

U.S. Department of Health and Human Services (HHS)

The President's Council on Physical Fitness and Sports (PCPFS)

Hubert H. Humphrey Building
200 Independence Avenue, SW
Room 800
Washington DC 20201

Wednesday, July 26, 2006
8:30 a.m. to 4:00 p.m.

MEETING SUMMARY

Table of Contents

1.	Call to Order and Roll Call	1
1.1.	Council Members in Attendance	1
1.2.	Council Members Absent	1
1.3.	Other Attendees and Presenters.....	2
2.	Opening Comments	2
3.	Greetings from the White House.....	3
4.	Remarks by HHS White House Liaison	3
5.	Official Swearing In of Mary Lou Retton-Kelley and Dr. Nick Baird.....	4
6.	Executive Director's Report	4
7.	Chair's Report	6
8.	Science Board Report.....	8
9.	Remarks by U.S. Surgeon General	9
10.	President's Challenge Update	10
11.	Scooby Doo Partner Presentation	13
12.	Working Session/Discussion.....	13
13.	Congressional Legislation Promoting Physical Fitness.....	21
14.	Adjournment	22

1. Call to Order and Roll Call

John Burke

Mr. Burke called the meeting to order and welcomed the members of the Council.

Ms. Wargo conducted the roll call.

1.1 Council Members in Attendance

John P. Burke, Chair

Dorothy G. (Dot) Richardson, M.D., Vice Chair

Catherine M. Baase, M.D.

James (Nick) Baird, Jr., M.D.

Kirk M. Bauer

Steven Bornstein

Paul Carrozza (by phone)

Lillian Greene-Chamberlain, Ph.D.

Bill Greer

Edward R. Laskowski, M.D.

T.L. (Tedd) Mitchell, M.D.

Jerry V. Noyce

Mary Lou Retton-Kelley

Donna Richardson-Joyner

W. Edgar Welden, Sr.

1.2 Council Members Absent

Denise Austin

Susan Dell

Elisha (Eli) Manning

Charles Moore

Andy Roddick

1.3 Staff and Presenters

Jamie Burke, HHS Office of White House Liaison

Richard Carmona, M.D., U.S. Surgeon General

Lindsey Delatorre, White House Office of Presidential Personnel

Tynetta Dreher, PCPFS Program Staff Specialist

Joe Ellis, Assistant Secretary for Administration and Management, HHS

Melissa Johnson, PCPFS Executive Director

Joey King, PCPFS Public Affairs Specialist

Leslie Liff, PCPFS Clerical Assistant

Chris Spain, PCPFS Director of Research, Planning, and Special Projects (by phone)

Jane Wargo, PCPFS Program Analyst

Mindy Wasserman, Think 360

Mike Willett, Director, President's Challenge Program; Indiana University

2. Opening Comments

John Burke

Mr. Burke welcomed the Council members and attendees. He said much of the meeting would be devoted to clarifying the Council's goals and developing an action plan for the next 2 years. He hoped that Council members would end the day with simple, clear directions for moving toward those goals.

Melissa Johnson

Ms. Johnson acknowledged the two Science Board members attending the meeting, Dr. Doris Corbett and Dr. Robert Karch, as well as Mr. Jursnick of the National Strength and Conditioning Association, a Science Partner. She also acknowledged Mr. Derek Crandall of the American Recreation Coalition, and Mr. Al Morris from the Department of Homeland Security. Ms. Johnson thanked some representatives of 50th Anniversary partner organizations for attending. She welcomed the speakers for the meeting and also acknowledged the efforts of the PCPFS staff.

3. Greetings from the White House

Lindsey Delatorre

Ms. Delatorre said physical fitness is very important to President Bush, noting that he is among the most active presidents in history and encourages his own staff to be active. The President thanks the Council members for their time and looks forward to the Council's efforts over the next 2 years, Ms. Delatorre said. She provided a brief history of the Council since its creation by President Dwight Eisenhower in 1956.

4. Remarks by HHS White House Liaison

Jamie Burke

Ms. Burke said the U.S. population is becoming older and less active, but she felt there is room for optimism, noting the Council has an enormous opportunity to instill hope and motivate people to be more active. She described the President's and HHS Secretary Michael Leavitt's commitment to fitness in their personal lives. Ms. Burke offered herself as a resource to the Council.

5. Official Swearing In of Mary Lou Retton-Kelley and Dr. Nick Baird

Joe Ellis

Mr. Ellis swore in new Council Member Ms. Retton-Kelley and reappointed Council Member Dr. Baird.

6. Executive Director's Report

Melissa Johnson

Ms. Johnson noted that the Council now has nearly 300 50th Anniversary partners. Recently, the Council's anniversary was featured in *USA Today* (twice) and, thanks to efforts by Ms. Richardson-Joyner, in *Jet* magazine. The Council partnered with WalMart to sponsor the Sportline Steps Across America, in which a team of 12 people walked from New York to California to promote exercise and the President's Challenge. The Council is also partnering with the Department of Education and the Harlem Globetrotters for the CHEER Challenge, through which the Harlem Globetrotters travel to schools to promote physical activity and character education.

The HealthierFeds Physical Activity Challenge, a program piloted by HHS in 2003, will be re-launched across all three branches of the Federal government in 2007. It is expected to cause a spike in the number of people who register online for the President's Challenge.

Council members Mr. Bauer and Ms. Greene-Chamberlain are involved with the Healthier U.S. Veterans program with HHS and the Veterans Administration. The effort uses the President's Challenge as a tool to promote physical activity. The program has the potential to reach 70 million people by targeting veterans, their families, and their communities.

The Council now has three Science Partners: the American College of Sports Medicine (ACSM), the National Athletic Trainers Association, and the National Strength and Conditioning Association. The Alliance for Health, Physical Education, Recreation, and Dance is a potential Science Partner. Ms. Johnson reported that PCPFS recently presented at the ACSM annual conference, which marked the first time the Council officially presented as part of the new partnership agreement. The Council has tapped ACSM members to serve as state coordinators and to run demonstration centers for the President's Challenge. The goal is to have all 50 states represented with state coordinators; the current number is 25.

The Council is involved with an interagency task force looking at the connection between public lands and public health. Also, Ms. Johnson is serving on the National Park Service Advisory Board. The Council is working with HHS, the Department of Education and the Department of Agriculture on its Healthier Children MOU, which includes Game On!, a wellness challenge that educates kids about nutrition and physical activity through a series of activity stations. To date, 100 schools in 40 states have signed up for Game On! A national Game On! event will take place in Washington, D.C., on October 5, 2006 .

On the international level, PCPFS/HHS is working with Jordan's Royal Court and the Ministry of Education on a school fitness initiative. The Jordanians have implemented a pilot program in 144 schools based on the Presidential Physical Fitness Awards Program and formed the Royal Health Awareness Society, chaired by Queen Rania. The first awards will be distributed to students and schools in the Fall of '06.

Ms. Johnson reminded members that her office can customize PowerPoint presentations for Council members to use at speaking engagements, but members should use the version without the Council's logo if they are not speaking on behalf of the Council or are being paid for speaking.

7. Chair's Report

John Burke

Mr. Burke outlined short- and long-term goals for the Council that he developed on the basis of the Council's meeting in May and further discussion with Ms. Johnson.

- Increase the percentage of Americans getting the recommended amount of moderate physical activity 5 or more days per week.

Mr. Burke acknowledged that this goal is far-reaching, but he looked forward to input from the members on how the Council can achieve it.

- Sound the alarm.
 - Work with a public relations firm.
 - Have the most active Council in the history of the President's Council, with each member speaking four times a year.

Mr. Burke said the state of Americans' health is dismal. He hoped that having a firm help with speaking engagements would help the Council members become more active in promoting physical fitness. He noted that some members may prefer to contribute time in ways other than public speaking engagements. Dr. Mitchell suggested the firm act as a speakers' bureau, matching up Council members with appropriate speaking opportunities.

- Create an online adult physical fitness test.

Mr. Burke said the Council has an excellent brand name that should translate to a new product for adults. The Science Board is working with the PCPFS staff on a new test for adults that is expected to launch by end of '06. The new test will provide an opportunity for the PCPFS to take on new relevance.

- Create a lifetime achievement award for those who have made a difference in helping to promote physical fitness and sports.

Mr. Burke saw this award as a way to recognize the unsung heroes who have influenced so many, such as the small-town organizer of the Little League program. It would also serve as another platform for the Council to deliver its message.

- Upgrade the President's Challenge website.

Mr. Burke asked for input from the Council on the direction the site should take in the future.

- Increase the amount of youth exercising 60 minutes per day.
 - Update the current physical fitness test.
 - Get more children and adolescents to take the President's Challenge.
 - Increase the number of children who participate from 5 million to 8.4 million and schools that participate from 32,000 to 50,000.
- Increase the fitness level in companies.
 - Create a best practices program.
 - Create a company tool kit.
 - Increase the number of companies that use the President's Challenge from 10 to 1,000 by the end of 2008.
- Increase the number of governors and mayors who use the President's Challenge from two to 10 by the end of 2008.
- Increase the number of people who use the President's Challenge from 350,000 to 1 million and the number who complete the Challenge from 60,000 to 200,000 by the end of 2008.

Mr. Burke said he would have more clear direction related to resources in the next few weeks. He added that he hoped the Council would create an action plan with a timeline to achieve these goals. Mr. Noyce suggested the Council invest in a presentation coach to help members become better spokespeople.

Action Item

Ms. Johnson will arrange for a seminar at the next Council meeting on working with the media and giving presentations.

8. Science Board Report

Tedd Mitchell, M.D.

Dr. Mitchell, who serves on the Science Board, explained that it was created during the last term of the PCPFS to ensure that the information put out by the Council is as up to date, complete, and user-friendly as possible. He noted that the President's Challenge for children is the same now as it was 20 years ago and not very different from what it was 40 years ago. Therefore, the Science Board is considering revisions. Dr. Mitchell pointed out that the Council's two goals can sometimes conflict with each other: on the one hand, it seeks to improve physical fitness among all people, regardless of their skill level, but on the other hand, it seeks to recognize those who excel in sports and challenge them to develop their skills further. Ms. Johnson added that the Science Board is developing the online version of the President's Challenge for adults.

9. Remarks by U.S. Surgeon General

Richard Carmona, M.D.

Dr. Carmona said public awareness about the Council is building thanks to efforts by Ms. Johnson and council members. However, he recognized the daunting task of combating the high costs of childhood obesity. He asked, for example, who would take on the roles of police officers, firefighters, and soldiers in 20 years? Dr. Carmona said he has enjoyed partnering with the Council to promote the message of personal responsibility for health and commended the members for taking the time to promote fitness. At Dr. Mitchell's request, Dr. Carmona described his upbringing and some of the many jobs he had held before he became a surgeon. He said he became involved in public health because he saw that so many of the conditions he treated as a surgeon were preventable.

Dr. Baase asked how the American health system could shift from a disease focus to a prevention focus. Dr. Carmona said he struggles with how to translate the vast, scientific knowledge about causes of disease and prevention into culturally appropriate messages for diverse audiences. Also, he said we need to recognize the intergenerational changes that must take place to improve overall public health in the long term.

Mr. Noyce asked Dr. Carmona's opinion of incentives for improving health, such as health insurance premium reductions. He replied that he appreciates incentives, but they have been difficult for small businesses to implement. The government is working to propose innovative approaches small businesses can use to incentivize better employee health. However, we must not forget those outside of the mainstream workforce, he said.

Ms. Retton-Kelley asked how to promote healthier eating habits and less fast food consumption. Dr. Carmona replied that fast food restaurants are not solely to blame, as we are all complicit in fast food consumption. He said nutrition is being addressed, and he is working with fast food companies to offer healthier choices, such as fruit and yogurt in kids' meals.

Ms. Richardson-Joyner asked what Dr. Carmona would recommend regarding more nutritious food choices in schools. Dr. Carmona responded that most school cafeterias are following the school lunch program guidelines, but children are able to buy unhealthy foods from vending machines. Schools see vending machine as an important source of income and are reluctant to get rid of them. Dr. Carmona suggests replacing the traditional products in the machines with healthy alternatives.

Mr. Burke asked why restaurants don't have to provide the detailed nutrition information about their offerings that food products do. Dr. Carmona pointed to the "heart healthy" symbols some restaurants use and said he believes more restaurants are promoting healthy choices. He noted that the public's health literacy must also improve.

10. President's Challenge Update

Mike Willett

Mr. Willett explained that Indiana University is contracted to administer the President's Challenge program, its website, and related products. He gave an overview of the program's mission, history, and current awards. The program recognizes both children and adults for their physical fitness and healthy, active lifestyles with four different awards programs.

The President's Challenge program has three school recognition programs: PCPFS Demonstration Centers, Active Lifestyle Model Schools, and Physical Fitness State Champions. For the state champion awards, schools are categorized by size into three categories per state, and certificates are awarded through the mail. Ms. Retton-Kelley suggested that Council members deliver the awards personally to raise awareness and generate enthusiasm about the President's Challenge.

Mr. Willett noted that the President's Challenge is a nonprofit organization funded entirely by sales of awards patches, apparel, etc. The organization can track registered participants and those who purchase items from the organization. However, there is no way to determine how many schools or other groups use the President's Challenge without signing up at the website or buying products. Mr. Willett says approximately 5.3 million students in 32,000 schools use the awards programs. The President's Challenge delivers about 3.2 million awards annually.

The President's Challenge is required in just over 20% of school districts. Ms. Spain emphasized that the President's Challenge is not intended to serve as a physical education curriculum, but rather to complement physical education classes and give students an opportunity to earn recognition for their efforts.

Mr. Noyce pointed out that starting in fall 2006, all school districts with federally funded school meal programs will be required to develop a Local Wellness Policy. He asked whether the President's Challenge could be promoted in the context of the wellness programs.

The website offers free software, Fitness File, that allows teachers to track and compare students' progress. Another benefit of the website has been that online ordering allows customer service agents to spend less time taking orders and more time answering customers' questions.

Mr. Willett identified areas for improvement based on previous meetings with the Council. These include performing market research to determine the market's needs, improving communication with participants and key decision makers, and increasing visibility of the program. The program would also like to develop more corporate partnerships and establish a foundation.

Mr. Willett concluded his presentation by guiding the Council members through the website and demonstrating the online registration process. Mr. Bornstein asked if the

website could accept advertising. Ms. Johnson replied that the question is under consideration.

Action Item

The PCPFS will identify a subset of state award winners and coordinate awards presentations by Council members.

Action Item

The PCPFS will increase efforts to promote the President's Challenge as a tool for meeting the physical fitness requirements of new, mandated school wellness programs.

Action Item

Ms. Johnson will notify the Council when a decision has been made on whether the President's Challenge website can accept advertising.

11. Scooby Doo Partner Presentation

Mindy Wasserman

Ms. Wasserman said the Del Monte company sees itself as nourishing families every day and recognizes that pets are part of the family. She described some of the messages the company has used to promote healthier eating. Del Monte saw an opportunity to promote activity among children by focusing on the family dog. The company, which produces Scooby Snacks and other pet products, made the Scooby Doo character the centerpiece of its Get Out and Doo! campaign, partnering with the President's Challenge. The third HealthierUS Fitness Challenge at RFK Stadium, Washington, D.C., in May 2006 featured Get Out and Doo! activities for children and their dogs. Del Monte plans to expand Get Out and Doo! and make it an annual occurrence.

12. Working Session/Discussion

John Burke

Mr. Burke led a brainstorming session around the goals summarized in the Chair's Report and the areas of interest identified by Council members at a previous meeting. To set the stage for the discussion, Dr. Baird showed a series of slides from the Centers for Disease Control and Prevention (CDC) that illustrated the rapid increase in obesity across the country in the past 20 years. Ms. Johnson pointed out that 16% of children, or about 9 million kids, are considered overweight.

Mr. Burke underscored the need to "sound the alarm" about obesity in America. He reiterated the goal of having all PCPFS members involved in speaking engagements for the Council at least four times a year. Dr. Mitchell and Ms. Retton-Kelley suggested that high-profile Council members should be asked to attend high-profile events.

Dr. Baase said the Council should identify its target audiences and determine the appropriate speakers and events. The Council identified the areas of focus as education, corporate, community, government, and media. Dr. Richardson emphasized the importance of repeating the message, and Dr. Baase added that the message must be sustainable. Dr. Baase noted that the Council should capitalize on other opportunities, such as the World Economic Forum, to spread the message about the importance of fitness.

Mr. Greer recommended a multipronged, multimedia approach to getting out the message. Ms. Johnson noted that about 40 states have governors' or mayors' councils on fitness or a state coalition on fitness/health, and the PCPFS staff is in contact with them. Dr. Richardson suggested spreading the message through advertising at movies and large professional sporting events. She suggested professional sports organizations be asked to promote fitness. Ms. Richardson-Joyner noted that she will be involved in a health fair that takes place in conjunction with the Super Bowl in Miami, Florida.

Mr. Greer said food companies are seeking ways to improve their public image and may want to promote the PCPFS message. Ms. Johnson pointed out that the Council cannot endorse products, so there are some limitations on how it can interact with commercial entities. When Del Monte promoted the President's Challenge, it did so through freestanding package inserts, and the information was not on the products themselves.

Ms. Johnson noted that the PCPFS staff is pursuing the possibility of including a fitness-related message on all products, similar to the Surgeon General's warnings included on alcohol and tobacco products. Dr. Mitchell suggested a Council Seal of Approval, but Ms. Johnson said that would be considered an endorsement.

Dr. Laskowski recommended that health insurance companies be asked to help spread the message. He stated that Blue Cross/Blue Shield has invested heavily in an advertising campaign to promote physical activity.

Ms. Retton-Kelley suggested the Council create public service announcements for television and radio using the Council's high-profile/celebrity members. Ms. Johnson noted that PSA's are often not aired on prime time. Dr. Laskowski mentioned that some public service announcements featuring celebrities do get aired on prime time.

Dr. Richardson suggested the Council involve other individuals who are interested in joining the Council. Ms. Johnson noted that the Council would like to create the designation "ambassadors" for such people (many of whom are involved in media).

Mr. Greer said it would be helpful if the various Federal agencies promoting health and fitness initiatives would collaborate, because currently there are so many different initiatives. He suggested designating the HealthierUS initiative as the lead, with other efforts "trickling down" from that.

Dr. Richardson recommended the Council partner with health care providers, hospitals, and insurance companies to capitalize on their existing wellness initiatives. Dr. Mitchell suggested also contacting large medical societies, because a surprising number of health care providers are unaware of the scope of the obesity problem. Dr. Richardson put forward the idea of a prescription pad that prompts health care providers to develop a prescription for exercise that emphasizes the importance of fitness and promotes the Council's web site. Ms. Johnson said the Council has developed a prescription pad, most recently in partnership with the American Association of Clinical Endocrinologists. She added that the Council has many handouts and other items that Council members can use when they speak on behalf of the Council.

Ms. Johnson added that speaking engagements should be coordinated through her office and there are restrictions on payment and reimbursement in such cases. However, Council members can refer to the Council's products, website, initiatives, etc., whether they are speaking on behalf of the Council or not. The Council already takes part in about 100 speaking engagements per year, and about half of the Council members are already involved in those engagements.

Dr. Baase echoed the need to get more information to medical professionals. She mentioned that the American College of Obstetricians and Gynecologists has trained spokespeople in each state who are designated as media contacts for topics in the field of obstetrics and gynecology. She suggested the Council provide information via online message boards to health care providers. Dr. Baase said she has contacts at most medical associations.

Mr. Burke suggested the Council focus initially on some of the ideas for which it could deliver results and extensive resources are not needed. He identified the easiest ideas as getting all Council members active in speaking. The Council then discussed how it might organize the suggestions by the target audience.

Mr. Burke returned to the idea of having Council members deliver President's Challenge Physical Fitness State Champion Awards in person. Each year, 150 such awards are presented (three in each state). Mr. Burke suggested selecting a subset of those (e.g., 25 awards) to serve as the basis for a high-profile event. Ms. Johnson noted that the budget would not permit so many high-profile events. Ms. Spain noted that it would be difficult to rank the awards in any hierarchical order.. Ms. Johnson agreed that her office would select a subset of award-winners. Mr. Burke asked that the Council create 25 high-profile events per year, beginning this fall.

Mr. Burke said he would talk with Mr. Bornstein about the possibility of partnering with professional sports. Dr. Mitchell suggested focusing on the National Football

League for now, then using the effort as a model for future initiatives. Mr. Manning will be asked to participate in this effort.

Mr. Burke asked Council members to submit names of potential Council Ambassadors. Dr. Baase and Dr. Mitchell agreed to promote the Council in the context of speaking with medical associations. Ms. Spain invited Dr. Mitchell to speak on behalf of the Council at the Joint Commission on Sports Medicine and Science, which meets in Dallas in 2007, and he agreed.

Ms. Johnson gave some details about the proposed adult online fitness tests in development. The online, interactive test relies on self-reporting and includes elements of cardiovascular fitness, flexibility, and strength. (A paper version of the test will also be available.) She said the Council has received many requests for such a test, often from individuals who participated in the President's Challenge as children and want to know how they stack up now. Ms. Johnson said her office is considering creating a certificate award that individuals could download. Ms. Spain noted that the Council had addressed adult fitness in previous initiatives (e.g., Fit America and the Adult Fitness Card). Ms. Johnson also noted that it is permissible to link to the Fitness.gov website with permission.

Ms. Retton-Kelley expressed her enthusiasm for the lifetime achievement award and asked how award winners would be selected. There was consensus that the award should recognize "ordinary" people who have motivated many others to become active. There was some discussion about how many awards should be presented each year, with some suggesting no more than five to maintain the prestige of the award, while others suggested as many as one award per state. Mr. Burke suggested presenting 10 awards over the next year. Mr. Bauer suggested using the state councils and coalitions to spread the word when nominations are sought.

Ms. Greene-Chamberlain noted that Maryland recently established wellness awards for schools, businesses, communities, etc. Mr. Bauer recommended the Council use

the Maryland program as a model. Dr. Mitchell suggested an award for companies or groups that meet certain criteria for promoting fitness among their employees or members. Mr. Noyce said the Council should not take on the role of certifying programs or delivering seals of approval, but he thought Dr. Mitchell's suggestion offered a significant opportunity to recognize companies that promote a healthy workforce or work site.

Ms. Richardson-Joyner said the Council should aim for creating a Presidential Medal for health and fitness. Ms. Johnson said this idea would need to be proposed through White House Liaison.

Regarding the goal of increasing fitness levels in companies, Mr. Noyce said the Council should identify criteria for a health workforce recognition award. Dr. Baird said the Ohio Governor's program incorporated such an effort, and the Council could use it as a model program. He noted that while determining selection criteria was difficult, the effort has been the most effective arm of the Healthy Ohioan initiative. Dr. Baird said the criteria focus on how well companies understand the role of fitness in their organization and what they do to promote fitness, such as having fitness centers on site. The Healthy Ohioan initiative also encourages companies to share their best practices and has published a toolkit for small businesses with limited resources. Dr. Baird emphasized the importance of making the business case for fitness using data that demonstrate the return on investment. Ms. Johnson noted that HHS offers the Secretary's Prevention Awards for companies and the CDC is working on corporate health promotion activities. She said small companies face barriers to implementing wellness programs.

Dr. Baase pointed out that despite the numerous corporate recognition awards and toolkits, the efforts seem to be limited and fractured, with little impact. Dr. Mitchell countered that the Council has a distinct brand-name that can be leveraged to create a successful campaign. Ms. Johnson suggested the President's Challenge be used as a

criterion for a corporate recognition award, and Dr. Baase suggested that it use the Healthy People 2010 criteria.

Ms. Johnson said her office would like to initiate a CEO roundtable program to share best practices, feasibility evaluations, research on return on investment, etc. Mr. Noyce suggested the first roundtable participants be selected by the Council. Dr. Baase recommended that it be hosted by Secretary Leavitt. She said influential business people should be encouraged to deliver the message of fitness to their peers and that the economic imperative be emphasized. She suggested translating the data on obesity trends into specific probability figures for a given organization.

Dr. Mitchell noted that the President's Challenge is being reviewed and updated. He said that to increase the number of youth exercising 60 minutes/day, the Council needs to find a way to address decision makers in the school systems. Dr. Baird noted that the Healthy Ohioan initiative includes a Governor's Award that recognizes wellness in schools. He said he would add the President's Challenge to the mechanisms for earning points toward that award. Dr. Laskowski thought schools have not taken into account the data on obesity. Ms. Spain reiterated that the new law requiring schools to have a wellness policy program is an opportunity to spread the word about the President's Challenge. Mr. Bauer pointed out that if more governors and mayors establish wellness initiatives, they can serve as vehicles to promote the President's Challenge in schools.

Ms. Spain pointed out that the office is also looking beyond schools to promote fitness to kids, including reaching out to before- and after-school programs. Ms. Richardson-Joyner suggested contacting Boys' and Girls' Clubs. Ms. Spain said outreach efforts have been directed at the clubs, as well as Boy Scouts and Girls Scouts programs, but it is difficult to track the extent that they use the program if they don't buy awards or use the online tools. Dr. Richardson asked if the scouting programs would be willing to establish a patch for the President's Challenge. Ms. Richardson-Joyner said the Council should reach beyond schools to promote its

message to, for example, church groups. Mr. Burke agreed and suggested also reaching out to youth groups and home-schooled children.

Mr. Burke and Dr. Baird described their experiences helping to establish a governor's wellness initiative in Wisconsin and Ohio, respectively. In both cases, in-person meetings with the governor were key. Ms. Johnson said her office has talked with governors' offices in almost every state, and some have created their own wellness initiatives (e.g., Minnesota, California, Indiana, Texas, and Colorado). Ms. Johnson said there is progress in some states. Ms. Richardson-Joyner said she would promote a mayor's council when she met with the mayors of Detroit and Miami. Mr. Burke said he would provide her with the presentation he used in Wisconsin.

The Council agreed to establish four subcommittees:

- *Corporations*: Dr. Baase, Dr. Baird, Mr. Bauer, Mr. Carrozza, Mr. Greer, Mr. Noyce, and Mr. Moore
- *Education, Community Groups, and Faith-Based Groups*: Dr. Mitchell, Ms. Richardson-Joyner, Dr. Richardson, Mr. Bauer, Ms. Greene-Chamberlain (first responders), and Mr. Welden
- *Lifetime Achievement Award*: Dr. Richardson, Ms. Retton-Kelley, Ms. Greene-Chamberlain, Ms. Richardson-Joyner, and Mr. Manning
- *Sound the Alarm: Media, Public Relations, and Marketing*: Mr. Bornstein, Mr. Manning, Ms. Retton-Kelley, Dr. Mitchell, Ms. Dell, Dr. Laskowski, Ms. Richardson-Joyner, and Ms. Austin

Mr. Bauer recommended that each subcommittee incorporate issues specific to special populations and people with disabilities. Mr. Burke said he would work with Ms. Johnson to identify goals and establish timelines for each subcommittee.

Action Item

The results of the working session will be summarized, organized, and distributed to Council members on August 1, 2006.

13. Congressional Legislation Promoting Physical Fitness

Sheila Franklin

Ms. Johnson invited Ms. Franklin of the National Coalition for Promoting Physical Activity (NCPA) to describe to the Council two pieces of legislation before Congress that highlight fitness. The Personal Health Investment Today act was initiated by the NCPA and proposes allowing individuals to use tax-advantaged accounts, such as flexible spending accounts and health savings accounts, to pay for exercise classes, sports league fees, health club memberships, fitness equipment, etc. The proposal has received a "phenomenal response," Ms. Franklin said, because it would lessen the financial burden of being active. The legislation was introduced in May 2006 and is gaining a solid base of bipartisan co-sponsors.

The Workplace Health Improvement Program would also use the tax code to address fitness. At present, workplace fitness facilities present no tax burden to employers or employees. However, if an employer provides funds for employees to join a health club or take exercise classes, the employee is taxed on that benefit. The proposed legislation would make such benefits tax deductible for both employers and employees. The legislation has been in Congress for several years and now has 92 cosponsors in the House and 10 in the Senate. Ms. Franklin hoped the legislation would move forward this year, perhaps in conjunction with some other legislation.

Ms. Franklin invited the Council members to e-mail her for copies of the NCPA's newsletter.

14. Adjournment

John Burke

Mr. Burke said the next Council meeting was tentatively scheduled for November 13. The Council plans to meet in May and November each year. Mr. Burke adjourned the meeting.

—Report prepared and submitted by Dana Trevas (dtrevas@aol.com)