



PRESIDENT'S COUNCIL ON  
*Fitness, Sports & Nutrition*

**You're It!**  
**Get Fit!**

## PRESIDENT'S COUNCIL QUARTERLY

December 2010 Newsletter

[www.fitness.gov](http://www.fitness.gov)



Dear PCQ Subscribers,

We are excited to bring you the inaugural issue of our new newsletter – *President's Council Quarterly* (PCQ)! In this special year-ending issue we will update you on some exciting developments at the President's Council on Fitness, Sports and Nutrition (PCFSN) and provide you with the information you need to jumpstart or maintain a healthy lifestyle. This includes information on how you can earn your very own Presidential Active Lifestyle Award (PALA)!

Over the past six months, the Council has undergone tremendous growth in a variety of areas. On June 23<sup>rd</sup>, we were given an expanded charge when President Barack Obama amended Executive Order 13265 and added nutrition to our name and our mission. The President understands that in order to make America a fit nation, we **MUST** focus on both sides of the healthy living equation—physical activity and nutrition.

Over the summer, First Lady Michelle Obama announced the President's new Council appointees at an event in Washington, D.C. Council Co-Chairs—Super Bowl XLIV MVP and New Orleans Saints quarterback, **Drew Brees**, and three-time Olympic Gymnast and motivational speaker, **Dominique Dawes**—have already done a great job leading us into a new era and a new day!



*Drew Brees*



*Dominique Dawes*

In addition to advising the President, Council members travel across the Nation to educate, engage and empower Americans to get moving and eat better. They do this by promoting PALA and other President's Challenge programs, and letting organizations and individuals know how they can get involved with *Let's Move!*, First Lady Michelle Obama's initiative to reduce the rates of childhood obesity in America within a generation.

Let me introduce you to the other members who were appointed by the President to serve on the Council:

**Dan Barber** – Sustainable Farming Chef, Restaurant Owner (Blue Hill Farms)  
**Tedy Bruschi** – NFL Player (New England Patriots, ret.), ESPN Analyst  
**Carl Edwards** –NASCAR/Sprint Cup Champion  
**Allyson Felix** – U.S. Olympic Track & Field Athlete  
**Grant Hill** – NBA Player (Phoenix Suns forward), 7-time NBA All-Star  
**Donna Richardson Joyner** – Fitness/Nutrition Expert, Best-selling Faith and Fitness Video Personality (Body Gospel, Sweating in the Spirit)  
**Billie Jean King** – International Tennis Champion (ret.) and Founder of the Women’s Tennis Association, Women’s Sports Foundation and World Team Tennis  
**Michelle Kwan** – U.S. Olympic Figure Skater (most decorated in American history)  
**Dr. Risa Lavizzo-Mourey** – President, Robert Wood Johnson Foundation  
**Cornell McClellan** – Personal Trainer for the Obama Family and Owner of Naturally Fit  
**Dr. Stephen McDonough** – North Dakota-based Pediatrician, Author  
**Chris Paul** – NBA Player (New Orleans Hornets guard), 3-time NBA All-Star  
**Curtis Pride** – MLB Player (L.A. Angels, ret.), Head Baseball Coach at Gallaudet University  
**Dr. Ian Smith** – Renowned Medical/Diet Expert, Author and Network Television Personality (Celebrity Fit Club)



*PCFSN Council Meeting Activity Session in Washington, D.C., September 14, 2010 (l-r): Grant Hill, Michelle Kwan, Cleveland Elementary Students, Dr. Stephen McDonough, Shellie Pfohl*

The Council and I have been very busy meeting Americans where they live and developing key partnerships with public, private and non-profit organizations—some of which we highlight in this issue.

The Council’s Science Board has been active as well, releasing their latest Research Digest on *Physical Activity and Breast Cancer: Prevention, Survival, and Mechanisms*. Visit <http://presidentschallenge.org/informed/digest/docs/sept2010digest.pdf> to view the digest.

We also recently unveiled a new and improved website, which is more compelling, informative and easy to use. We hope that you will keep up with our Council activities, programs and initiatives through this newsletter and on a regular basis by visiting us at [www.fitness.gov](http://www.fitness.gov).

We want to hear from you! If you are interested in partnering with us, please [contact a member of our President's Council team](#).

As we head into the New Year, I wish you and your family a happy, healthy and active holiday season!

Sincerely,



Shellie Y. Pfohl, M.S.  
Executive Director, PCFSN

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## [Congress approves National Foundation on Fitness, Sports and Nutrition Reauthorization Act](#)

Last week Congress approved the National Foundation on Fitness, Sports, and Nutrition Establishment Act, which establishes the infrastructure to support physical activity, sports and nutrition for all Americans. The bill creates a Congressionally-chartered foundation that will help cultivate private sector partnerships and funding for key programs and initiatives of PCFSN.

Senator Mark Warner (D-VA) and Congressman John Sarbanes (D-MD) sponsored the bill in Congress and garnered bi-partisan approval for its passage. Tom McMillen, Chair of the Coalition for the National Foundation on Physical Fitness, Sports and Nutrition and former Co-Chair of PCFSN during the Clinton administration, first introduced the bill as a Congressman 15 years ago and was very instrumental in keeping the legislation at the fore.

### [2010 PCFSN Award Winners](#)

**PCFSN Lifetime Achievement Awards** are given annually to individuals whose careers have greatly contributed to the advancement or promotion of physical activity, sports or nutrition nationwide. The following recipients were awarded LAAs in 2010:

**Darell Hammond** – Darell Hammond is the CEO and Co-Founder of KaBOOM!, a national non-profit dedicated to saving play and creating play spaces for America’s children. Darell co-founded KaBOOM! in 1996 and in the past 14 years the organization has directly led the building of more than 1,900 playgrounds, skate parks, ice rinks and sports fields which serve more than 1 million children across our nation every year. KaBOOM! has raised more than \$170 million to support the cause of play among children.

**Barbara Jones “BJ” Slater** – As an athlete and educator, Barbara Jones Slater has spent her life promoting physical activity and fitness. At the age of 15, she became the youngest athlete to compete in the track and field events at the XVth Olympic Games in Helsinki, Finland. As a member of the legendary Tennessee State Tigerbelles and the U.S. Olympic Team, Barbara captured a gold medal and broke the world record in the 4 x 100-meter relay with her teammates. She also earned gold medals in 1955 at the Pan American Games and at the 1960 Olympic Games in Rome, Italy. Barbara was a teacher for over 47 years and retired from the DeKalb Alternative School in Stone Mountain, Georgia in 2009.

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

**Sara Bergsten**  
**Jeffrey Chu**  
**Ursula Cox**  
**Connor Dantzler**  
**Roger Dodsworth**  
**Cari Draft**  
**Thomas V. Esparza**  
**Freiker**  
**Rodrigo Gamboa**  
**Bev and Don Gardner**

**Michelle Glick**  
**Tom Kelleher**  
**Nancy Kevorkian**  
**Learning Landscapes**  
**John Lewis, Jr.**  
**Andrej Milic**  
**John Molina**  
**Jessica Marie Morales**  
**Playworks**  
**Marilyn Price**

**Nettie Reeves**  
**Joseph Schmitz**  
**Stephanie Hilton Sewell**  
**Sean Smith**  
**Sarah Strickland**  
**James L. Toth, Sr.**  
**Transportation**  
**Alternatives**  
**Chris Valdez**

## 2011 PCFSN Award Nomination Details

If you would like to submit a nomination for a 2011 Lifetime Achievement Award or Community Leadership Award, visit: <http://fitness.gov/presidents-challenge/pcfsn-awards/index.html>. All nominations must be received by February 1, 2011. In 250 words or less please explain the significance of the individual's accomplishments and how his/her efforts have improved the lives of others. Include information on the size of the community touched by the individual(s) and the frequency with which the individual(s) interact(s) with this population. Please submit the online nomination form and essay to: Megan Nechanicky by email at [PCFSNawards@hhs.gov](mailto:PCFSNawards@hhs.gov) or fax to 240.276.9860.

## Council Meeting Recap – September 14, 2010

The first Council Meeting with PCFSN's 16 appointed members was held on September 14<sup>th</sup>, 2010, in Washington, D.C. Co-Chair Dominique Dawes welcomed the Council and, along with Executive Director Shellie Pfohl, led an administrative meeting with Council members at the Eisenhower Executive Office Building. During the afternoon session, Pfohl led a lively discussion about the vision, goals and strategy for the Council.



*PCFSN Activity Session in Washington, D.C., September 14, 2010:  
KEEN youth playing with Curtis Pride and Chris Paul*

The Council then hosted a public meeting, which was held at George Washington University. The forum allowed the Council members and partners to discuss their efforts to fight childhood obesity with the general public and the media.

Newly appointed Executive Director of *Let's Move!*, Robin Schepper, talked about how they plan to integrate their initiatives with PCFSN. Health and Human Services Secretary Kathleen Sebelius generated even more excitement by announcing the "Million PALA Challenge," a joint initiative of PCFSN and *Let's Move!* to get more Americans moving. *(Read the next section for more information.)*

The day concluded with fun activities at the park across the street where Council members and youth from Cleveland Elementary School and Kids Enjoy Exercise Now (KEEN) Greater DC, which encourages physical activity for kids with disabilities, demonstrated how fun and easy it is exercise regardless of age, background or ability.

## Million PALA Challenge



In the Fall, PCFSN launched the Million PALA Challenge with *Let's Move!* to get one million (or more) Americans, both youth and adults, to achieve the Presidential Active Lifestyle Award (PALA) by September 2011. The three largest after-school programs in the nation—the Boys & Girls Clubs of America, the Y, and National Recreation and Park Association—as well as the General Mills Foundation, we there to announce their partnership with the Council in the Million PALA Challenge initiative.

Organizations can sign up as a group by becoming a [President's Challenge Advocate](#) and promote the PALA for your members using the President's Challenge seal and PALA program materials. To earn the PALA, youth must maintain 60 minutes of physical activity a day (30 minutes a day for adults), 5 days a week for 6 weeks. PALA is a great way to jumpstart or maintain a healthy lifestyle.

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.presidentschallenge.org](http://www.presidentschallenge.org).

## HHS News and Reports

**Healthy People 2020:** Earlier this month, HHS launched the latest version of the historic Healthy People initiative — a comprehensive national health promotion and disease prevention agenda for the next decade. Over the past 30 years, Healthy People has served as a framework for public health aspirations and actions. By establishing goals, objectives and targets in a number of topic areas, Healthy People has served as both a public health roadmap and compass for the country.

Healthy People 2020's overarching goals for all Americans include:

- Attaining high quality, longer lives free of preventable disease, disability, injury, and premature death.
- Achieving health equity, eliminating disparities, and improving the health of all groups.
- Creating social and physical environments that promote good health for all.
- Promoting quality of life, healthy development, and healthy behaviors across all life stages.

\*Excerpted from blog by Dr. Howard Koh, HHS Assistant Secretary for Health. To read more, click [here](#). To view the Health People 2020 report, visit: [www.healthypeople.gov](http://www.healthypeople.gov).

## PCFSN Appearances (January-March 2011)

January 6-9, 2011, **International Consumer Electronics Show**

Las Vegas, NV

Shellie Pfohl will deliver keynote remarks at the "FitnessTech Summit" on January 7<sup>th</sup>

<http://www.cesweb.org>

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January 27-30 and February 2-6, 2011, **NFL Experience at Super Bowl XLV**

Dallas, TX

PCFSN Council member Donna Richardson Joyner will participate; PCFSN/Let's Move! will exhibit

<http://www.nfl.com/superbowl/story/09000d5d81b808f1/article/nfl-experience-general-information>

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February 2, 2011, **National Girls and Women in Sports Day**

Washington, DC

<http://www.aahperd.org/nagws/programs/ngwsd/>

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February 9, 2011, **1<sup>st</sup> Anniversary of Let's Move!**

<http://www.letsmove.gov/>

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March 29-April 2, 2011, **American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) National Convention and Expo**

San Diego, CA

PCFSN Co-Chair Drew Brees will deliver keynote remarks on March 31<sup>st</sup>

<http://www.aahperd.org/whatwedo/convention/>

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### The Blogosphere (from *Let's Move!*)

- [The President & First Lady on Child Nutrition Bill](#) - By Jesse Lee
- [Let's Move! Goes to the Pop Warner Football, Cheer & Dance National Championships](#) - By Shellie Pfohl
- [Helping Kids Be Physically Active](#) - By Robin Schepper
- [DC-Area Youth Achieve PALA and Meet the President and First Lady](#) - By Beata Okulska
- [Moving and Dancing at the "Best Bones Forever!" Weekend Jam in Atlanta](#) - By Allyson Felix
- [Go Girl Go!](#) - By Billie Jean King
- [Walking to School Gets Kids Out of the Car and onto Their Feet](#) - By Dr. Howard K. Koh, HHS Assistant Secretary for Health
- [Success Story: Adaptive Sports Programs Encourage Physical Activity for All](#) - By Andrea Cernich
- [Soccer on the South Lawn](#) - By Erin Edgerton

### Let's Move! Website and Newsletter



To learn more about the First Lady's Let's Move! initiative, visit [www.letsmove.gov](http://www.letsmove.gov) or [sign up](#) to receive their weekly update newsletter.

### Let's Move Faith and Communities

The First Lady recently launched the Let's Move: Faith and Communities initiative. To learn more, click [here](#). To view the Let's Move Faith and Communities Toolkit, visit:

<http://www.whitehouse.gov/sites/default/files/microsites/Lets-Move-Toolkit-Faith-Communities.pdf>.

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If you have comments or questions about the newsletter, email: [fitness@hhs.gov](mailto:fitness@hhs.gov).

If you no longer wish to receive messages from the President's Council on Fitness, Sports & Nutrition, please send an email to [listserv@list.nih.gov](mailto:listserv@list.nih.gov) with the following information only in the body of your email: SIGNOFF pcpsnews-l.