be involved in sports, but that's okay. They might be more compelled to do yoga or dance. It's about finding innovative ways to move, whether it's with music, dance, yoga, or a run with the girls around the park. It's important to find ways to keep active.

### **Ms. King**

We have to understand competition because we have to compete in daily life. It is just a part of life. Competition teaches you to accept responsibility. You go for it, like Drew and Michelle said. I played team sports first and then played an individual sport. Tennis is great because it's both a team as well as an individual sport. And a lifetime sport.

**Ms. Kwan:** Childhood obesity starts for girls between the ages of 8 and 14. If they don't want to pick up a ball or get into soccer, what do you do? How do you get them to exercise?

**Ms. King**

Whatever makes them move. If young people educate other young people how important movement is, they'll choose it. I think that self awareness is also a great part of being the best you can be. What makes you tick? What do you like? If you understand that you need to move to be healthy, then you'll probably choose something that makes you happy. There are so many more options out there. I try to get my niece to exercise and she doesn't like it. But she would dance all day.

Whatever works for you as a human being is important. Not all boys, by the way, like sports. I've met a lot of boys who have come up to me and said it was one of the worst experiences of their lives. They hated it. Everyone is different. You've got to listen to your own heart and mind as to what makes you tick. But there is something for you. At least walk. It depends on our abilities. There is something for everybody.

**Mr. McClellan**

I also believe in competition, but I also very much believe in instructional leagues. Everyone is not a great coach, and when you don't have great coaches, competition can be taken in the wrong way. It's really important for our young people to be in a league where there's instruction and where they can learn, have fun, and play. We've kept a lot of people out because they think if they can't be the best, they can't even play. Some people didn't even try because they knew that they couldn't measure up.

It's important that we emphasize as we're talking about physical activity programs that we're talking about everyone. One of the reasons people might enjoy dancing is that they are not being judged. They're just moving and feeling comfortable. In instructional sports, everybody gets a chance to play. Everybody plays football, baseball, soccer...everybody does everything.

**Dr. Lavizzo-Mourey**

One of the words that we have in the name of this council is "fitness. To me, part of the competition is competing against yourself; achieving your personal best. Why do we do this? So we can be fit and be healthy and be able to have the quality of life we want. With the competition, you sometimes need to think about competing with yourself. That's where you often get the most satisfaction.

**Ms. King**

Be the best you can be, whatever that is for you. When I had physical education in school, we had to do an hour every day. That has gone bye-bye.

I have noticed something else about sports programs. Let's say you start out very young playing soccer. As you go up the pyramid, it's only the really good kids that have

programs. There's nothing for the masses, who may still want to enjoy the experience of playing soccer. We're talking about promoting fitness. I don't care if kids are any good, as long as you get them out there and they're enjoying moving. Those opportunities seem to have disappeared. Either the child is on a traveling team as an elite athlete, or there's no opportunity anymore. That is ridiculous, because relationships are everything. A lot of people just want to be in sports because of friendships and relationships and to have fun.

What's happened? Park programs seem to never have any money. The public park system made my life. I am a public park kid. I am a product of the public park. We need park and recreation programs back. My brother was a park kid. So was Chris Evert, Arthur Ashe, Jimmy Connors—every single one of us had no money and we were out in those public parks. We had help from the park and rec department.

### **Mr. Brees**

One thing that hasn't been mentioned yet about sports, activity, and fitness is that a lot of kids could use that as an outlet. All kids need an outlet from the stresses of class, school, or what's happening at home or elsewhere. I've come across plenty of professional athletes who say, "I used to go outside and shoot hoops to get away from the stresses of my life." That outlet allowed that person to become a great basketball player and led to his professional career. That's just one of the great things about sports and all the other things you can do to stay physically fit. Everybody needs a way to be able to blow off steam in a productive manner as opposed to the alternative.

**Julia: I have a disorder called Charcot-Marie-Tooth, which affects your hands and your feet. I go to a lot of doctors and they always tell me that even though there isn't any cure, that exercising could be one of them. My question is, what could I do every day to better my health?**

### **Dr. Greenberg**

One of the things that I would like to add to the conversation is that every child has to like the activity the he or she chooses. That way, kids will engage. Too many times we see young children who are disengaged because they don't have the opportunity. For your situation, Julia, one of the things that I would absolutely recommend is swimming—if you enjoy water sports and if you can swim. It will strengthen your arms and your legs and it's a great activity. Also, anything you can do with light balls to keep yourself moving, I would absolutely recommend.

One of the things we don't talk about enough is parents engaging in physical activity with their children. Aside from sitting at the dinner table eating a healthy dinner and talking about the day's issues, go for a walk after dinner. Go out to the park and just walk. Become physically active with your parents. The family roll is so critically important.

**Ethan: What is one healthy message that you would like us to spread for you?**

**Dr. Greenberg**

The message is, let's move. Children, 60 minutes a day; adults, 30 minutes a day, minimum. Stay active. Eat right.

**Mr. Barber**

I would add, let's cook. When you cook yourself, you opt out of someone else cooking for you. And usually when someone else is cooking for you, it's processed food. You don't know what it is. It's usually not very delicious and not very good for you and probably not very good for your environment. You can cook for yourself or your family or your friends, even at your age. I was doing that when I was 14, and it's stayed with me quite a bit. Back then I was a little bit of a loner because no one else was doing it. Today, that has changed quite a bit.

When I was a kid, I came up with a great idea. I loved brownies and cookies and I couldn't have both, so I developed a recipe and called it a brookie. It was so delicious. I went outside in my upper Manhattan neighborhood and made a bake sale to raise money for my class. These things sold out. There was a line for a brookie. I'm going to start making them again.

When I got upstairs, I had a wad of cash. I never had so much money in my life. I don't think I've ever been as happy since then. Then my father sat me down. He took out a big piece of paper and started calculating the cost of sugar, flour, electricity, and depreciation on the stove. By the end, I had one third of the money left. I said I would never raise money for my class again and I would never go into the restaurant business.

**Ms. Richardson Joyner**

Following the lead of First Lady Michelle Obama, we have gotten churches, schools, and even families to start growing their own gardens. I call them gardens of hope. Even if it's just a small garden; even if you don't have space outside; you can grow things inside as well. If you're growing it, you're more conscious about eating healthier. You can instill those values in kids while they're young—get them engaged; get them participating so that when they are adults, they are living this healthier lifestyle that we're talking about.

**Ms. Pfohl:** When I travel, I always try to go out to a community and see a program. Almost everywhere I go now, the school or the community organization has a garden. The kids are getting an education from planting the soil and understanding the importance of good soil. They are learning from the planting to the harvesting to trying new foods. Some kids are taking their fruits and vegetables to the farmers markets and learning how to be a business person.

## **Q&A – PCFSN Members to JAM School Students**

### **Dr. Greenberg: What motivates you to stay active?**

**Logan:** I like to play basketball. My dream is being an NBA basketball player and that's what's been motivating me to be active.

**Julia:** When you're active you feel better about yourself and there's nothing bad that comes out of it. You can go on with your day. You can stay healthy, feel better, and not sit around all day and want to get up because you know that exercising makes you feel good.

**Melissa:** What motivates me is when I'm in a competition. All the practice motivates me to go to the competition and try to get an award or a medal for doing all the practice of all the skills—finally get rewarded for it.

## **Q&A – JAM School Student to PCFSN Members**

### **DaNaja: Why is health and wellness important to you?**

#### **Mr. Brees**

First of all, this will be my 12<sup>th</sup> year in the NFL. It's hard to believe because it's gone by so fast. I'm 33 years old and I hope that I can play this game as long as possible, because I know what a blessing it is to have the opportunity. Health and wellness is important to me because I want to play this game as long as I can.

I've got two little boys right now—three, 18 months, and one more on the way. I'd like to stay healthy long enough so that they can grow up to really know what their daddy does. That motivates me every day. Also, I want to live as long as I possibly can so I can be there for my kids and their kids and their kids and set a great example for them. That's another thing that motivates me—setting the example for my own kids.

#### **Ms. Dawes**

In regards to why I focus so much on health and wellness, I do think about living a long and healthy life, but also I think about the immediate gratification I get when I eat a healthy meal or work out. Every now and then I get in a little bit of a rut or a little bit of a funk. You young people might not understand it yet. The best way for me to get out of that situation is to press "Start" on the treadmill. I always tweet that if anyone gets in a funk, press "Start" on the treadmill before popping a pill.

Whenever I'm physically active and conscious of the food that I'm putting in my body, I feel better, not only physically, but emotionally. My mind is a lot clearer, I'm able to be more productive, and I think I'm a happier and friendlier person to be around. I'm smiling a lot more when I'm working out and when I'm eating right.

If you get in a little bit of a funk, ask yourself what you are putting in your body. How are you fueling your body? Junk food may feel good going down, but it doesn't feel good soon after. If you fuel your body with healthy foods, it's going to sustain you a lot longer. I learned this at a young age, and I'm sure this young gymnast can attest to it. Coaches were on me when I was eight and nine years old about fueling my body to feel good. If you get in a funk, ask yourself when you last went outside for a run. If you're a kid, when was the last time you went out and played? It just feels so good to use your body. It will not only make your body feel good, but it will help your mind.

### **Mr. McClellan**

Health and wellness is important to me because I believe that good food and exercise are key. They are like air and water. They're inseparable. They're necessary for life. It has been a testament to my life that I have been able to outrun my children and now I'm outrunning my grandchildren. So I know that it works.

### **Ms. Richardson Joyner**

I would have to agree. I am a fitness expert and I've participated in sports and fitness all my life. But now, to be able to play with my grandkids and be able to share the values of a healthy, positive lifestyle mean the most to me. And to be able to help my dad, who has dementia, and be able to go to the church there and work with those who have a disability. But being able to pass that blessing on to other people and be a role model, as Drew has said, is important to me.

**Ms. Pfohl:** Drew, we've got to get you out the door. Any last words before you sprint to the airport?

### **Mr. Brees**

Ethan caused me to pause when he asked what one piece of advice I would give. I would say this: find an activity you love to do and do that. Find what you love to eat that you know is healthy and eat that. Not everybody is going to be the same. Everybody is going to be different. That advice will carry you forward in high school, college, and beyond when you want to choose what career path to go on. The advice that I was given was, find what you love to do and then find a way to get paid to do it. Because then you never feel like you worked a day in your life.

I work extremely hard at what I do to be the best that I can be. But as I look back on it, I have so much fun doing it. I feel like I do what I was put on this Earth to do. So as a kid, do what you feel like you were put on this Earth to do. You love playing basketball, Logan? You keep playing basketball, buddy. You love to swim? You swim. You love to dance? You dance. You love to eat broccoli but you don't like carrots? Okay, don't eat the carrots; just eat the broccoli.

It doesn't have to be complicated. Find what you love to do and stick with it and I think that will allow you to live a long and healthy and happy life.

**Ms. Pfohl:** Thank you, Drew. While Drew is departing, we've probably got time for one more question for the kids.

### **Q&A – PCFSN Members to JAM School Students**

**Dr. McDonough:** Do you like to play inside or outside better? And where do you go when you play outside?

**Logan:** I like to play outside because you have more room to run around. I like to go to parks that have open spaces because when you're done playing soccer, you can still go on the swings or slide down the slide.

**Ethan:** I normally start to play inside, and my mom says it's too rough, so she kicks me outside. I really like playing anywhere there's an open space, like Logan said, because then there's a bunch of different stuff you can do. If you're in a small, confined space, for example, on a basketball court, you can't really play any contact sports where you could fall over, because there's cement, so you could hurt yourself. If you're in an open, grassy space, there are a lot of different things that you can do.

**Julia:** I last year had a surgery on my foot. I'm very into arts and crafts, so mostly in the winter, I'm inside moving my hands. In the summer, I love swimming, so I'm always outside with my friends. They basically live at my house and we're always swimming and running around. It's a lot of fun in the summer. I can't wait until we can finally get to swim again.

**Ms. Dawes:** I know you guys said you're influenced a great deal by your peers. But can you share with us some of the adults who have been an example for you in regards to living a healthy lifestyle with physical activity and good nutrition?

**Julia:** I have a few people. First, my dad and my mom. They've done a lot with the CMTA board. They've raised a lot of money and my dad is the chairman of the board. And my brother, for always being there and helping me. And then there's my friend, Amy, who also has CMT. She's my role model.

**Logan:** My parents, because when I'm out of stuff to do, they always push me to go to the park where there's basketball and just practice.

**Ms. Dawes:** Do you beat your parents?

**Logan:** Well, in scoring-wise, on my dad, zero, because he keeps blocking my shots.

**Ms. Pfohl:** Don't worry. Time will take care of that. When Grant Hill and Chris Paul are here at our next meeting, you bring your dad. We will school him on that.



## Wrap Up

**Ms. Pfohl:** I think that's a wonderful way to wrap up. Before I let Dominique close out the meeting, is there anything that anyone else would like to share from the Council?

**Ms. King:** I just want to thank you, Shellie. Thank you everyone else who's here. Thank you for sharing with all of us. It's been very meaningful, including the tribute to Bonnie Prudden and the Lifetime Achievement Awards. Every time we have those, they're so special.

**Ms. Pfohl:** Obviously we've focused on making sure that we have had a dialog with our young people today. Many of us have dialogs on a daily or weekly basis. I would encourage organizations to become President's Challenge advocates if you're not already. That's the way that you can partner with the Council. If you go to [Fitness.gov](http://Fitness.gov), the website will tell you all about being an advocate, so please visit the site. I look forward to continuing our relationships and to creating new relationships with those of you who are perhaps here for the first time. Thank you all again for letting us serve you.

**Ms. Dawes:** I want to thank you all for coming today. Of course, thank you to my fellow Council members. Thank you to the PCFSN team. You guys make us look good. And also, of course, thank you to our leader, Shellie. As you know, we live in a day and age where social media rules. Please visit:

Our website: <http://www.fitness.gov>

Our Twitter feed: @FitnessGov

On YouTube: <http://www.YouTube.com/FitnessGov>

We welcome your feedback.

Thanks again for having us here this afternoon.

## Adjournment