



President's Council on Fitness, Sports & Nutrition

About the Council

The President's Council on Fitness, Sports & Nutrition (PCFSN) is a committee of up to 25 volunteer citizens who advise the President through the Secretary of Health and Human Services about opportunities to develop accessible, affordable and sustainable physical activity, fitness, sports and nutrition programs for Americans of all ages, backgrounds and abilities.

The President's Council is led by co-chairs, NFL quarterback and Super Bowl XLIV MVP **Drew Brees** and three-time Olympic gymnast **Dominique Dawes**. Shellie Pfohl, M.S. is the Executive Director of PCFSN. For a complete list and bios of Council members and staff, visit www.fitness.gov.

Other Council Members include:

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| Dan Barber | Michelle Kwan |
| Carl Edwards | Dr. Risa Lavizzo-Mourey |
| Allyson Felix | Cornell McClellan |
| Dr. Jayne Greenberg | Dr. Stephen McDonough |
| Grant Hill | Chris Paul |
| Donna Richardson Joyner | Curtis Pride |
| Billie Jean King | Dr. Ian Smith |

Council Mission

PCFSN's mission is to engage, educate and empower all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition.

The Council plays a key role in the development of the administration's programmatic priorities, outreach and awareness efforts to improve the health and quality of life for all Americans.

Among the Council's charges are to:

1. Expand national interest in and awareness of the benefits of regular physical activity, fitness, sports participation, and good nutrition;
2. Stimulate and enhance coordination of programs within and among the private and public sectors that promote physical activity, fitness, sports participation, and good nutrition;
3. Expand availability of quality information and guidance regarding physical activity, fitness, sports participation, and good nutrition; and
4. Target all Americans, with particular emphasis on children and adolescents, as well as populations or communities in which specific risks or disparities in participation in, access to, or knowledge about the benefits of physical activity, fitness, sports participation, and good nutrition have been identified.



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Council History

PCFSN was most recently known as the President's Council on Physical Fitness and Sports until President Barack Obama authorized the name change and expanded the mission of the Council to include "Nutrition" in the Executive Order signed in June 2010.

The Council was originally established by President Dwight D. Eisenhower in 1956 as the President's Council on Youth Fitness. Since its inception, the Council has been pivotal in getting Americans physically active through an array of programs, events and initiatives including the establishment of May as National Physical Fitness and Sports Month and the publication of the quarterly *Research Digest* by its Science Board. For more information about the Council's history and programs, visit www.fitness.gov.

President's Challenge Physical Activity and Fitness Awards

The President's Challenge Physical Activity, Nutrition and Fitness Awards program is the long-standing program of the President's Council on Fitness, Sports, and Nutrition administered through a co-sponsorship agreement with the Amateur Athletic Union. The President's Challenge helps people of all ages and abilities improve their fitness, physical activity and nutrition habits through a suite of recognition programs to help Americans of all ages live healthier lives.

PALA+ (Activity + Nutrition) is the next phase of the Council's Presidential Active Lifestyle Award program. To earn PALA+, participants must engage in at least 60 minutes of activity per day for youth and 30 minutes per day for adults at least 5 days a week over a 6-week period, and select and build upon a healthy eating goal each week. Participation in PALA+ is one way to meet the recommendations of the 2008 Physical Activity Guidelines for Americans. The healthy eating goals are based on the consumer messages from the Dietary Guidelines for Americans, 2010. For more information about PALA+ and other President's Challenge programs, visit www.presidentschallenge.org.

Getting America Active and Healthy

The Council supports a variety of programs and initiatives that aim to get Americans active and healthy, including First Lady Michelle Obama's *Let's Move!* campaign to end childhood obesity within a generation.

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