



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

## ***Meeting***

Tuesday, September 14, 2010  
1:30 p.m. to 4:00 p.m.

George Washington University  
Elliott School of Public Affairs  
1957 E Street, N.W.  
City View Room – 7<sup>th</sup> Floor  
Washington, D.C. 20052-0041

**Agenda** Tuesday, September 14, 2010

1:30 pm	<a href="#"><u>Welcome</u></a>	pg 6	Dominique Dawes <i>Co-Chair, PCFSN</i>
1:40 pm	<a href="#"><u>Council Introductions</u></a>	pg 6	PCFSN Members
1:50 pm	<a href="#"><u>Executive Director's Report</u></a>	pg 7	Shellie Pfohl <i>Executive Director, PCFSN</i>
2:45 pm	<a href="#"><u>Let's Move!</u></a>	pg 13	Robin Schepper <i>Executive Director Let's Move!</i>
3:15 pm	<b>Break</b>		
3:30 pm	<a href="#"><u>Press Announcement</u></a>	pg 18	Dominique Dawes, <i>Co-Chair, PCFSN</i>  The Honorable Kathleen Sebelius <i>Secretary, HHS</i>  Robin Schepper, <i>Executive Director Let's Move!</i>
3:45 pm	<a href="#"><u>Remarks</u></a>	pg 20	President's Challenge Advocates  <i>Boys and Girls Clubs of America</i>  <i>National Recreation and Park Association</i>  <i>The Y</i>  <i>General Mills Foundation</i>
4:00 pm	<a href="#"><u>Outdoor Activity</u></a>	pg 23	<i>Cleveland Elementary School After School Program, Washington, D.C.</i>  <i>Kids Enjoy Exercise Now (KEEN), Washington, D.C.</i>  <i>PCFSN Members</i>



**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

Tedy Bruschi  
Three-time Super Bowl champion; former team captain, New England Patriots  
Two-time winner, Ed Block Courage Award

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

Allyson Felix  
Olympic gold medal track and field sprinter

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

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

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

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

Chris Paul  
Professional basketball player and team captain, New Orleans Hornets

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  
Health living advocate  
*New York Times* best-selling nutrition author

### **PCFSN Staff**

Shellie Pfohl, Executive Director  
Shannon Feaster, Director of Communications & Public Affairs  
\*Andrea Cernich, Director of Strategic Partnerships  
Joey King, Deputy Director of Communications/Webmaster  
Jane Wargo, Director of Federal Partnerships/President's Challenge Programs  
\*Lauren Darensbourg, Manager of Strategic Partnerships for Minority and Underserved  
Populations  
LCDR Tomas Bonome, Manager of Partnerships and Special Projects  
\*Chris Watts, Program Manager  
\*Megan Nechanicky, Public Health Analyst  
Charlene Jenkins, Program Analyst

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

## **Presenters**

Robin Schepper  
Executive Director, *Let's Move*

The Honorable Kathleen Sebelius  
Secretary, Department of Health and Human Services (HHS)

Romero Brown  
Vice President of Program and Youth Development Services  
Boys and Girls Clubs of America

Barbara Tulipane  
Executive Director, National Recreation and Park Association (NRPA)

Allison Jones  
Vice President of Operations, YMCA Metropolitan Washington

Jeffery Peterson  
Director of Innovation and Strategy, General Mills Foundation

## **Special Guests**

Cleveland Elementary School After School Program  
Washington, D.C.

Kids Enjoy Exercise Now (KEEN)  
Washington, D.C.

## **Tuesday, September 14, 2010**

*The following document contains highlights of the President's Council on Fitness, Sports & Nutrition (PCFSN) Meeting held on September 14, 2010.*

### **Call to Order/Roll Call**

**PCFSN Co-Chair Dominique Dawes** called the meeting to order.

**Lieutenant Commander Tomas Bonome, PCFSN Manager of Partnerships and Special Projects**, conducted roll call of members:

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

Dominique Dawes, Co-Chair  
Dan Barber  
Carl Edwards  
Allyson Felix  
Grant Hill  
Michelle Kwan  
Risa Lavizzo-Mourey  
Cornell McClellan  
Stephen McDonough  
Chris Paul  
Curtis Pride  
Donna Richardson Joyner

#### **Council Members Absent**

Drew Brees  
Tedy Bruschi  
Billie Jean King  
Ian Smith

### **Welcome/Council Introductions**

#### **Ms. Dawes**

- Welcomed attendees to the first public meeting of the President's Council on Fitness, Sports & Nutrition.
- Introduced youth participants at the meeting: third, fourth, and fifth graders from Cleveland Elementary School and member of Kids Enjoy Exercise Now (KEEN).

- Thanked PCFSN Executive Director Shellie Pfohl for her leadership and commitment and Council staff for their hard work. Ms. Dawes also thanked Council members for volunteering their service to their country.
- Noted that President Barack Obama signed Executive Order 13265 on June 22, 2010, adding “nutrition” to the Council’s name and mission. Through the Executive Order, the Council will seek to:
  - Expand national interest in and awareness of the benefits of regular physical activity, fitness, sports participation, and good nutrition.
  - Stimulate and enhance program coordination within and among the private and public sectors that promote physical activity, fitness, sports participation, and good nutrition.
  - Expand availability of quality information and guidance regarding physical activity, fitness, sports participation, and good nutrition.
  - 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.
- Explained that President Obama appointed PCFSN members for their unique expertise, reach, and resources that members can leverage to help reach Americans at the grassroots across geographies, demographics, abilities, and interests.

## **Executive Director’s Report**

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

- Acknowledged the work of past Council members and staff and announced availability of the Council’s 50<sup>th</sup> Anniversary book, which highlights accomplishments through 2006.
- Noted that despite past Council efforts, the human and financial costs of unhealthy lifestyles in the United States have become unacceptable.
- Declared that this day marks an historic day for the Council when “we recommit ourselves to achieving one fit nation” with a special focus on reaching the most vulnerable Americans,
- Said the PCFSN intends to be a catalyst through partnerships with national organizations; corporations; foundations; and state and local fitness, sports, or

nutrition programs from diverse settings across the nation—urban, rural, and Native American—to “move our collective mission forward”. She emphasized that the Council is especially focused on closing the health and education gap for underserved and disparate populations.

- Declared that “not only is our work desperately needed, it is required” to truly create change in homes, schools, work sites, and communities. She said that the PCFSN aims to be a catalyst for change in the health and fitness realm through activities such as promoting physical activity, physical education, and working with playgrounds.
- Discussed other vital concerns within the PCFSN’s three pillars—fitness, sports, and nutrition:

## **FITNESS**

### **Youth Fitness Test**

Many people have had a less than positive experience with the test. New and better ways now exist to assess youth, and the PCFSN is exploring alternatives for creating one national assessment.

The Council has already partnered with the Centers for Disease Control and Prevention (CDC), which is conducting a comprehensive literature review of youth assessments, including performance-based tests and health-related assessments. Ms. Pfohl predicted that within one year, the Council will be able to announce a new youth fitness assessment.

### **Presidential Active Lifestyle Award (PALA)**

- PALA is a six-week “get off the couch” program that encourages a six-week fitness regime of 30 minutes of daily activity for adults and 60 minutes of daily activity for kids. Participants can choose any type of physical activity. PALA fits well with the *Let’s Move!* initiative because families can participate together.
- The PCFSN is making a new “Take the President’s Challenge” booklet available for distribution in schools.
- The Council will be announcing the streamlining of other President’s Challenge Program initiatives.

### **Physical Education in Schools**

The Council supports daily quality physical education in schools and is looking to use its assets to assist advocates working in this area.



## **Increasing Access and Affordability**

The PCFSN supports elimination of both nutrition and recreation “deserts”. These gaps must be mapped in both urban and rural areas.

## **Reducing Screen Time**

The Council is already working with several technology companies to encourage video game players to get off the couch and into active gaming.

## **Getting More People Outdoors**

This means not only the “great outdoors”, said Ms. Pfohl, but literally making it possible for people to walk outside without concerns about safety and environmental pollution.

She noted that many residents of the Anacostia section of Washington, D.C., have never visited Rock Creek Park, which is adjacent to their neighborhoods. Residents have not appreciated what is available to enjoy, don’t have the means, nor understood why they should be outside. Ms. Pfohl said that the PCFSN, along with the health and fitness community, must continue to literally open doors and get young people outside.

“Most important is, how are we addressing those who need us most?” she asked. “How are we making physical activity accessible and adaptable for those of all abilities...We’ve got to meet them where they are.”

Example: I Can Do It; You Can Do It, a mentoring program for kids with disabilities available at nine sites throughout the United States. The PCFSN has championed this program, secured at least one more year of funding, and will continue to work on the funding challenge.

Ms. Pfohl commended the work of Dr. Jayne Greenberg, Executive Director of Physical Education and Health Literacy for Miami-Dade County Public Schools, where Ms. Pfohl recognized 1,200 students with cognitive and physical disabilities with the PALA award. “That’s when I knew [the I Can Do It; You Can Do It] program could not die.”

## **Let’s Moves Cities and Towns**

This program cuts across all three PCFSN pillars (fitness, sports, and nutrition).

## **SPORTS**

### **Promoting Social Change**

The PCFSN is looking at sports as a means for creating social change, said Ms. Pfohl. Sports are part of promoting fitness, and good nutrition is important to allowing us to perform as an athlete or simply to maintain health. The pillars of physical fitness, sports

and nutrition are interrelated. It is difficult to discuss one PCFSN pillar without discussing the others.

The Council is examining how sports—be they social, professional, Olympic, or school—are contributing to leadership, character development and self esteem among young people as well as improving academic performance, reducing violence and bullying, and enhancing community life.

Example: Girls on the Run in North Carolina, founded by Molly Barker, who was concerned about adolescent girls' self esteem and body image. The organization reaches 75,000 girls on a weekly basis and helps focus them on academics and improving their self-esteem and life skills.

### **Providing More Places to Play**

The PCFSN is looking to expand joint use agreements and urge grant-making agencies to include more sports and recreational funding by working to help these organizations understand the importance of sports and recreational opportunities to our society as a whole.

### **Reducing Barriers to Access**

Availability (addressed above) as well as lack of access due to cost, safety and other factors also need to be addressed.

### **Promoting Olympic Ideals**

The Council has several members who embody strength of character through the Olympic ideals of fair play, perseverance, respect, and sportsmanship.

## **NUTRITION**

- The PCFSN is still working to establish its niche in the nutrition area, said Ms. Pfohl, and will seek to support and magnify rather than duplicate activities already underway.
- The Council's focus is on nutrition education, access, and affordability, particularly eliminating food "deserts". Example: Eden Place in Chicago, a green community space where children learn about growing and raising the plants and animals that provide them with good nutrition.
- The Council is leveraging research from Federal partners such as the U.S. Department of Agriculture (USDA), including its Office of Disease Prevention and Health Promotion, its dietary guidelines, and MyPyramid.
- The PCFSN is seeking to engage industry, schools, and after school programs.

## **COUNCIL ASSETS FOR PROMOTING FITNESS, SPORTS & NUTRITION**

- Council members have great areas of expertise. Their passion and commitment is evident and they are ready to move forward.
- A great relationship with *Let's Move!*, communication occurs on almost a daily basis. *Let's Move!* has brought down the silos between Federal agencies and provided a platform for them to share resources and work on joint programs. The PCFSN can serve as a conduit for agencies and organizations that are seeking to support *Let's Move!* goals.
- A relationship with America's Great Outdoors, which focuses on land management, conservation, and health. PCFSN staff recently traveled to Chicago to lead the first listening session for agencies across the Federal government on health and the outdoors.
- The ability to bring together the USDA and the Departments of Interior and Education to determine how health and fitness organizations can best work with Federal agencies to support government initiatives.
- The collective scientific background of the PCFSN's seven Science Partners. These include: 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 and National Strength and Conditioning Association.
- Ten individual Science Board members with expertise in fitness and sports. The PCFSN is looking to add experts in the nutrition field.
- A President and First Lady who believe wholeheartedly in the Council's mission.

Ms. Pfohl concluded that with leadership at the highest levels across government, "we are poised as never before to move us to one fit nation."

## **PARTNER ASSET MODEL**

Ms. Pfohl presented the components of a model for how government and fitness organizations need to work together to move their missions forward.

**1. Access to target markets**, especially the most hard-to-reach demographic groups. Examples include:

- Technology companies that know what resonates with young people.

- Higher education groups that know how professionals should be trained to reach young people, adults, and older adults.
- Schools and after-school programs.
- Experts in youth and adaptive sports.
- Federal agencies, including military readiness programs.

Examples of issues that need to be addressed through partnerships include:

- How could the PCFSN work with Metro lacrosse—the fastest growing sport in inner cities—to share experience and create new opportunities?
- How can the Council work with the health club industry to create access and affordability?
- How is the PCFSN working with Federal partners on mission readiness when 75 percent of military recruits are rejected for lack of fitness, no high school diploma, and/or a criminal record? What fitness opportunities do members of the armed forces have when they return from service, particularly if they are faced with a disability?

**2. Financial and in-kind contributions** that bring limited resources together to create change. There are many assets besides dollars, said Ms. Pfohl, including creative genius and expertise.

**3. Subject matter expertise**, including the academic, medical, scientific, and nutrition expertise of both Federal and organizational partners.

**4. Marketing and brand reach**, some examples of which include:

- The National Collegiate Athletic Association, which sponsors 88 championships.
- The National Football League (NFL), which recently partnered with the PCFSN to take on the challenge of helping 200,000 kids achieve a PALA award through the NFL's Play 60 and its Fuel Up to Play 60 programs.
- The consumer electronics industry, which is partnering with the Council to turn more sedentary screen time into active screen time.
- Desired partnerships include other sports leagues, individual teams, sports and fitness brands, athletes and athlete foundations, big box retailers, grocers and food marketers, and social media.

The bottom line, said Ms. Pfohl, is the long-term social impact of these efforts and how they benefit one fit nation.

## **WHAT DOES SUCCESS LOOK LIKE?**

Ms. Pfohl presented several examples of what the PCFSN would consider success:

- One national fitness assessment for youth.
- Being a catalyst for matching more resources to needs.

- Eliminating barriers to access. The Council is already working on this issue with the Y, the National Recreation and Park Association (NRPA), the Boys and Girls Clubs of America, and the General Mills Foundation. Eliminating barriers requires inclusion, affordability, and availability for all.
- Inspiring Americans to move more and eat healthy.

Ms. Pfohl called on the organizations present to help the PCFSN move toward one fit nation through addressing one fit company, one fit community, one fit family, and one fit person at a time.

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

Ms. Pfohl introduced Robin Schepper, executive director of *Let's Move!*, First Lady Michelle Obama's initiative to reduce the rate of childhood obesity in one generation so that children born today can reach adulthood at a healthy weight.

#### **Robin Schepper, Executive Director, *Let's Move!***

Ms. Schepper outlined the childhood obesity issue:

- Nearly one in three children is overweight or obese.
- Obesity negatively impacts children's strength, energy, and chances of developing diseases such as diabetes, heart disease, and cancer.
- Lack of good nutrition and physical activity has a negative impact on children's academic performance.
- Childhood obesity is not a standalone issue. It affects education, health, community development, and economic opportunity. The issue also includes how food is processed, how cities are designed, how children get to school, and how communities work together.

Ms. Schepper noted that if the stakeholders in the room work together, they can find solutions. She described *Let's Move!* as a comprehensive, collaborative, community-based effort that addresses all factors that lead to childhood obesity. Meeting the goal will not be easy and will not happen overnight. Solutions must involve everyone from schools, restaurants, and hospitals to the fitness and health stakeholders in the room and every level of government.

## Task Force Focus Areas

Ms. Schepper noted that the President's Domestic Policy Council issued a childhood obesity task force report in May 2010 with five areas of focus:

1. What can we do in early childhood to put children on the path to success?
2. How can we empower parents and caregivers with the information they need to make healthy decisions?
3. How can we get more healthy foods in schools?
4. How can we develop ways to increase access to health and affordable food?
5. How can we increase physical activity?

The report sets goals and benchmarks for Federal, state, and local governments as well as the private sector to evaluate efforts, find out what is and is not working, and redirect efforts if necessary. Ms. Schepper said that the following efforts are already underway:

- Urging the House of Representatives to pass the Child Nutrition Act in order to give children more access to healthy food during the school day (the Senate has already passed the bill). The current program expires on September 30, 2010.
- Working with manufacturers to get clearer labeling on food products.
- Working with mayors under the Let's Move Cities and Towns initiative to change policies and build healthier places to live. Such measures include building parks, bike paths, and community gardens and supporting restaurants in providing healthy menus. More than 250 mayors have already signed up.
- Striking an agreement with food industry leaders at the National Restaurant Association to cut 1.5 trillion calories from their products.
- Initiating the Chefs Move to School program where chefs are matched with schools to create healthy lunches.
- Launching the Recipes for Healthy Kids Challenge in which chefs, kids, and parents work together to create a week of healthy school lunches. Winners travel to the White House kitchen to cook the recipes for a week with the White House chefs.

*Let's Move!* is also working to bolster existing programs:

- **USDA's HealthierUS School Challenge** encourages schools to change their schedules to increase physical activity and their menus to create healthier lunches. School efforts are classified as bronze, silver, gold, and gold with distinction. *Let's Move!* officials traveled to an elementary school in St. Tammany Parish in New Orleans, which had been under water during Hurricane Katrina. Twenty-five schools in the parish merited gold with distinction. In

nearby Shelby County, Alabama, which had also been devastated by Katrina, 20 schools earned gold with distinction. No other counties have achieved that high level of success. As a result, USDA is creating an online district-wide application to replace the school-by-school application process.

- **Healthy Food Financing Act** is being taken on by *Let's Move!* and the Treasury Department to provide more funding to site grocery stores in underserved areas and eliminate food deserts within the next seven years.
- **Let's Move Outside** is a program created by the national parks to get more people active outdoors. President Obama launched the America's Great Outdoors initiative, led by the Interior Department, to solicit ideas from Americans on how to encourage more people to get outside.
- **Encouraging schools to offer more recess and physical education classes.**
- **Safe Routes to School** has a personal meaning for Ms. Schepper. Her own child's school won a Safe Routes to School grant and—working with the District of Columbia Department of Transportation—got sidewalks installed in the neighborhood, extra crossing guards, a traffic light, school bike racks, and a change in official policy to support biking to school. The school also won the 2009 James L. Oberstar Safe Routes to School Award, prompting the Chairman of the House Transportation Committee to visit the school. Ms. Schepper commended the program for empowering children to feel like they are making a difference in their own lives.
- **PALA** is emblematic of the *Let's Move!* belief that when families work on fitness together they create healthy habits. Ms. Schepper reiterated the PALA goal of 30 minutes of physical activity per day for adults and 60 minutes per day for children five days a week for six weeks. The program teaches kids what it means to be active, said Ms. Schepper, and hopefully creates a habit of health for a lifetime. She noted that First Lady Michelle Obama will join other celebrities in logging their PALA activity on the *Let's Move!* website. *Let's Move!* has already enlisted the participation of 13 federal agencies.

Ms. Schepper called on the fitness and health advocates in the room to be role models and purveyors of the *Let's Move!* message of changing to an active lifestyle and good nutrition. She added that her team also needs help to:

- Raise awareness of programs such as Let's Move Cities and Towns through traveling to locations and bringing "star power" to local officials' efforts.
- Continue to cross-pollinate with programs such as Chefs Move to School. "We don't want to reinvent the wheel; we want to reignite the programs that already exist," she said.
- Create, identify, and replicate success stories.

- Inspire a groundswell from communities to demand better food, more physical education, and more activity.

Ms. Schepper encouraged everyone to sign up for a weekly newsletter at [letsmove.gov](http://letsmove.gov).

## Audience Q&A

Staff member of **Rep. Marsha Fudge**: How can members of Congress assist with *Let's Move!*?

**Ms. Schepper**: By helping to publicize the Healthier U.S. School Challenge and working with mayors to get involved in Let's Moves Cities and Towns.

Representative from **Nemours Child Health Policy and Advocacy**: Are you planning to extend your programs to preschools and childcare centers?

**Ms. Pfohl**: Yes, and that will happen through partnerships. We are trying to figure out how to share best practices and evidence-based research. This is certainly an area and a demographic that the PCFSN is interested in.

Representative of the **New York Road Runners**: We have the capacity to put a lot more kids throughout the country into our free program for schools, but we are frustrated with the lack of response when we contact principals. What can *Let's Move!* do to ensure that principals obey the mandate for physical education?

**Ms. Pfohl**: The role that the PCSNF plays is awareness and advocacy for what we know is evidence-based for kids' activity. Our role at the Federal level is education and advocacy so that it becomes the norm for kids to be active and have physical education in schools and opportunity to participate in after school programs.

**New York Road Runner**: If we all push in a united effort, it's much more likely to happen. I don't know that there's a better way to fight childhood obesity than in the schools.

Representative from **Sun Health Institute for Research and Education**: How can the public help shape the Council's focus on nutrition? How can we bring success stories to you and leverage your visibility to help bring success stories to us?

**Ms. Pfohl**: We are always looking for success stories [[at fitness.gov](http://fitness.gov)] and *Let's Move!* is always looking for stories to put on the [letsmove.gov](http://letsmove.gov) site. Also call us and talk to us. What works in your community may work in other communities.



Other ways to shape the nutrition focus:

- Let's have a dialog and learn more about what you're doing at the local, state, and national level.
- The PCFSN is looking for qualified nutrition-related professionals to appoint to the Science Board. If you know such folks, please send their names and resumes our way.

Representative of **HHS Office of Women's Health, Body Works Program**: How can we become involved as a Federal agency? How will those in the room stay in touch with each other when everyone goes his or her separate ways?

**Ms. Schepper** noted that part of her job is finding out what is going on at Federal agencies. She suggested that other HHS agencies work through the department's Office of Public Affairs. "We want to cross pollinate programs" and avoid silos, she said.

She also suggested that people contact *Let's Move* through its Facebook page and noted that the program is looking at other social networking opportunities to help groups work together at the community level. She mentioned Partnership for a Healthy America as another program through which *Let's Move!* is collaborating to leverage assets and reach mutual goals.

**Ms. Pfohl** noted that the PCFSN already has a relationship with Body Works. As far as staying in touch, she suggested a White House national symposium or regional workshops and asked the audience for feedback on those ideas

A representative from the **American Physical Therapy Association** suggested that groups can connect through implementation of the National Physical Activity Plan. She explained that HHS released guidelines for physical activity in October 2008. The CDC and the University of South Carolina then developed an implementation plan for the guidelines. More groups and individuals are needed to assist with implementation.

Next, the president of the **National Coalition for Promoting Physical Activity**, which is charged with implementing the National Physical Activity Plan, directed anyone interested in helping with implementation to access [ncppa.org](http://ncppa.org) and link to strategy groups and leaders.

**Ms. Pfohl** noted that the PCFSN's next public meeting [probably during national fitness month in May 2011] would be a good time to present an update on the National Physical Activity Plan.

A representative of the **Office of the Civilian Volunteer Medical Reserve Corps** urged interested parties to search at [medicalreservecorps.gov](http://medicalreservecorps.gov) to locate community units and discuss alleviating the health disparities in local communities.

A representative from the childhood obesity program at the **Children's National Medical Center** noted that a disproportionate number of children are morbidly obese. These children have different fitness needs and fall into a different metabolic category. Disadvantaged children comprise the group with the most morbid obesity and the group in which morbid obesity is rising the fastest.

## **Adjournment**

After thanking Council and audience members, PCFSN Co-Chair Dominique Dawes adjourned the meeting.

## **Break**

## **Press Announcement**

PCFSN Co-Chair Dominique Dawes introduced HHS Secretary Kathleen Sebelius to announce a new partnership between the PCFSN, *Let's Move!*, three major after school programs and a major foundation. [Youth from Cleveland Elementary School and KEEN joined government and advocate officials for the press conference.]

### **Kathleen Sebelius, Secretary, HHS**

Secretary Sebelius thanked PCFSN members for serving as role models and mentors in grappling with the challenges of getting the nation in healthier shape. She recalled her recent trip with Ms. Dawes to Oklahoma City to kick off the Let's Move River Sport Challenge and remarked what a difference it makes in motivating kids when they can talk to somebody who has spent her life with the discipline of an athlete. Secretary Sebelius said that Ms. Dawes "could bring some hope and optimism to everybody on that river bank that they too could be an Olympic champ."

### **Million PALA Challenge**

Secretary Sebelius announced the Million PALA Challenge, noting that one of the goals is for every American to understand what PALA is.

***"Winning one isn't hard," she said. "You don't have to be a Dominique Dawes or do a triple axle like Michelle Kwan can do. You don't even have to do a back flip out of your winning NASCAR car [like Carl Edwards] or dunk a basket like Grant Hill. But you have to be willing and able to go outside and take a walk or play kickball, take the stairs instead of the elevator, plant your own vegetable garden***

***like our wonderful First Lady Michelle Obama. That takes care of exercise and a healthy diet at the same time.”***

Secretary Sebelius outlined the requirements for a PALA award:

- Children must engage in 60 minutes or more of physical activity at least five days a week for six weeks.
- Adults must engage in 30 minutes or more of physical activity at least five days a week for six weeks.
- Participants must record what they have done on the online activity log at [presidentschallenge.org](http://presidentschallenge.org).

Secretary Sebelius then provided more details on the challenge:

- “We’re asking every American—from kids in school to their grandparents—to make a personal commitment and challenge themselves to sign up and win a PALA.”
- The PCFSN chose September for the kickoff because it is National Childhood Obesity Awareness Month.
- The Council is partnering with *Let’s Move!*, the First Lady’s initiative to end childhood obesity in a generation. Michelle Obama has brought together stakeholders from every sector, including healthcare, city planners, chefs, grocers, gardeners, business leaders, and entertainers. The PCFSN especially appreciates the partnership of schools and after school programs such as the Boys and Girls Clubs of America, the NRPA, the Y, and various others who are joining in this initiative.
- The challenge goal is for one million Americans to win a PALA by September 2011.

Ending obesity is critical for the health of children and adults:

- Nearly one in three kids is overweight or obese.
- Obese people are at much greater risk for heart disease, diabetes, and various forms of cancer.

Ending obesity is important to the financial health of the country:

- Health care costs have been rising over the last 10 years for adults who are not overweight but costs are skyrocketing for Americans who are overweight or obese.
- If this challenge is not addressed, health costs will consume a larger and larger portion of the economy in future years and the nation will not be as competitive.
- More than 300 million people live in the United States. *Let’s Move!* wants every single one of them to live a healthy life. Having a million Americans win a PALA will be a big step in the right direction.

***“Today on behalf of the President and First Lady Michelle Obama, I want to officially issue the President’s Million PALA Challenge. Let’s move; let’s get to work,” concluded Secretary Sebelius.***

PCFSN Co-Chair Dawes then introduced:

**Robin Schepper *Let’s Move!* Executive Director**

Ms. Schepper noted that:

- The NFL has set a goal of 200,000 kids winning PALA awards.
- USDA is going to join in the Million PALA Challenge through their HealthierUS School Challenge.
- The First Lady has signed up for the challenge and her personal trainer and PCFSN member Cornell McClellan will make sure that she logs her activity every day on [letsmove.gov](http://letsmove.gov).
- Ms. Schepper is signing up her sons, who are eight and four.
- Ms. Schepper is signing up to log in her own weight training, spinning, and yoga.

She concluded: “As we like to say in our office, “‘Let’s move’ and let’s do PALA.”

## **Remarks by President’s Challenge Advocates**

Ms. Dawes introduced representatives from four PALA partners representing the nation’s largest after school programs and a national foundation—Boys and Girls Clubs of America, the National Recreation and Parks Association, the Y, and the General Mills Foundation. All have committed to help meet the Million PALA Challenge.

**Romero Brown, Vice President of Program and Youth Development Services,  
*Boys and Girls Clubs of America***

- The organization enthusiastically supports the PCFSN’s efforts to improve the fitness and health of the nation’s young people.
- Boys and Girls Clubs have been providing hope to those who need it most for more than 100 years. More than 4,100 clubs across the country and on military bases around the world serve more than 4.1 million children.
- The clubs provide character development programs run by trained professional staff. Programs emphasize leadership development; education; career exploration; technology; health and life skills; the arts; sports, fitness, and recreation; and family outreach.
- Fifty-seven percent of alumni believe that clubs saved their lives.
- The PCFSN’s goals align with those of the clubs—getting the nation’s young people to unprecedented levels of fitness and health by challenging them to be more active, to eat better, and to make sound decisions.

- Over the past five years, more than one million young people took part in the clubs' flagship program, Triple Play, in conjunction with major league baseball. The current program, Run and Play, engages children 6-12.
- Boys and Girls Clubs have formed strategic relationships with the Corporation for National Community Service and Nickelodeon to encourage young people to volunteer as coaches and to get community residents involved in physical activity.

**Barbara Tulipane, Executive Director, National Recreation and Parks Association (NRPA)**

- NRPA's mission is to advance parks, recreation and conservation.
- NRPA's vision is to make sure that everyone in the United States has a park within walking distance regardless of where they live.
- NRPA knows that if people have access to a park, they will be healthier.
- There are 100,000 local public parks in America and a parks and recreation agency in each community. Parks can be a solution to the many health problems that currently plague this nation.
- Combating obesity with activity and good nutrition is a goal shared by NRPA, *Let's Move!*, and the PALA initiative. Parks are the perfect place to get physically active because there is something for everyone and admission is free.
- Parks feed more than one million children each year through after school and feeding programs. Parks and recreation agencies are second only to schools as the largest meal provider to children in United States.

**Allison Jones, Vice President of Operations, YMCA Metropolitan Washington**

- Across the nation, 2,687 YMCAs in 10,000 communities engage 21 million men, women, and children regardless of age, income, or background. No one is turned away.
- Ys provide safe and affordable spaces and programs to help both kids and adults learn, grow, and thrive.
- For nearly 160 years, Ys have offered programs that strengthen physical, emotional, and spiritual health.
- Ys are dedicated to engaging kids and their families in activities that will help them achieve better health. PALA is a great way for people to be active and be recognized for their achievements.
- The focus at YMCA Metropolitan Washington is to meet communities and kids where they are.
- PALA requirements can be highlighted through the Y's PHD (physical, health, and driven) program for children ages 5-14 and the mini-PHD program for children ages 3-5. PHD is a nationally-recognized youth wellness program using a combination of assessment tools, fun games, exercise, nutrition education, and family involvement.

- The Washington Metro Y has created a first-in-the-region interactive gaming zone where kids compete against each other as well as against parents and grandparents.
- The Y serves more than 9 million children nationally through such programs as childcare, after school, camps, youth in government, youth sports, and aquatics.
- The Y takes seriously its responsibility to help kids develop behaviors, receive a great education, and develop important values and life skills that they can carry into adulthood.
- The Y's mission extends beyond its walls into the entire community. One example is the PHD mobile unit that delivers the playground experience to children who do not have a playground within walking distance of their homes.
- The YMCA's Healthier Communities Initiative is supported by the CDC as well as the Robert Wood Johnson Foundation. The initiative focuses on collaborative engagement with community leaders about how environments influence health and well being and the role that public policy plays in sustaining change.
- The Y is helping to improve community walkability by changing zoning laws to include sidewalks in new developments.
- The Y is helping to improve access to fresh fruits and vegetables by bringing farmers markets to communities where healthy foods are not available.
- The Y is working to influence schools to implement physical education requirements.
- The Y's Healthy Family Home Program ([healthyfamilyhome.org](http://healthyfamilyhome.org)) provides resources and tools for families to take simple steps toward a healthier life.

Ms. Jones concluded that “we need to make the healthy choice the easy” by ensuring adequate opportunities to engage in healthy behaviors in all the places where people live, work, learn, and play.

**Jeff Peterson, Director of Innovation and Strategy, *General Mills Foundation***

- The General Mills Foundation partnered 10 years ago with the PCFSN's predecessor and launched the Champions for Healthy Kids initiative. This initiative has spent \$20 million to reach five million young people in the past 10 years through grassroots programs developed by the Y, Boys and Girls Clubs, and parks and recreation facilities across the country. The goal of the initiative is to get young people more aware and fit.
- General Mills is a big company with a big foundation and has a lot of obvious assets that it can bring to the table, including grant money, media, and boxes of cereals on which to put messages.
- One unique asset that the foundation brings is 65,000 volunteer coordinators of the Box Tops for Education program. The foundation has challenged these volunteers to host a Family Fitness Night in their schools. The PCFSN has joined in this effort. Students, faculties, and families will talk for an hour about nutrition and fitness and be issued the Million PALA Challenge.

## Media Q&A

An **Anacostia resident** asked Secretary Sebelius how the PALA Challenge plans to address low income communities where there is a multi-generational problem of people lacking access to healthy, fresh foods.

Secretary Sebelius replied that the PALA challenge can be done by everybody regardless of income level or a person lives. She also discussed other initiatives to address the issue:

- One of the important aspects of the broader PCFSN agenda this year is adding “nutrition” to the past sports and fitness pillars. “What you eat fuels your body and is a big piece of being healthy,” she said.
- For the first time, USDA is mapping food deserts where families do not have access to fresh fruits and vegetables at close-by grocery stores.
- HHS has issued the first set of grants designed to help solve the food desert problem. The Louisville, KY, Dollar Store, for example, has added shelving to the front of its retail area so that local vendors can provide fresh fruits and vegetables. Another example is New York City’s program to send “green carts” of fruits and vegetables through neighborhoods.
- Congress recently passed a bill adding more money for the school breakfast and lunch programs, recognizing that fresh fruits and vegetables often cost more than do processed foods.

PCFSN Co-Chair Dawes closed the press conference.

## Outdoor Activity

Cleveland Elementary School After School Program  
Washington, D.C.

Kids Enjoy Exercise Now (KEEN)  
Washington, D.C.

Members of the President’s Council on Fitness, Sports & Nutrition