



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

MAY 17 2009

PSSP

NOTICE TO THE TRADE – DeCA NOTICE 09-36

SUBJECT: Eat Healthy and Be Active Your Way Proclamation

The purpose of this Notice to the Trade is to inform our partners in industry about the “Eat Healthy and Be Active Your Way” proclamation which will be an important Defense Commissary Agency (DeCA) promotional theme for the rest of this year and in the future.

As you are probably aware, DeCA has taken a leadership position with the military in the importance of nutrition over the last several years. In fact, the exact quote has been that “DeCA is the nutritional leader for the military”. In our efforts to further emphasize this theme, DeCA’s dietitian, LTC Karen Hawkins, and the Marketing Business Unit (MBU) staff are taking this concept to the next level.

DeCA and Health and Human Services (HHS) have developed a proclamation being signed by our Chief Executive Officer, Mr. Philip Sakowitz, and RADM Penelope Slade-Sawyer, Acting Executive Director, the President’s Council on Physical Fitness and Sports, proclaiming the month of May as “Be Active Your Way in May,” for the Defense Commissary Agency. Eating healthy and being active, two things that Americans can do to improve their health, are keys to a healthy lifestyle.

DeCA has adopted several existing government programs that help foster this lifestyle. The “Dietary Guidelines for Americans,” www.health.gov/dietaryguidelines, and MyPyramid, www.mypyramid.gov, provide guidance on the importance of eating healthy and being active to promote good health and reduce the risk of chronic disease. The Physical Activity Guidelines for Americans at www.health.gov/paguidelines, provide achievable steps to help youth, adults, and seniors, as well as people with special conditions live healthier and longer lives. In support of the proclamation, the President’s Challenge is being coordinated in DeCA from May 1 through July 24. For more information on the President’s Challenge see attached document.

In order to support this initiative, the MBU buyers, category managers and promotions staff will be looking for promotional opportunities which support this theme and the government programs mentioned above. Although the promotional packages for May have already been published, any additional support at store level for this theme utilizing existing items in the promotional packages would be greatly appreciated and highly encouraged. This would include product demonstrations, audio visual information, pamphlets and point of sale material such as banners, signs, base wrap, coupons and etc.

In addition, the staff will be actively pursuing new promotional offers for the rest of this year and the future that meet these criteria. September will be another month where we will

heavily emphasize this theme, so please plan some of your promotional display proposals around this important theme. Points of contact for this action are Charles Dowlen, Promotions Manager, at 804-734-8000, extension 48385 or Louis Kennedy, Assistant Promotions Manager, at 804-734-8000, extension 48232.



Randall L. Chandler
Director of Sales

Attachment:
As stated



2009 National President's Challenge Fact Sheet

National President's Challenge:
Be Active Your Way In May!

May 1 - July 24

Registration: May 1 - May 29
at www.presidentschallenge.org

RISE TO THE CHALLENGE The National President's Challenge is an opportunity to get America up and moving. Everyone aged 6 and older is encouraged to rise to the challenge. All you have to do is be active five days a week for six out of eight weeks, and log your activity at www.presidentschallenge.org. It's good for you, it's fun, and it's free! States compete with each other for national honors, but you can also challenge other schools, your friends at work, or just challenge yourself to get more active. The payoff is a healthier nation and a healthier you.

Why participate? Two thirds of us are obese or overweight, and our children are three times more likely to be overweight now than in 1980. We can turn that around and have fun doing it! You can get your school involved and compete with other schools, participate with your employer, challenge your friends or just pledge to get and stay more active. Whether you're a governor, a teacher, a community leader or a kid, a healthier you is a healthier nation. Do it for yourself and be a role model for others.

When you've completed the six week program, you can download a free certificate or purchase pins, T-shirts, sport packs, medals and more – available at the President's Challenge order center www.presidentschallenge.org/order_center/index.aspx

How do I participate? It's simple and it's free! Be active five days a week for six of the eight weeks between May 1 and July 24. We allowed two weeks for inevitable schedule conflicts, so the commitment is not unrealistic. Register and log your activity at www.presidentschallenge.org. That's it!

The amount of time you need to be active depends on your age. If you're 6-17 years old, you should be active for an hour per day. If you're 18 or over, 30 minutes per day is all it takes.

DON'T GO IT ALONE

There are many ways to get others involved at school, at work, at home or at church. Some of those ways are outlined below, along with some tips for organizers. The website makes it easy to keep track of your individual and group progress.

Get Your School Involved

Register your school and compete with other schools. Get recognition for your school and each student. See the Teachers section of the website for details.

Schools with a minimum 35% completion rate will receive a special certificate.

Get Your State Involved

The governor of the state with the highest participation percentage will be declared the national winner. Special recognition will be given to governors of the top five participating states. You can help your state win!

www.presidentschallenge.org

Get Your Organization Involved

The Challenge is a great way for HR administrators to meet their corporate wellness goals and improve health risk assessments. The website makes it simple to administer, and it's free, so it won't compete with existing programs for resources.

Organizations with a minimum 35% completion rate will receive a special certificate.