



MAY 10 COUNCIL MEETING

- AGENDA
- EXECUTIVE DIRECTOR REPORT
- DR. HOWARD KOH, ASSISTANT SECRETARY FOR HEALTH, HHS
- PCFSN LIFETIME ACHIEVEMENT AWARDS
- PCFSN COMMUNITY LEADERSHIP AWARDS
- AUDREY ROWE, FOOD AND NUTRITION SERVICES, USDA
- KATHRYN MCMURRY, OFFICE OF DISEASE PREVENTION AND HEALTH PROMOTION, HHS
- PHYSICAL EDUCATION SPEAKERS
 1. CHARLENE BURGESSON, NATIONAL ASSN FOR SPORT & PHYSICAL EDUCATION
 2. CASSANDRA MURRA, GRUNDY CENTER, IA
 3. PAUL ZIENTARSKI, NAPERVILLE, IL
 4. JAYNE GREENBERG, MIAMI, FL

**MEETING OF THE PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION
MAY 10, 2011**

Kennedy Caucus Room, Room 325, Russell Senate Office Building

10:00 AM	Welcome	Drew Brees & Dominique Dawes, Co-Chairs
10:05 AM	Executive Director Report	Shellie Pfohl, Executive Director
10:15 AM	Council Member Updates	Council Members
11:05 AM	Message from the Assistant Secretary for Health	Dr. Howard Koh, Assistant Secretary for Health, U.S. Department of Health and Human Services
11:10 AM	HealthierUS School Challenge and Healthy, Hunger-Free Kids Act 2010	Audrey Rowe, Administrator, Food and Nutrition Services, U.S. Department of Agriculture
	Dietary Guidelines for Americans, 2010	Kathryn McMurry, Senior Nutrition Advisor, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services
11:30 AM	Lifetime Achievement Awards	Presented by Drew Brees & Dominique Dawes
11:45 AM	Lunch	<i>Meeting Room Closes to Attendees for Lunch</i>
12:30 PM	Focused Discussion: Physical Education	Shellie Pfohl
12:40 PM	State of Physical Education in the U.S.	Charlene Burgeson, Executive Director, National Association for Sport and Physical Education (NASPE)
1:00 PM	Model Program: PE in Rural School Districts	Cassandra Murra, Superintendent, Grundy Center School District, Grundy Center, IA
1:15 PM	Model Program: PE in Suburban School Districts	Paul Zientarski, Department Chair and Coordinator, Learning Readiness PE, Naperville Community School District, Naperville, IL
1:30 PM	Model Program: PE in Urban School Districts	Jayne Greenberg, District Director of Physical Education and Health Literacy, Miami-Dade County Public Schools, Miami, FL
1:45 PM	Council Member Discussion	Shellie Pfohl
2:25 PM	Closing Remarks	Drew Brees & Dominique Dawes, Co-Chairs
2:30 PM	Adjourn	Drew Brees & Dominique Dawes, Co-Chairs

EXECUTIVE DIRECTOR REPORT

SHELLIE PFOHL

MAY 10, 2011

NEW NAME

Most recently known as the President's Council on Physical Fitness and Sports, President Barack Obama expanded the mission of the Council to include "nutrition" in an Executive Order signed in June 2010, thereby authorizing a name change to the **President's Council on Fitness, Sports & Nutrition (PCFSN)**.

2010 – 2012 PRESIDENT'S COUNCIL MEMBERS

<http://fitness.gov/about-us/who-we-are/council-members/>

Co-Chair, Drew Brees	Grant Hill	Dr. Stephen McDonough
Co-Chair, Dominique Dawes	Donna Richardson Joyner	Chris Paul
Dan Barber	Billie Jean King	Curtis Pride
Tedy Bruschi	Michelle Kwan	Dr. Ian Smith
Carl Edwards	Dr. Risa Lavizzo-Mourey	
Allyson Felix	Cornell McClellan	

SCIENCE BOARD

Established in 2003 as a subcommittee to PCFSN to ensure the development of scientifically sound programs and materials, the Science Board was reinitiated under the new Executive Order. They convened their first meeting in March 2011 and released their latest Research Digest on *Physical Activity, Asthma, and Exercise-Induced Bronchoconstriction*. In addition to leading researchers in the fields of Exercise Science, Physical Activity, and Sport Psychology, the board now includes academicians from Nutrition and Dietetics. Members of the Science Board include:

Greg Health, Chair	Rachel Johnson	Linda Van Horn
David Bassett	I-Min Lee	Hans van der Mars
David Buchner	Matt Mahar	Stella Volpe
Joy DeSensi	Melinda Manore	Diane Wiese-Bjornstal
Linda Houtkooper	Jeffrey Mechanick	
Allen Jackson	Jim Pivarnik	

See end of this report for full listing of PCFSN science board or visit

<http://www.fitness.gov/about-us/who-we-are/science-board-and-partners/partners/>.

Visit <http://www.presidentschallenge.org/informed/digest/docs/201012digest.pdf> to view the latest Research Digest.

SCIENCE PARTNERS

Science Partners collaborate with PCFSN to increase awareness of its programs and materials through dissemination to a broad range of stakeholders. There are currently seven Science Partners:

American Alliance for Health, Physical
Education, Recreation and Dance
American College of Sports Medicine
American Heart Association

American Orthopaedic Society for Sports
Medicine American Physical Therapy Association
National Athletic Trainers' Association
National Strength and Conditioning Association

See end of this report for full listing of PCFSN science partners or visit <http://fitness.gov/about-us/who-we-are/science-board-and-partners/partners/>.

PRESIDENT'S CHALLENGE PHYSICAL ACTIVITY AND FITNESS AWARD PROGRAM (PRESIDENT'S CHALLENGE)

The President's Challenge serves as the signature program of the PCFSN and is the motivational tool used to encourage Americans to be active and get fit. Several awards and tools make up the President's Challenge including the Presidential Active Lifestyle Award (PALA) and the Presidential Champions Award.

MILLION PALA CHALLENGE

In Fall 2010, PCFSN launched the Million PALA Challenge with *Let's Move!* to encourage at least one million Americans, both youth and adults, to achieve PALA by September 2011. All the hard work is paying off and PALA completions are coming in strong! To date, we have approximately 435,734 PALAs completed, well on our way to one million. We continue to bring on new PALA commitments bringing our total pledges to almost 2.5 million. In addition, PCFSN has recently begun promoting PALA as a vehicle to support worksite wellness initiatives across the U.S. Department of Health and Human Services (HHS) as well as in the private sector.

PALA is a great way to jumpstart or maintain a healthy lifestyle. To earn PALA, adults must maintain 30 minutes of physical activity a day (60 minutes a day for youth), five days a week for six weeks. To complete PALA and earn a special certificate signed by President Obama, individuals must record their daily activity online or submit a paper log to the President's Challenge program office. Sign up today to take the Million PALA Challenge at www.millionpalachallenge.org.

"PALA 2.0"

Work is underway on the development of "PALA 2.0", which will include a user-friendly nutrition component. Launch is anticipated for Fall 2011.

PRESIDENT'S CHALLENGE ADVOCATES

142 organizations have signed up to be a President's Challenge Advocate to promote PALA to their members using the President's Challenge seal and PALA program materials. Additionally, President's Challenge Advocates are highlighted on the President's Challenge website. Learn more about the current President's Challenge Advocates and how to become one at <http://presidentschallenge.org/about/advocates/index.shtml>.

GENERAL MILLS FOUNDATION BOX TOPS FOR EDUCATION PROGRAM

As a result of a partnership with General Mills Foundation, approximately 4,000 Family Fitness Night kits including 100,000 balls were delivered to schools nationwide and 145,000 children and adults earned a PALA certificate.

POSTER CONTEST

The President's Challenge launched its first ever poster contest for the 2011-2012 school year. The winning artwork will be featured on a poster to be included in the annual PCFSN program book and on www.presidentschallenge.org. Entry deadline is May 31, 2011.

WEBSITE

An updated President's Challenge site launched October 2010 and new tracking tools launched December 2010. Enhancements include expanded group functionality making it easier for group administrators to communicate with group members and track progress and a hierarchy system allowing large organizations to create a tiered level with multiple sub-groups. 4H is our first President's Challenge Advocate group to implement this functionality as part of their efforts through *Let's Move!* Faith and Communities.

FITNESS FILE SOFTWARE

The new, improved and free Fitness File software was launched on May 4, 2011 to allow teachers to track student progress on the fitness test and print reports for students to take home.

For more information on the President's Challenge programs, visit www.presidentschallenge.org

2011 LIFETIME ACHIEVEMENT AND COMMUNITY LEADERSHIP AWARDS

PCFSN **Lifetime Achievement Awards (LAA)** are presented annually to individuals whose careers have greatly contributed to the advancement or promotion of physical activity, sports or nutrition nationwide. Bios of the following 2011 LAA recipients are further in this section:

Sihak Henry Cho

Robert "Bobby" Dodd, Ph.D.

William G. McNamara

James F. Sallis, Ph.D.

Judith C. Young, Ph.D.

PCFSN **Community Leadership Awards (CLA)** are presented annually to individuals or organizations that provide or enhance opportunities to engage in fitness or nutrition related programs within a community. Recipients of the 2011 CLAs are:

Raymond E. Barnes, Upper Darby, PA
Bridget Behrmann, Fairfield, OH
Lou Bonnanzio, Huntington Station, NY
Kermit Cannon, Los Angeles, CA
Sue Chen, Carson, CA
Robert N. Cluck, M.D., Arlington, TX
Jim Estes, Olney, MD
Ed Foster-Simeon, Washington, DC
Girls in the Game, Chicago, IL
Hal Honeyman, St. Charles, IL
Institute of Lifestyle Medicine at Spaulding
Rehabilitation and Harvard Medical School,
Wellesley, MA
Jung Kim, Laurel, MD
Antonio King, Montgomery, AL
Dr. Alison E. Kirby, Walla Walla, WA
Robyn L. Kretschy, Chicago, IL
Debra L. Lal, Coos Bay, OR
Ginny Leake, Wappingers Falls, NY
Christian Mayo, New York, NY
Kellee McQuinn, Santa Monica, CA

Dr. Ron Morrow, Raleigh, NC
Normandie Nigh, Los Angeles, CA
Nike N7, Beaverton, OR
Oklahoma City Boathouse Foundation, Oklahoma City, OK
Deb Pangrazi, Mesa, AZ
Shaun Phillips, San Diego, CA
Molly Quinn, Washington, DC
Chip Ross, Leesburg, VA
Debra Sanders Clark, Livingston, AL
Ben Schaffer, Livingston, NJ
Jyl Steinback, Scottsdale, AZ
Jake Steinfeld, Los Angeles, CA

Christopher Stevenson, York, SC
Denice Stout, Aiken, SC
Texercise, Austin, TX
Jonathan B. Walker, Eastampton, NJ
Jim White, Virginia Beach, VA
Stacey White, M.S., Seattle, WA
George Wilson, Paducah, KY

Visit <http://fitness.gov/presidents-challenge/pcfsn-awards/> for more information on the 2011 LAAs and CLAs and to learn how to nominate an individual or group for the 2012 awards.

LET'S MOVE!

In support of First Lady Michelle Obama's *Let's Move!* Campaign to end childhood obesity, PCFSN has been an integral stakeholder in helping ensure children grow up healthy by being more physically active and eating more nutritiously.

COLLABORATION TO BENEFIT NATIONAL GUARD AND RESERVES FAMILIES

On May 9, 2011, First Lady Michelle Obama announced the collaboration of Joining Forces, *Let's Move!* and the PCFSN in engaging the nation's fitness industry to help families of the National Guard and Reserves be active and healthy.

- Members of the President's Council will support Joining Forces and *Let's Move!* by meeting and inspiring military youth and families at events throughout the summer. Council members will promote PALA to recognize and reward youth and adults who achieve their recommended daily physical activity goals.

- Beginning June 1, 2011, members of the International Health Racquet & Sportsclub Association will offer free memberships and a free digital subscription to *Get Active! Magazine* to immediate family members of actively deployed reservists and National Guard members. Spouses and teen-age children can find participating clubs in their area online at www.healthclubs.com.
- Additionally, The American Council on Exercise®, through its vast network of fitness professionals, has committed to a goal of providing at least one million hours of personal training and fitness instruction to family members of actively deployed reservists and National Guard members. Service members and their families can learn more about this effort and find participating fitness instruction in their area online at www.acefitness.org/joiningforces beginning June 1, 2011.

LET'S MOVE! ANNIVERSARY

PCFSN rose to the challenge of helping America celebrate the one-year anniversary of *Let's Move!* in February 2011. Council members were deployed across the Nation to sound the alarm on the milestones *Let's Move!* has reached and the challenges that still lie ahead in fighting childhood obesity in the United States.

LET'S MOVE! PHYSICAL ACTIVITY BRIEFING

On Wednesday, December 1, 2010, a *Let's Move!* Physical Activity Briefing for 145 representatives from leagues, agents, sporting goods manufacturers as well as other influencers in the physical activity space including in and after-school organizations was held in Washington DC, where Council Co-chair, Dominique Dawes delivered opening remarks. The purpose of the briefing was to engage these key stakeholders in a candid discussion about tangible ways they can help fight childhood obesity in their communities by inspiring kids to action and improving infrastructure and programs to support physical activity.

To learn more about the First Lady's Let's Move! initiative, visit www.letsmove.gov and sign up to receive their weekly update newsletter.

HEALTHY PEOPLE 2020

On Thursday, December 2, 2010, HHS launched Healthy People 2020, a set of goals, objectives and targets designed to guide our nation in health promotion and disease prevention over the next ten years. PCFSN is a co-lead with the Centers for Disease Control and Prevention on the Physical Activity topic area. PCFSN will continue to support and monitor progress towards Healthy People 2020's physical activity objectives for all Americans. The new 2020 report is available online and can be accessed at <http://healthypeople.gov/2020/default.aspx>.

DIETARY GUIDELINES FOR AMERICANS

HHS and the U.S. Department of Agriculture released the 2010 Dietary Guidelines for Americans on January 31, 2011. PCFSN is committed to increasing Americans' awareness and knowledge of the Guidelines which were developed to educate Americans on food choices that promote good health, healthy weight and disease prevention. The report is released every five years and is focused on curbing obesity rates in the U.S. and addressing the challenges of the epidemic. To view the Guidelines, visit www.dietaryguidelines.gov.

NATIONAL FOUNDATION ON FITNESS, SPORTS AND NUTRITION

In December 2010, the 111th Congress and President Obama approved the National Foundation on Fitness, Sports, and Nutrition (NFFSN) Establishment Act, which established the infrastructure to support physical activity, sports and nutrition for all Americans. The bill created a Congressionally-chartered foundation that will help cultivate private sector partnerships and funding for key programs and initiatives of PCFSN.

PCFSN SCIENCE BOARD

David Bassett, Jr., Ph.D. is a professor in the Department of Kinesiology, Recreation and Sport Studies at the University of Tennessee- Knoxville. His research focuses on measuring physical activity and energy expenditure using objective monitors (e.g., pedometers, accelerometers, heart rate monitors).

David Buchner, M.D., MPH, FACSM is a Shahid and Ann Carlson Kahn Professor in Applied Health Sciences, in the Department of Kinesiology and Community Health, University of Illinois at Urbana-Champaign. He is an associate editor of the *Journal of Physical Activity and Health*, and a fellow in the American College of Sports Medicine. His research interests include physical activity and aging, and environmental and policies approaches to promotion of physical activity.

Joy DeSensi, Ph.D. is head of the Department of Kinesiology, Recreation and Sport Studies at the University of Tennessee- Knoxville. Her focus is on the socio-cultural aspects of sport, which includes gender, race, ethnicity, and multiculturalism. She also teaches on ethics and morality in sport management.

Greg Heath, DHSc, MPH, FACSM (Chair) is a professor in the Department of Health and Human Performance and Assistant Provost for Research at the University of Tennessee- Chattanooga. His interest is in community based approaches to promoting physical activity, physical activity epidemiology, health disparities, and the role of providers in assessing and counseling on physical activity and diet.

Linda Houtkooper, Ph.D., RD, FACSM is an Associate Director of Arizona Cooperative Extension and a Professor in the Department of Nutritional Sciences in the College of Agriculture and Life Sciences at the University of Arizona. Her research and educational programs focus on the relationships of nutrition and physical activity to bone health, obesity prevention, fitness

promotion and sports performance. She is a member of the editorial board for the *International Journal of Sports Nutrition and Exercise Metabolism* and the *ACSM Health and Fitness Journal*.

Allen Jackson, Ed.D. is a Regents Professor in the Department of Kinesiology, Health Promotion, and Recreation at the University of North Texas. Dr. Jackson's research focuses on the development of valid measurement protocols for assessing fitness and physical activity with a special emphasis on minority populations. In addition, he is involved in efforts to increase minority interest in the health sciences as an area of focus for future studies and/or a career path.

Rachel K. Johnson, Ph.D., MPH, RD is a Professor of Nutrition and Professor of Medicine at the University of Vermont. Dr. Johnson's research focuses on pediatric nutrition and obesity as well as national nutrition policy. Dr. Johnson was appointed by the U.S. Secretaries of Agriculture and Health and Human Services to the 2000 U.S. Dietary Guidelines Advisory Committee. She served on a panel for the Dietary Reference Intakes (DRI) for the National Academy of Sciences-Institute of Medicine.

I-Min Lee, M.D., ScD is an Associate Professor of Medicine at the Harvard Medical School and an Associate Professor of Epidemiology at the Harvard School of Public Health. Dr. Lee's research focuses on the role of physical activity in disease prevention and health promotion and the role of physical activity in weight maintenance. Dr. Lee was a researcher on the Harvard Alumni Health Study and, most recently, a member of the 2008 Physical Activity Guidelines advisory committee.

Matthew Mahar, Ed.D. is a Professor of Exercise and Sport Science at East Carolina University and director of the Activity Promotion Laboratory. His research and writings have focused on measurement and evaluation in physical education as well as physical activity participation and fitness testing among school aged children.

Melinda M. Manore, Ph.D., RD, CSSD is a Professor in the Department of Nutrition and Exercise Sciences at Oregon State University. Her primary research interests are the interaction of nutrition and exercise on health and performance. Dr. Manore serves on a number of Editorial Boards and is currently Vice President for the American College of Sports Medicine.

Jeffrey Mechanick, M.D. is Clinical Professor of Medicine and Director of Metabolic Support in the Division of Endocrinology, Diabetes and Bone Disease, Mount Sinai School of Medicine. Dr. Mechanick's research interests range from predictive modeling in critical illness, to thyroid cancer, metabolic bone disease, diabetes, and nutrition. He is responsible for training endocrine fellows at Mount Sinai in nutrition and metabolic support.

James Pivarnik, Ph.D., FACSM is a Professor of Kinesiology and Epidemiology at Michigan State University, where he directs the Center for Physical Activity and Health and serves as a University Research Integrity Officer. As an exercise physiologist and epidemiologist, his focus is on the role of physical activity in reducing the risk factors for chronic disease development

and the morbidity and mortality of those suffering from these conditions. Dr. Pivarnik is immediate past president of the American College of Sports Medicine and a leader of the ACSM “Exercise is Medicine™ On Campus” initiative.

Linda V. Van Horn, Ph.D., RD is a tenured Professor in the Department of Preventive Medicine, and Associate Dean for Faculty Development in the Feinberg School of Medicine at Northwestern University, Chicago. Dr. Van Horn's expertise extends across many areas of nutrition research, medical nutrition education and public health policy relevant to the work of the 2010 U.S. Dietary Guidelines Advisory Committee. She specializes in research on women and children. Since 2003 Dr. Van Horn has been the Editor of the *Journal of the American Dietetic Association*.

Hans van der Mars, Ph.D., FAAKPE is a Full Professor at Arizona State University, where he is actively involved in the undergraduate, master’s and doctoral degree programs in Physical Education Teacher Education-Sport Pedagogy. His research has focused on Sport Pedagogy/Physical Education Teacher Education. Dr. van der Mars is a Fellow in the Research Consortium of the American Alliance for Health, Physical Education & Recreation.

Stella Lucia Volpe, Ph.D., RD, LDN, FACSM - Dr. Volpe is Professor and Chair of the Department of Nutrition Sciences at Drexel University. She is both an exercise physiologist and a nutritionist, and certified by the American College of Sports Medicine as an Exercise Specialist. Dr. Volpe’s research interests include prevention of obesity and diabetes across the lifespan using exercise and nutrition interventions that include ecological and clinical/applied approaches.

Diane Wiese-Bjornstal, Ph.D. is an Associate Professor in the Department of Kinesiology and an associated scholar with the Tucker Center for Research on Girls and Women in Sport at the University of Minnesota. Her areas of interest include the psychological impact of sport injuries, competitive sports for youth and children, and general sport psychology.

PCFSN SCIENCE BOARD PARTNERS



American Alliance for Health, Physical Education, Recreation and Dance - The American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) is a national, non-profit, membership organization committed to promoting and supporting leadership, research, education, and best practices in the professions that support healthy, active lifestyles. The five national associations and six district associations of AAHPERD have more than 25,000 members who are professionals in elementary, secondary and higher education, administration, research, youth programming, dance, coaching, sport medicine, health education, public health, fitness, choreography, therapeutic programs, parks and recreation services, and others with career interests in quality of life and movement related fields. Their common interest in promoting healthy, active, and creative lifestyles for all unites them as an Alliance. For more information about AAHPERD please visit <http://www.aahperd.org>.



American College of Sports Medicine - The mission of the American College of Sports Medicine (ACSM) is to advance and integrate scientific research to provide educational and practical applications of exercise science and sports. ACSM works with local, national, and international corporate communities to obtain funding that, in turn, provides financial assistance for a variety of sponsored activities and programs. The PCFSN and ACSM are working together as "science partners" by developing a teamed approach to offer the most up-to-date research on health, physical activity, and fitness available from the scientific community. Combined efforts include such items as providing the opportunity for each organization to offer research and program information in journals and digests, providing speaking opportunities at conferences and meetings, and providing national points of contact for meeting the objectives of both institutions. For more information about ACSM please visit <http://www.acsm.org>.



American Heart Association - Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of cardiovascular disease and stroke — America's No. 1 and No. 3 killers. Each year the association invests millions in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives.

Four association scientific councils — **Nutrition Physical Activity and Metabolism (NPAM), Clinical Cardiology, Cardiovascular Nursing and Epidemiology and Prevention (EPI)** – promote physical activity and healthy eating. NPAM promotes the expansion and exchange of knowledge on nutrition, physical activity and metabolism related to cardiovascular diseases and stroke. The council also promotes healthy lifestyles and behaviors to prevent disease. To learn more, call 1-800-AHA-USA1 or visit <http://www.americanheart.org>.



The American Orthopaedic
Society for Sports Medicine

American Orthopaedic Society for Sports Medicine - The American Orthopaedic Society for Sports Medicine (AOSSM) is a world leader in sports medicine education, research, communication and fellowship. Members are orthopaedic surgeons who are recognized for their contributions to the profession through active research, education and clinical care of orthopaedic sports injuries. The common interest of the membership is their concern with the effects of exercise and the monitoring of its impact on active individuals of all ages, abilities and levels of fitness. Through research and advances in surgical and rehabilitation techniques, orthopaedic sports medicine specialists have been able to treat and rehabilitate athletes whose injuries were once career-ending, not just getting them back in the game but keeping them physically active throughout their lives. Formed as a non-profit forum for professional

education and research within the orthopaedic community, membership has increased from less than 100 when founded in 1972 to more than 2,500. Today, its educational and publishing activities serve as an authoritative resource for both the sports medicine professional and for the general public, including physical education teachers, coaches and parents. For more information, visit <http://www.sportsmed.org>.



American Physical Therapy Association - The American Physical Therapy Association (APTA) is the national organization of physical therapy professionals, whose goal is to enhance the physical health and functional abilities of individuals of all ages and abilities by developing fitness- and wellness-oriented plans and programs for healthier and more active lifestyles. For more information on the APTA, please visit <http://www.apta.org/>.



National Athletic Trainers' Association - Certified athletic trainers are unique health care providers who specialize in the prevention, assessment, treatment and rehabilitation of injuries and illnesses. The National Athletic Trainers' Association represents and supports the 30,000 members of the athletic training profession through education and research. For more information about NATA please visit <http://www.nata.org>.



National Strength and Conditioning Association - The National Strength and Conditioning Association (NSCA) is the world's leading authority on strength and conditioning. Drawing upon its vast network of members, the NSCA develops and presents the most advanced information regarding strength training and conditioning practices, injury prevention, and research findings. The PCFSN and NSCA are collaborating as "science partners" to develop and disseminate appropriate information to the public. The desire of both parties is to make this information action-oriented at the national, state, local, and/or grassroots levels. For more information on the NSCA please visit <http://www.nasca.com>

HOWARD K. KOH M.D., M.P.H.
ASSISTANT SECRETARY FOR HEALTH
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES



Dr. Howard K. Koh serves as the 14th Assistant Secretary for Health for the U.S. Department of Health and Human Services (HHS), after being nominated by President Barack Obama and confirmed by the U.S. Senate in 2009. Dr. Koh oversees 14 core public health offices, including the Office of the Surgeon General and the U.S. Public Health Service Commissioned Corps, 10 Regional Health Offices across the nation, and 10 Presidential and Secretarial advisory committees. He also serves as senior public health advisor to the Secretary. The Office of Assistant Secretary for Health implements an array of interdisciplinary programs relating to disease prevention, health promotion, the reduction of health disparities, women's and minority health, adolescent health, HIV/AIDS and chronic infectious diseases, vaccine programs, fitness, sports and nutrition, bioethics, population affairs, blood supply, research integrity and human research protections. As the Assistant Secretary for Health, Dr. Koh is dedicated to the mission of creating better public health systems for prevention and care so that all people can reach their highest attainable standard of health.

Dr. Koh previously served as the Harvey V. Fineberg Professor of the Practice of Public Health and Associate Dean for Public Health Practice at the Harvard School of Public Health. He was also Director of the Harvard School of Public Health Center for Public Health Preparedness. He has published more than 200 articles in the medical and public health literature in areas such as disparities, cancer control, melanoma and skin oncology, tobacco control, public health preparedness, disease prevention and health promotion, and public health leadership.

Dr. Koh served as Commissioner of Public Health for the Commonwealth of Massachusetts (1997-2003) after being appointed by Governor William Weld. As Commissioner, Dr. Koh led the Massachusetts Department of Public Health, which included a wide range of health services, four hospitals, and a staff of more than 3,000 professionals. In this capacity, he emphasized the power of prevention and strengthened the state's commitment to eliminating health disparities. During his service, the state saw advances in areas such as tobacco control, cancer screening, bioterrorism response after 9/11 and anthrax, health issues of the homeless, newborn screening, organ donation, suicide prevention and international public health partnerships.

Dr. Koh graduated from Yale College, where he was President of the Yale Glee Club, and the Yale University School of Medicine. He completed postgraduate training at Boston City Hospital and Massachusetts General Hospital, serving as chief resident in both hospitals. He has earned board certification in four medical fields: internal medicine, hematology, medical oncology, and dermatology, as well as a Master of Public Health degree from Boston University. At Boston

University Schools of Medicine and Public Health, he was Professor of Dermatology, Medicine and Public Health, as well as Director of Cancer Prevention and Control.

He has earned numerous awards and honors for interdisciplinary accomplishments in medicine and public health, including the Distinguished Service Award from the American Cancer Society, and the Drs. Jack E. White/LaSalle D. Leffall Cancer Prevention Award from the American Association for Cancer Research and the Intercultural Cancer Council. He is an elected member of the Institute of Medicine of the National Academies. President Bill Clinton appointed Dr. Koh as a member of the National Cancer Advisory Board (2000-2002). A past Chair of the Massachusetts Coalition for a Health Future (the group that pushed for the Commonwealth's groundbreaking tobacco control initiative), Dr. Koh was named by the New England Division of the American Cancer Society as "one of the most influential persons in the fight against tobacco during the last 25 years." He was named to the K100 (the 100 leading Korean Americans in the first century of Korean immigration to the United States), and received the Boston University Alumni Award, as well as two honorary degrees. In recognition of his national contributions to the field of early detection and prevention of melanoma, the Boston Red Sox designated him a "Medical All Star" (2003), which included the ceremonial first pitch at Fenway Park.

Dr. Koh and his wife, Dr. Claudia Arrigg, are the proud parents of three children.

LIFETIME ACHIEVEMENT AWARD RECIPIENTS

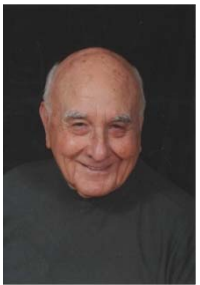
PCFSN Awards are given annually to individuals whose careers have greatly contributed to the advancement or promotion of physical activity, sports or nutrition nationwide.



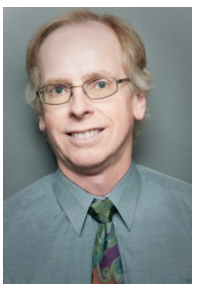
Sihak Henry Cho – S. Henry Cho is a 9th degree black belt in Tae Kwon Do and is recognized as a pioneer of American martial arts. 50 years ago, he opened the first permanent Korean Karate (later to be known as “Tae Kwon Do”) school in the U.S. Grandmaster Cho has been a leader in promoting sharing and cooperation in the martial arts community, staging and producing the *All American Open Tae Kwon Do-Karate-Kung Fu Championships* for 46 years. Cho was inducted into the U.S. Tae Kwon Do Grandmasters' Society Hall of Fame (Pioneer Award, 2006), inducted into Black Belt Magazine's Hall of Fame (Man of the Year, 1971), and awarded a People's Honor Decoration from South Korean President Park Chung Hee in 1970.



Robert “Bobby” Dodd, Ph.D. – As President and CEO of the Amateur Athletic Union (AAU), Bobby Dodd leads one of the largest non-profit sports organizations in the United States. His vision of the “Sports for all, forever” mentality for the AAU has grown their membership to over 600,000 athletes participating in 34 sports programs each year. Bobby was instrumental in forging a unique partnership between the AAU and Walt Disney World, which now plays host to over 200 AAU events at their ESPN Wide World of Sports® venue in Orlando, FL. Under his direction the AAU has also served as the co-sponsor for the President’s Challenge, a program of the PCFSN, since 1988.



William G. McNamara – Mr. McNamara has been at the leading edge of international health and amateur sports for over 60 years. In 1958, he was appointed the first Director of Armed Forces Sport and Fitness Committee Secretariat, a position created for him by the Secretary of Defense. From 1961 through 1985, McNamara worked as a consultant to the President’s Council under four Executive Directors, providing technical assistance on a variety of Council initiatives including the Presidential Sports Award program and Regional Fitness and Sports Clinics. McNamara was instrumental in negotiating the agreement that led to the United States Olympic Committee’s locating their headquarters and national training center in Colorado Springs. Additionally, Mr. McNamara was responsible for establishing the first center for orienteering in the United States.



James F. Sallis, Ph.D. – Dr. Sallis is a Professor of Psychology at San Diego State University and Director of the Active Living Research program for the Robert Wood Johnson Foundation. His primary research interests include promoting physical activity and understanding policy and environmental influences on physical activity, nutrition, and obesity. Dr. Sallis’ health improvement programs have been studied and used in health care settings, schools, universities, and companies. He has authored over 500 scientific publications, co-authored several books, and serves on the editorial boards of several journals. Dr. Sallis has received awards from the American College of Sports Medicine, Society of Behavioral Medicine, and the American Psychological

Association Division of Health Psychology. His current focus is using research to inform policy and environmental changes that will increase physical activity and reduce childhood obesity. Sallis is a frequent consultant to universities, health organizations, government agencies, and corporations worldwide. Time Magazine has identified him as an “obesity warrior.”



Judith C. Young, Ph.D. – Dr. Young is the Vice President for Programs at the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) where she facilitates and coordinates the program work of the organization’s five national associations, the research consortium, and the six district associations. She has facilitated the development of National Standards for Physical Education, National Standards for Beginning Teachers (of Physical Education), and National Standards for Sport Coaches including the development of a program review for coach training and certification programs. Dr. Young serves on numerous committees and boards related to physical activity, health and education including the National Coordinating Committee for the National Physical Activity Plan, the Board of Directors of Action for Healthy Kids, and the Board of the National Coalition for Promoting Physical Activity. Her active efforts to advocate for public policy in support of physically active lifestyles at local, state, and federal levels included such efforts as promoting the establishment of the initial PEP Program providing first time grants for local physical education and physical activity programming.

To make a 2012 award nomination visit: <http://fitness.gov/presidents-challenge/pcfsn-awards/index.html> or email Megan Nechanicky at PCFSNawards@hhs.gov

COMMUNITY LEADERSHIP AWARD RECIPIENTS

Awards are given annually to individuals or organizations that provide or enhance opportunities to engage in fitness- or nutrition-related programs within a community.

Raymond E. Barnes, Upper Darby, PA
Bridget Behrmann, Fairfield, OH
Lou Bonnanzio, Huntington Station, NY
Kermit Cannon, Los Angeles, CA
Sue Chen, Carson, CA
Robert N. Cluck, M.D., Arlington, TX
Jim Estes, Olney, MD
Ed Foster-Simeon, Washington, DC
Girls in the Game, Chicago, IL
Hal Honeyman, St. Charles, IL
Institute of Lifestyle Medicine at Spaulding
Rehabilitation and Harvard Medical School,
Wellesley, MA
Jung Kim, Laurel, MD
Antonio King, Montgomery, AL
Dr. Alison E. Kirby, Walla Walla, WA
Robyn L. Kretschy, Chicago, IL
Debra L. Lal, Coos Bay, OR
Ginny Leake, Wappingers Falls, NY
Christian Mayo, New York, NY
Kellee McQuinn, Santa Monica, CA

Dr. Ron Morrow, Raleigh, NC
Normandie Nigh, Los Angeles, CA
Nike N7, Beaverton, OR
Oklahoma City Boathouse Foundation, Oklahoma City,
OK
Deb Pangrazi, Mesa, AZ
Shaun Phillips, San Diego, CA
Molly Quinn, Washington, DC
Chip Ross, Leesburg, VA
Debra Sanders Clark, Livingston, AL
Ben Schaffer, Livingston, NJ
Jyl Steinback, Scottsdale, AZ
Jake Steinfeld, Los Angeles, CA
Christopher Stevenson, York, SC
Denice Stout, Aiken, SC
Texercise, Austin, TX
Jonathan B. Walker, Eastampton, NJ
Jim White, Virginia Beach, VA
Stacey White, M.S., Seattle, WA
George Wilson, Paducah, KY

To make a 2012 award nomination visit: <http://fitness.gov/presidents-challenge/pcfsn-awards/index.html> or email Megan Nechanicky at PCFSNawards@hhs.gov

GUEST SPEAKER
HEALTHIERUS SCHOOL CHALLENGE AND
HEALTHY, HUNGER-FREE KIDS ACT 2010

AUDREY ROWE
ADMINISTRATOR
FOOD AND NUTRITION SERVICES
US DEPARTMENT OF AGRICULTURE

Audrey Rowe is the Administrator for the Food and Nutrition Service (FNS) at the U.S. Department of Agriculture (USDA) in Washington, D.C. FNS provides children and needy families with better access to food and a more healthful diet through its 15 nutrition assistance programs and nutrition education efforts. She brings to the Federal government over 20 years of experience in human services policy development, fiscal management, program design, service delivery and marketing with a particular focus on vulnerable populations, low income women, children and youth.

Most recently, Rowe served as Deputy Administrator for Special Nutrition Programs at FNS, leading the effort to pass the Healthy, Hunger-Free Kids Act of 2010, the legislative centerpiece of First Lady Michelle Obama's *Let's Move!* initiative to end childhood obesity in a generation.

Rowe has extensive experience working on issues related to FNS programs. Her leadership has included roles as Human Resources Administrator in New Haven, Connecticut, and Social Services Commissioner for the State of Connecticut and the District of Columbia. In addition, she served as Executive Vice President and Chief Operating Officer for the National Urban League.

In private industry, she served as Senior Vice President and Managing Director for the Children and Family Services division for Affiliated Computer Service (ACS), formerly Lockheed Martin IMS. In this capacity, she spearheaded industry leadership in child support payment processing and enforcement as well as electronic dissemination of public assistance benefits. These efforts led to the implementation of Electronic Benefit Transfer (EBT) in more than 20 states. Additionally, Rowe was appointed Senior Vice President for Public Affairs where she managed the corporation's government relations, philanthropy, and community relation programs.

Rowe's publications include:

- "The Feminization of Poverty: An Issue for the 90's," Yale University Journal of Law and Feminism, Fall 1991
- Editor, The State of Black America, 1991, "To Be Equal," National Urban League

Audrey Rowe is a graduate of Federal City College and was a fellow at the John F. Kennedy School of Government Institute of Politics at Harvard University.

GUEST SPEAKER

DIETARY GUIDELINES FOR AMERICANS, 2010

KATHRYN McMURRY

SENIOR NUTRITION ADVISOR

OFFICE OF DISEASE PREVENTION AND HEALTH PROMOTION

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Kathryn McMurry is a Senior Nutrition Advisor at the Office of Disease Prevention and Health Promotion in the U.S. Department of Health and Human Services (HHS). She served as Co-Executive Secretary for the 2000, 2005 and 2010 editions of the *Dietary Guidelines for Americans*. She also Chairs the Federal steering committee for the evaluation of Dietary Reference Intakes (DRIs), manages the HHS review of dietary guidance materials to ensure consistency with the *Dietary Guidelines*, and coordinates Departmental responses on a broad variety of nutrition topics.

Ms McMurry was project manager for the development of the 2001 *Surgeon General's Call To Action To Prevent and Decrease Overweight and Obesity*; co-led the preparation of the domestic portion of the 1999 *U.S. Action Plan on Food Security—Solutions to Hunger* in follow-up to the 1996 World Food Summit; and provided scientific and technical support for the 1997 Report of the Commission on Dietary Supplement Labels.

Ms. McMurry has been with HHS for 15 years. Previously, she worked for 15 years in the food industry in new product development and nutrition labeling. She was awarded a Master of Science degree in Human Nutrition from the University of New Haven and a Bachelor of Science degree in Food Science from the University of Delaware.

GUEST SPEAKER

STATE OF PHYSICAL EDUCATION IN THE U.S.

CHARLENE BURGESON

EXECUTIVE DIRECTOR

NATIONAL ASSOCIATION FOR SPORT AND PHYSICAL EDUCATION (NASPE)

Charlene Burgeson is Executive Director of the National Association for Sport and Physical Education (NASPE), a membership organization of over 15,000 professionals in the physical education, physical activity, sport fields. NASPE's mission is to enhance knowledge, improve professional practice, and increase support for high quality physical education, sport, and physical activity programs. NASPE is an association of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).

Previously Burgeson was employed by the Centers for Disease Control and Prevention (CDC) in Atlanta, GA where she served as a health scientist in the Division of Adolescent and School Health and a public health advisor in the Division of Nutrition and Physical Activity. Burgeson has also been an elementary physical education teacher and youth sport coach.

GUEST SPEAKER

MODEL PROGRAM: PE IN RURAL SCHOOL DISTRICTS

CASSANDRA MURRA

SUPERINTENDENT

GRUNDY CENTER SCHOOL DISTRICT

GRUNDY CENTER, IA

Passionate educator for the past 15 years that began as an elementary classroom teacher, softball and cheerleading coach; continued as a middle school reading/language arts teacher and drama coach; then extended into coordinating curriculum and professional development, and finally into administration as a middle school principal and superintendent.

“I am blessed with a wonderful and supportive husband and two sons, age 6 & 9. My mission is to collaborate with others to make all children healthy and happy--providing guidance and opportunities for each student to find success in their own terms!”

HANDOUT

MODEL PROGRAM: PE IN RURAL SCHOOL DISTRICTS

CASS MURRA, GRUNDY CENTER COMMUNITY SCHOOL DISTRICT



- 9 years of “Energizing and Educating for a Healthy, Active Lifestyle”
- **GOAL: Students managing their own health to get fit and stay fit for life**
- **REQUIREMENTS:**
 - Teachers who are passionate and knowledgeable of Lifestyle Education
 - Technology to monitor heart rate and record data
 - “Academics on the Move” philosophy throughout the school
 - Dawn to Dusk opportunities for students, staff, and families

DEMOGRAPHICS

- About 700 students PK-12
- 28% Qualify for Free & Reduced Lunch Program
- 11% Qualify for Special Education Services
- 98% Caucasian

IOWA TEST OF BASIC SKILLS SCORES

4th Grade Proficiency

Reading: 92.9%
Math: 94.6%
Science: 91%

8th Grade Proficiency

Reading: 91.2%
Math: 97%
Science: 97%

11th Grade Proficiency

Reading: 84.2%
Math: 84.3%
Science: 94.7%

PHYSICAL EDUCATION

K: 30 minutes of PE every other day & 60 minutes of recess daily
1-3: 35 minutes of PE daily & 60 minutes of recess daily
4-5: 45 minutes of PE daily & 45 minutes of recess daily
6-8: 180 minutes of PE weekly all year long
9-12: 120-180 minutes of PE weekly for 2/3rds of the year

*92% of high school students participate in extra-curricular activities before/after school

PARTNERSHIPS

Grundy Center Wellness Committee GC Hospital HOPSports Lifeline Motion
Fitness PE4LifePOLAR ELECTRO, INC T-Bow UNI YMCA

GUEST SPEAKER

MODEL PROGRAM: PE IN SUBURBAN SCHOOL DISTRICTS

PAUL ZIENTARSKI

DEPARTMENT CHAIR AND COORDINATOR

LEARNING READINESS PE

NAPERVILLE COMMUNITY SCHOOL DISTRICT

NAPERVILLE, IL

Paul Zientarski is Learning Readiness PE Coordinator for the Naperville Schools, Naperville Illinois. Districts from 40 states and 9 countries have visited his school. Through this program, his school has seen dramatic improvement in test scores, behavior, and childhood obesity.

Paul holds a BS and MS license in Physical Education and Communication, along with an Administrative Certificate. He is the Co Director of DuPage County Institute for Physical Education, Health, and Driver Education and has held this position since 1986. Paul also is the director and trainer for the Physical Education Technology Summer Seminar and is a consultant for Polar Electro, Inc.

Paul has been awarded the “Outstanding Physical Education Program” award and has been inducted into the Athletic Hall of Fame, Quincy University. His Learning Readiness PE program has been highlighted on PBS “Needs to Know”, CBS’ “Early Morning Show”, ABC, NBC, CBC and FOX network news casts. ESPN and HBO ran segments on this highly successful program.

In addition, Paul has made presentations in Arkansas, Pennsylvania, Virginia, Missouri, Ohio, Iowa, Wisconsin, North Carolina, New Mexico, Michigan, Illinois, Texas, Arkansas, and at the Illinois State Board of Education conference. These presentations were about Learning Readiness PE, PE4LIFE philosophy, Childhood Obesity, Physical Education Curriculum, Technology Use in Physical Education, Small Sided Games, and Brain Breaks in the classroom.

Paul has been contacted and or visited by schools from Demark, Germany, Sweden, So. Korea, Japan, Dubai, Canada, China, England Documentaries of the programs at Naperville Central High School have been created by TV affiliates in Denmark, South Korea, Sweden and China. Schools in Denmark and Canada are currently using concepts learned by visiting Naperville Central.

In the fall of 2010 The PBS created a documentary about the program.

HANDOUT

MODEL PROGRAM: PE IN SUBURBAN SCHOOL DISTRICTS

PAUL ZIENTARSKI

NAPERVILLE COMMUNITY SCHOOL DISTRICT

BEFORE/AFTER

1. Prior to 1992, Naperville delivered PE in the traditional, sports skill model. Naperville student academic performance has always been strong. However in 2005, our educators have focused on students in the District who struggle with Math and Literacy by developing a coordinated approach to improve student health, academic performance and self-esteem. Their academic performance improved when they preceded academic classes with specific PE classes.
2. Naperville District 203 has been a national leader in changing the philosophy of physical education. Almost 20 years ago, we shifted from the typical skills-based, team sports curriculum to a model that promotes teaching students how to be fit and healthy for a lifetime. Students began wearing heart-rate monitors, measuring their fitness progress, and setting fitness goals for themselves at that time. In our school system, PE is given the same class time as all other core subjects in grades 6-12 where it is delivered by certified, physical education teachers. K-5 students also enjoy certified PE instruction twice weekly and have daily recess.
3. Success of District 203's fitness-based PE is based on the ability to differentiate activity and intensity for ALL students because of our use of heart rate monitors to capture data.

NAPERVILLE PE TODAY

1. All students receive daily PE; even students with special needs in our district receive daily PE through our Adapted PE program.
2. According to Harvard psychiatrist, John Ratey, "Exercise influences learning directly at the cellular level, improving the brains' potential to log in and process new information." In other words, vigorous, aerobic exercise primes the brain to learn. Armed with this information, our team developed Learning Readiness PE –physical activity followed by the engaged learning process in Math and Literacy. The proper combination of these core subjects produces an amplified effect on learning for at risk students.
3. PE is a line item on the District budget; PE departments employ 70 teachers across the District. The Learning Readiness PE program is funded through creative allocation of existing resources, particularly through the scheduling process and professional development offerings.
4. Fitness and academic data drive decisions of school and community leaders. We've tied academic success to exercise received in our PE classes.

IMPACT OF ON THE STUDENT POPULATION AND COMMUNITIES INVOLVED

1. Students: At-risk students in LRPE are showing significant academic gains. Because of the overall fitness model, the number of perfect ACT scores continues to multiply across the district. Last year, 12 of 742 juniors at NCHS earned a perfect 36. Moreover, the focus on wellness has a secondary effect on childhood obesity. While 30% or more of children are obese across the US, less than 10% of NCUSD 203 students are overweight or obese.
2. Administrators encourage teachers to use movement in the learning process and incorporate brain breaks in the classroom after intervals of teaching.
3. Families & Community: Active participation in fitness activities at health clubs and partnerships with the YMCA and the Naperville Park District is the norm. Naperville hosts several fun-runs and triathlons.
4. PE is important in your district/school and your community – Economic benefits to a healthy population are improved worker productivity, fewer sick days and doctor visits, a vibrant culture with a strong sense of an active community exists

WHAT PCFSN CAN DO TO SUPPORT PE

1. Support quality daily PE in all states, PE should be considered a core subject, adopt a nation-wide fitness test
2. Encourage a paradigm shift from sports-skills activities to life-long fitness understanding as a standard. Colleges of education should change the emphasis of physical education teacher preparation. Not every child is an athlete; however, every child benefits from a fitness-wellness based PE program.
3. Support continued funding for the PEP grant and additional funding mechanisms to promote daily PE in all schools.

LOOKING FORWARD: THE CHALLENGES AND OPPORTUNITIES FOR QUALITY, DAILY PE

1. What success looks like
 - a. investment in school wellness programs (getting buy in from students, administrators, teachers, parents)
 - b. integrated as a core academic subject
 - c. college students want to join the profession; have places to train them; are recruited and have opportunities for continuing education
 - d. all students grow into adults with the knowledge and skills to live an active and healthy life just as they have the skills to read, learn, and compute for a healthy intellectual life
2. Roles and responsibilities
 - a. educating the public
 - b. investing in the solution (private and public investments)
 - c. making physical health a priority to support intellectual and mental health

LETTER FROM NAPERVILLE PARENT TO LOCAL NEWSPAPER

Hi Jeff,

I recently saw a Letter to the Editor in the Naperville Sun from someone who saw the PBS program about P.E. and complimented NCHS for "demonstrating what is so absent from academia today: leadership...because of the faculty/staff and parents, the Redhawks have flown to new heights."

Robbie continues to excel in your P.E. classes and really took the mind/body model to heart. Since he is taking the CPR unit currently, he asked us if he could join Edward Health and Fitness because he felt he was not getting enough physical exercise. Robbie now works out nearly every morning before school and told us how much more alert and focused he feels for his 1st and 2nd period classes.

Again, thank you and the rest of the P.E. department,

GUEST SPEAKER

MODEL PROGRAM: PE IN URBAN SCHOOL DISTRICTS

JAYNE GREENBERG

DISTRICT DIRECTOR OF PHYSICAL EDUCATION AND HEALTH LITERACY

MIAMI-DADE COUNTY PUBLIC SCHOOLS

MIAMI, FL

Dr. Jayne Greenberg is the Executive Director of Physical Education and Health Literacy for Miami-Dade County Public Schools. Throughout her professional educational career, she has served as Special Advisor on Youth Fitness to the President's Council on Physical Fitness and Sports; President of FAHPERD; chaired the Sport Development Committee for the United States Olympic Committee, USA Field Hockey; coordinated the Olympic Torch Relay Miami Leg for the Olympic Winter Games in Salt Lake City, and assisted the United States Department of Health and Human Services in the development of the I Can Do It, You Can Do It Program, a national initiative to address the physical activity levels of youth with disabilities. Dr. Greenberg was named as the 2005 National Physical Education Administrator of the Year by the National Association of Sport and Physical Education, received the 2005 Highest Recognition Award by the United States Secretary of Health, Michael Leavitt, received the March 2009 Point of Light Award by Florida Governor Charlie Crist and was appointed the Governor's Council on Physical Fitness in 2009.

Dr. Greenberg has served as an international consultant, coordinating Olympic Education Programs in Canada; developed the Sport Science Curriculum at the University of Malaya, Kuala Lumpur, Malaysia; developed math and science sailing curriculum for the National Maritime Museum and Royal Observatory in London and Sydney Australia; developed a Conservation Safari in South Africa; developed the drug education curriculum for Antigua; presented at the International Olympic Committee Meeting in Singapore; and most recently assisted with the implementation of the sailing education program in Qingdao, China. In addition Dr. Greenberg has published a book, "Developing School Site Wellness Centers", published numerous articles, co-authored a professional text, and has been a speaker at several state, national, and International conventions and meetings. In the past nine years, Dr. Greenberg has further secured over \$20 million in federal and foundation grants for educational programs, including the Carol M. White, Physical Education for Progress (PEP) grant.

HANDOUT
MODEL PROGRAM: PE IN URBAN SCHOOL DISTRICTS
JAYNE GREENBERG
MIAMI-DADE COUNTY PUBLIC SCHOOLS

PROJECT SUMMARY FOR SHAPING THE FUTURE I, II & III

PROJECT MANAGER

DR. JAYNE GREENBERG, MIAMI-DADE COUNTY PUBLIC SCHOOLS

STATISTICIANS

DR. KATHRYN ROACH AND DR. HELEN MASIN, UNIVERSITY OF MIAMI SCHOOL OF MEDICINE

Over the past 5 years the *Shaping the Future I, II, & III* programs provided senior high school students the opportunity to participate in meaningful curriculum activities which enabled them to make better lifestyle choices in the areas of exercise and nutrition. The *Shaping the Future I, II, & II* programs emphasized increasing activity and fitness levels rather than the acquisition of sport specific skills and education on healthy food choices.

The success of the *Shaping the Future Program* was demonstrated by the following findings from the quantitative analysis:

- Students who participated in the program increased their fitness and physical activity more than students who did not participate in the program
- The fitness of both male and female students improved after participating in the program
- The fitness of both African American and Latin students improved after participating in the program
- The fitness and activity levels of students improved at both schools that were new to the program and at schools that had participated in the program for several years
- Relatively fit and active students improved in both fitness and levels of physical activity after participating in the program.
- Students who were overweight or obese demonstrated a significant decrease in weight and body fat after participating in the program.
- The least fit students seemed to benefit the most from this program in terms of increased fitness and increased activity
- The teachers who have lead this program reported that the students who participate in the Shaping the Future Program not only improve their knowledge of health and fitness, but actually increase their physical activity both in and out of the classroom and improve their level of fitness.

The success of the ***Shaping the Future Program*** was demonstrated by the following findings from the qualitative analysis of focus groups with both students and teachers:

- The program engaged students who would not typically be interested in team sports in PE.
- Students enjoyed the social aspects of working out together in the fitness rooms
- The fitness rooms were very useful to students who did not have access to safe parks or outdoor facilities in their neighborhoods
- The fitness classes were good because they helped students enhance their appearance and their appeal to their peers.
- Students shared their new knowledge with their families and as a result some families modified their fitness behaviors to include more healthy choices.
- Students valued the teachers as motivators to help overcome personal fitness challenges
- The program helped students recognize unhealthy food choices and to modify their food choices to be healthier
- The program helped students recognize the impact of nutrition and exercise on obesity and future health problems
- Students with disabilities – improved on all measures of fitness
- The more fit they became throughout the school year, the less absent they were from school.