



**PRESIDENT'S COUNCIL QUARTERLY
May 2011 Newsletter**
www.fitness.gov



Dear PCQ Subscribers,

The President's Council on Fitness, Sports and Nutrition (PCFSN) has started off 2011 with a bang! It has been a constant whirlwind of activity since I sent out our last edition of *President's Council Quarterly*, so I'm excited to share our latest updates and accomplishments with you.

In early January I was honored to be included as one of the speakers for the Sports and Fitness Tech Summit at the Consumer Electronics Show (CES) in Las Vegas. CES is the world's largest consumer technology trade-show, held annually in Las Vegas. With the active gaming industry growing around the world it makes sense for the health and fitness communities to take advantage of this cutting edge trend. Gaming such as Wii Fit, EA SPORTS Active and Kinect have become wildly popular with not only youth, but people of all ages. Technology is not going away, so we need to meet people where they are and have them engage in active rather than sedentary screen time — as part of physical education curricula in schools as well as in leisure time activities at home.

Prior to my speech at CES I had the opportunity to visit Kenny Guinn Middle School in Las Vegas to see how they use active gaming as part of their PE curriculum. By using active gaming to focus on inclusion, they are able to help students of varying abilities all come together to be more physically active. You can read more about my experience at Kenny Guinn Middle School by visiting <http://www.letsmove.gov/blog/2011/01/24/high-tech-solutions-can-help-fight-obesity/>.



Shellie Pfohl, PCFSN Executive Director, with students from Kenny Guinn Middle School in Las Vegas, NV.

February 9th marked the one-year anniversary of First Lady Michelle Obama's [Let's Move! initiative](#). In the days surrounding the anniversary many PCFSN Council members were front and center as part of the celebrations held across the country to commemorate this achievement. Events were held in each of HHS' ten regions. Several stakeholder calls with the First Lady were held to recap *Let's Move!* accomplishments, thank the many partners and organizations who helped *Let's Move!* in this first year of the initiative, and to encourage continued growth and support as *Let's Move!* heads into its second year. [Council Co-Chair Dominique Dawes](#) was a featured speaker on one of the calls on which she encouraged participation in the Council's [Presidential Active Lifestyle Award \(PALA\)](#) program and the [Million PALA Challenge](#). Additional information on this milestone for *Let's Move!* is featured in the pages below.

As the President's Council moves forward we are in full swing on preparations for May, which is National Physical Fitness and Sports Month. Stay tuned for additional information on our next Council meeting, scheduled for May 10th. We will have additional details for you on that soon in a separate communication. In the meantime, mark your calendars and I look forward to seeing those of you who will be able to attend the meeting.

Sincerely,

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

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COUNCIL ANNOUNCEMENTS/UPDATES:

Million PALA Challenge



Since the New Year, President's Challenge and Council staff have been working feverishly to standup a number of new features and resources in support of the Million PALA Challenge. The goal of this year long initiative is to motivate 1 million youth and adults to achieve the Presidential Active Lifestyle Award (PALA) by the end of September 2011.

In early January the new online PALA Activity Tracker Tool was released. Not only does the new version bring a new look and feel for participants and group administrators, it includes a number of requested enhancements such as more intuitive navigation, user photo uploading, the ability to message fellow group members, and post on a social message board and much more. Group administrators can also generate reports detailing participant activities and award progress, provide a group description and logo, provision additional group administrators, and capitalize on additional administrative functions. Finally, for large groups/organizations that are President's Challenge Advocates, we are pleased to offer access to a custom portal page that allows participants to register and join a specific group and create subgroups to further organize participants. So, if you're not already a [President's Challenge Advocate](#), now is the time to join us!

Million PALA Challenge (cont.)

The system enhancements are complemented by a brand new website supporting the Million PALA Challenge. Visit www.millionpalachallenge.org to learn more about the initiative, sign up, follow its progress, find resources for participants and group administrators, and learn what our Advocates are doing in support of the Challenge. If you haven't already visited, check it out today.

Now is the time to engage in PALA as a participant, group leader, or Advocate. You'll be able to take advantage of our new resources and help us motivate at least 1 million Americans to achieve the PALA. Best of all you'll be playing an important role in improving the health of our Nation!

[Join the Million PALA Challenge!](#)

President's Challenge Advocate Updates

The President's Council partners regularly with a variety of organizations from both the public and private sectors, many of whom serve as our [President's Challenge Advocates](#). These organizations work tirelessly to support the mission of the PCFSN and help in getting our messages out to their constituents. This segment is dedicated to highlighting some of the great work being done by our partners to promote our Presidential Active Lifestyle Award (PALA) and our currently running Million PALA Challenge:

- [Miami-Dade County Public Schools](#) — For the Million PALA Challenge, Miami-Dade County Public Schools has stepped up in a big way and committed to having 50,000 of its students achieve the PALA. In the first wave of their PALA challenge, they have already surpassed that amount and are looking to add to their total as they begin wave 2.
- [NFL Play 60](#) — NFL PLAY 60 is encouraging achievement of the PALA through the NFL PLAY 60 Challenge, an in-school program of PLAY 60 in partnership with the American Heart Association. Through the NFL Play 60 program, over 100,000 youth will complete the PALA.
- [Fuel up to Play 60](#) — Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by the National Dairy Council (NDC) and the National Football League, in collaboration with United States Department of Agriculture (USDA). They have committed to helping 100,000 youth complete the PALA. FUTP60 seeks to increase levels of physical activity among school-age youth to 60 minutes a day while encouraging healthy eating habits.
- [United States Tennis Association \(USTA\)](#) — The USTA/NJTL (National Junior Tennis & Learning) network of tennis and education chapters is committing 200,000 of their members to achieve the PALA. The program focuses on increasing the activity levels of thousands of diverse, low-income youth across the nation while also educating these same participants and their families about leading healthier lifestyles.
- [24 Hour Fitness](#) — 24 Hour Fitness is spreading the word about the PALA challenge throughout their vast network of over 420 fitness clubs across the country. To show their commitment to a healthy lifestyle, 24 Hour Fitness has committed to getting 100,000 of their members to achieve the PALA.
- [Active Network](#) — Active Network is using their popular "Couch to 5K" program as a mechanism for 100,000 of their users to achieve the PALA. Since the PALA's goal is to jumpstart a healthy lifestyle, Active Network is helping more Americans get off the couch and be more active.
- [Girls on the Run \(GOTR\)](#) — Girls on the Run is using the PALA in their curriculum to show the benefits of physical activity in all aspects of life, and has committed 10,000 girls who participate in the program to earn the award. In addition, the program's strong focus on family has moved GOTR to commit to 15,000 parents and family members of GOTR participants to achieve their PALA as well.

Partnership/President's Challenge Advocates Updates (cont.)

- [Kids Bowl Free](#) — Through the Kids Bowl Free Summer Bowling Program, over 900 bowling centers across the country are offering two free games of bowling every day to youth. Kids Bowl Free has committed to 2,000 of their participants to achieve the PALA through the most popular competitive sport in America, bowling.
- [My Gym](#) — My Gym has committed to 100 children who are members to achieve the PALA. All teachers at My Gyms nationwide will keep track of their members' progress with the PALA Challenge over an 8-week period.
- [The Activators](#) — The Activators, focused on children ages 2-8, has committed to their target audience earning 1,000 PALAs. When a child completes the PALA, The Activators will send each of them their President's Challenge award, as well as a personalized video message from the cast of The Activators – congratulating them on a job well done.
- [Discovery Familia](#) — Discovery Familia is taking initiative to promote the importance of living a healthy lifestyle to their three million Hispanic homes. They have committed to various media and event programming to their vast network, highlighting family fun fitness activities and achieving the PALA - with help from their spokes-character Doki!

Council Member Activities

All of our Council members have been out working hard to promote active, healthy lifestyles and nutritious diets for Americans of all ages, backgrounds and abilities. While we don't have the space to tell you about everything they have been doing, this section of our newsletter highlights some of what our members have been up to these past several months:

January 5: Co-Chair Dominique Dawes hosted a General Mills Foundation Webinar encouraging Box Tops for Education school coordinators to host Family Fitness Nights at their schools around the country and promote the Presidential Active Lifestyle Award (PALA).

January 30: Council member Donna Richardson Joyner participated in a 5K walk as part of *Let's Move!* Miami, along with approximately 5,000 youth and 13,000 adults. She also represented the Council at the event's press conference.

February 22: Council member Cornell McClellan spoke at the YMCA's Statewide Pioneering Healthier Communities Conference in Washington, DC.

March 7: Dr. Stephen McDonough participated in the *Let's Move in Indian Country* Stakeholder Call with PALA coordinators from the Bureau of Indian Education schools.

March 15: Co-Chair Dominique Dawes spoke at the Washington Post's Childhood Obesity Summit in Washington, DC. To view Dominique's remarks, visit <http://washingtonpostlive.com/conferences/obesity/archive>.

March 31: Drew Brees keyed the general session at the American Alliance for Health, Physical Education, Recreation and Dance's National Convention and Exposition in San Diego, CA. He also helped launch the National Association for Sports and Physical Education's "Let's Move in School" initiative at Petco Park with the San Diego Padres and local youth.



PCFSN Co-Chair Drew Brees speaking at the "Let's Move in School" Showcase in San Diego, CA. (Photo courtesy of

April 4: As part of a *National Minority Health Month Bring It or Buy It—Make Lunch Healthy, Green and Cool!* event, PCFSN Council member Cornell McClellan gave remarks and led fitness activities for student and teachers at McAuliffe Elementary School in Chicago, IL.

Council Member Activities (cont.)

April 4: Co-Chair Dominique Dawes delivered keynote remarks about sports-based youth development in combating critical issues such as childhood obesity at the Urban Soccer Symposium held at Georgetown University in Washington, DC.

April 8: PCFSN Executive Director Shellie Pfohl spoke about the economic impact of unhealthy lifestyles at Leadership North Carolina in Asheville, NC.

April 16: PCFSN Council member Tedy Bruschi spoke at the John Hancock Sports & Fitness Expo at the Boston Marathon as part of their Runners Seminar Series.

April 19: PCFSN Council member Dr. Stephen McDonough gave remarks about Exercise is Medicine, the Presidential Active Lifestyle Award (PALA) and *Let's Move!* at an Exercise is Medicine on Campus and in the Community Kick Off Event held at Slippery Rock University in Slippery Rock, PA.

April 21: PCFSN Council member Donna Richardson Joyner previously challenged students at Beth Anderson Elementary School in Arlington, Texas to earn their PALAs. She returned to the school for their Family Fit Night event to congratulate them on achieving their awards.

April 27: Co-Chair Dominique Dawes spoke and led warm-ups at the National Walk @ Lunch Day festivities held at the Hubert H. Humphrey Building in Washington, DC, which also served to kick off the HHS PALA Challenge to motivate all HHS employees and their family members to earn their PALA.

April 27: PCFSN Executive Director Shellie Pfohl spoke at a National Walk @ Lunch Day event at the Parklawn Building in Rockville, MD in conjunction with the event held in Washington, DC the same day.

April 30: PCFSN Executive Director Shellie Pfohl spoke about collaboration at the community level at the USOC Paralympic Leadership Conference in Colorado Springs, CO.

May 4: Council member Cornell McClellan gave remarks at IHRSA's leadership dinner as part of their 9th Annual Summit for a Healthier America at Union Station in Washington, DC.

PCFSN Science Board

The President's Council recently convened its Science Board. The Board serves as a subcommittee to the Council. In addition to lending their expertise to the initiatives and programs of the Council, some Board members also serve on the editorial team of the Council's *Research Digest*. Below is a list of the Science Board members, including the nine new members, six of whom were selected for their nutrition expertise:

- **David Bassett, Ph.D.**—Professor in the Department of Kinesiology, Recreation, and Sport Studies at the University of Tennessee-Knoxville. Dr. Bassett is the lead editor of the Research Digest.
- **David Buchner, MD, MPH**—Shahid and Ann Carlson Kahn Professor in Applied Health Sciences in the Department of Kinesiology and Community Health, University of Illinois at Urbana-Champaign.
- **Joy DeSensi, Ph.D.**—Head of the Department of Kinesiology, Recreation, and Sport Studies at the University of Tennessee-Knoxville.
- **Greg Heath, D.Sc., MPH (Board Chair)**—Professor in the Department of Health and Human Performance and Associate Provost for Research at the University of Tennessee-Chattanooga.
- **Linda Houtkooper, PhD, RD**—Associate Director of Arizona Cooperative Extension and Professor in the Department of Nutritional Sciences in the College of Agriculture and Life Sciences at the University of Arizona.
- **Allen Jackson, EdD**—Regents Professor in the Department of Kinesiology, Health Promotion, and Recreation at the University of North Texas.

PCFSN Science Board (cont.)

- **Rachel Johnson, Ph.D., MPH, RD**—Professor of Nutrition and Professor of Medicine at the University of Vermont.
- **I-Min Lee, Sc.D.**—Associate Professor of Medicine at Harvard Medical School and Associate Professor of Epidemiology at the Harvard School of Public Health.
- **Matthew Mahar, Ed.D.**—Professor in the Department of Exercise and Sport Science at East Carolina University and Director of the Activity Promotion Laboratory.
- **Melinda Manore, Ph.D., RD, CSSD**—Professor in the Department of Nutrition and Exercise Sciences at Oregon State University.
- **Jeffrey Mechanick, MD**—Clinical Professor of Medicine and Director of Metabolic Support in the Division of Endocrinology, Diabetes and Bone Disease, Mount Sinai School of Medicine.
- **James Pivarnik, Ph.D., FACSM**—Professor of Kinesiology and Epidemiology at Michigan State University, where he directs the Center for Physical Activity and Health and serves as a University Research Integrity Officer.
- **Linda Van Horn, Ph.D., RD**—Professor in the Department of Preventive Medicine, and Associate Dean for Faculty Development in the Feinberg School of Medicine at Northwestern University, Chicago.
- **Hans van der Mars, Ph.D.**—Full Professor at Arizona State University, where he is actively involved in the undergraduate, master's and doctoral degree programs in Physical Education Teacher Education-Sport Pedagogy.
- **Stella Lucia Volpe, Ph.D., RD, LDN, FACSM**—Professor and Chair of the Department of Nutrition Sciences at Drexel University.
- **Diane Wiese-Bjornstal, Ph.D.**—Associate Professor of Sport & Exercise Psychology in the School of Kinesiology, Tucker Center for Research on Girls & Women in Sport, and Minnesota Youth Sport Research Consortium at the University of Minnesota-Twin Cities.

COUNCIL & *LET'S MOVE!* EVENTS/HIGHLIGHTS:

Upcoming PCFSN Appearances, May-June 2011

May 10, 2011, [PCFSN Council Meeting](#)

Russell Senate Office Building—Washington, DC

The President's Council on Fitness, Sports and Nutrition will convene to inform and engage Council members on current outreach initiatives and progress towards FY2011 goals. All Council meetings are free and open to the public. Please RSVP indicating your first and last name and email address to: rsvp.fitness@hhs.gov. For additional information visit <http://www.fitness.gov/news-highlights/council-meetings/>.

May 12, 2011, **I Can Do It, You Can Do It PALA Award Presentation**

Felix Varela Senior High School—Miami, FL

PCFSN Executive Director Shellie Pfohl will speak and present PALA awards to over 1,300 students with disabilities in the Miami-Dade County Public School System.

May 13, 2011, **Aspen Institute Sports and Society Roundtable**

The Aspen Institute—Washington, DC

PCFSN Council member Dr. Risa Lavizzo-Mourey and PCFSN Executive Director Shellie Pfohl will serve as panelists at the "Sport for All, Play for Life Summit" presented by The Aspen Institute.

May 18, 2011, **7th Annual Games for Health Conference**

Boston, MA

PCFSN Executive Director Shellie Pfohl will speak about "Gaming Your Way to a Healthier Lifestyle."

Upcoming PCFSN Appearances, May-June 2011 (cont.)

May 20, 2011, **Boys & Girls Clubs of America**

New Orleans, LA

PCFSN Executive Director Shellie Pfohl will represent the Council and *Let's Move!* as a speaker at BGCA's 2011 National Conference.

June 11, 2011, **National Get Outdoors Day**

Fort Snelling State Park, MN

PCFSN Council member Dr. Stephen McDonough will speak at Fort Snelling State Park for the third annual National Get Outdoors Day to encourage healthy, active outdoor fun.

June 15, 2011, **Let's Move! Mid-Atlantic Summit**

Baltimore, MD

PCFSN Executive Director Shellie Pfohl will speak at the *Let's Move!* Mid-Atlantic Summit about PCFSN initiatives and programs.

June 16, 2011, **Professional Development Day for Chicago Public School PE Teachers**

Chicago, IL

PCFSN Council member Cornell McClellan will speak to Chicago public school PE teachers to introduce them to the Council's President's Challenge program.

June 23, 2011, **National Association for Sport and Physical Education**

Colorado Springs, CO

PCFSN Executive Director Shellie Pfohl will present at NASPE's National Coaching Conference on the topic of Federal efforts in support of sport participation.

June 24, 2011, **Fitness and Health Bloggers Conference**

Boulder, CO

PCFSN Executive Director Shellie Pfohl will speak to conference attendees about how fitness and health bloggers have a role in America's fitness, health, and nutrition.

June 27, 2011, **Women's Health 2011: A Focus on Culture and Collaboration**

Alexandria, VA

PCFSN Executive Director Shellie Pfohl will speak about obesity, physical activity and nutrition at Women's Health 2011, sponsored by the Office on Women's Health.

NFL Experience

The President's Council on Fitness, Sports and Nutrition headed to Dallas, TX in late January to take part in the activities surrounding Super Bowl XLV. Council staff, along with the help of Health and Human Services Region VI Commissioned Corps and Federal Civilian employees, sent kids and adults running, skipping and jumping through a colorful obstacle course. The Council's obstacle course was one of the many activities offered at this year's [NFL Experience](#), a 9-day event that started January 27th and ran during the time leading up to the Super Bowl on February 6th. The NFL Experience allows area locals and visitors of all ages to take part in numerous physical activities and football-related events. The Council was thrilled to participate and have the opportunity to share our mission with sports fans around the country.



PCFSN's obstacle course at the NFL Experience in Dallas, Texas

Let's Move! Event at the University of Maryland

On February 24th, the auxiliary gym at Comcast Arena came alive with local children, parents, University of Maryland student athletes, and even Testudo (the Terps mascot). University of Maryland Athletics and the President's Council on Fitness, Sports and Nutrition teamed up for a fun-filled event to promote *Let's Move!* and the Presidential Active Lifestyle Award (PALA) prior to the women's basketball game. The goal for the hour was to have the children move in different ways with various activities lead by the student athletes.

Kids participated in various stations set up around the gym such as freestyle dancing and cheering, volleyball, basketball, two different obstacle courses and miniature golf. The event concluded with big smiles by both athletes and kids.



PCFSN Co-Chair Dominique Dawes, UMD Director of Athletics, Kevin Anderson and Terps Mascot, Testudo, during the half-time show February 24th at Comcast Arena.

Following the activities, parents and kids were invited to attend the Maryland Women's Basketball game and cheer them on during their last home game against Virginia Tech. During halftime, Testudo was awarded with his Presidential Active Lifestyle Award (PALA) for completing 30 minutes of activity, 5 days a week for 6 weeks. He was surprised by a special ceremony where PCFSN Co-Chair, Dominique Dawes presented him with his certificate and congratulated him on his effort.

Testudo completed his PALA award by doing daily training (running stadium stairs and biking to the arena) all in preparation for the mascot physical fitness competition where he took first place.

The evening was a winning success for all. Not only did the women's basketball team move on the court, but so did the kids, student athletes and Testudo!

Strength of America Award, NSCA Award Honors Superior Achievement in High School Strength & Conditioning

The President's Council on Fitness, Sports and Nutrition and the National Strength and Conditioning Association (NSCA) are working together to honor high schools that represent the gold standard in strength and conditioning programs. The Strength of America Award recognizes superior achievement among high schools in four major categories: Supervision, Education, Program, and Facilities. The goal is to acknowledge those schools whose strength and conditioning programs exceed the recommended national standards published by the NSCA - the nation's only accredited strength and conditioning association.

Submissions are evaluated against the NSCA's guidelines for high school strength and conditioning program design and implementation, which are included in the application packet. Top programs are honored during the NSCA's National Conference Awards Banquet in early July and receive a certificate suitable for framing as well as a banner to be hung in the facility.

Applications are now being accepted for the 2011 Strength of America Award and must be received no later than May 15. For more information contact the NSCA at 800-815-6826 or visit <http://nsca-lift.org/StrengthofAmerica/> where you can also download an application booklet.

Let's Move! Anniversary

Our PCFSN members rose to the challenge of helping America celebrate the one-year anniversary of First Lady Michelle Obama's *Let's Move!* initiative during the month of February. Many of our members not only told their Facebook fans and Twitter followers about the anniversary, we had several members who also participated in events and activities across the nation, which made our outreach a huge success.

The anniversary events/promotional activities in which the Council was active included:

- February 7: Dr. Stephen McDonough gave keynote remarks at Orlando's City Hall *Let's Move!* event with Mayor Buddy Dyer in Orlando, FL. He also visited Nap Ford Community School with HHS Regional Health Administrator RADM Clara Cobb and Florida Congresswoman Corinne Brown. To read the blog about this event, visit <http://www.letsmove.gov/blog/2011/02/10/city-of-orlando-hosts-a-day-long-let%e2%80%99s-move-celebration/>.
- February 8: Billie Jean King and Dan Barber gave remarks at the *Let's Move!* event in Times Square in New York City and joined in physical activity with Surgeon General Dr. Regina Benjamin, Sesame Street's Elmo, and the Alvin Ailey Dance Company. NY1 coverage of the event can be viewed at http://manhattan.ny1.com/content/top_stories/133563/health-officials-celebrate-anniversary-of-first-lady-s--let-s-move--campaign.
- February 8: Carl Edwards gave keynote remarks and enjoyed some dance moves with Ford Elementary School students, HHS Regional Health Administrator CAPT Jose Belardo, local rap artists Murphy Lee and Kyjuan, and Hip Hop for Health program officers at the *Let's Move!* event in St. Louis, MO. To view photos from the event, visit <http://www.stlarchs.org/photo-gallery/category/98-lets-move-final.html?start=20>.
- February 8: Co-Chair Dominique Dawes addressed *Let's Move!* physical activity stakeholders on a conference call with the First Lady, which had over 800 participants from around the country. The First Lady also hosted three other key stakeholder calls that afternoon.
- February 9: Dominique appeared on MSNBC's "News Nation" and interviewed with ESPN.com. To see the MSNBC segment, visit <http://www.shadowtv.com/redirect/notification.jsp?vid=7b644fd0bb90fdad4ef3b9bfe44cc2ee>. To read the ESPN.com interview, visit http://espn.go.com/espnw/blog/_/post/6120493/melissa-jacobs-move-dominique-dawes.
- February 9: Co-Chair Drew Brees interviewed with ESPN.com. To read the article, visit http://espn.go.com/espnw/blog/_/post/6112543/melissa-jacobs-shooting-breeze-new-orleans-saints-qb-drew-brees.
- February 10: Dr. Ian Smith gave keynote remarks at Namaste School's *Let's Move!* event in Chicago, IL. To read the blog from this event, visit <http://www.letsmove.gov/blog/2011/02/11/celebrating-the-lets-move-anniversary-with-yoga-and-cheers/>.

Let's Move! Anniversary (cont.)

- February 16: Donna Richardson Joyner led the physical activity warm-up and rallied the students at Beth Anderson Elementary School's *Let's Move!* event with Mayor Robert Cluck in Arlington, TX. To view one of many media hits from the event, visit <http://www.dallasnews.com/news/community-news/arlington/headlines/20110216-white-house-program-recognizes-arlington-isds-efforts-to-keep-kids-healthy.ece?ssimg=125597#ssStory125581>. Great video of Donna's warm-up can be found here <http://www.dallasnews.com/video/?bcid=792742483001>

During this time period, in conjunction with the anniversary, columns by the First Lady and targeted fact sheets about the initiative were released. To view and/or link to them, please go to <http://www.letsmove.gov/stakeholders.php>. To see the public service announcements targeting American moms, the African-American community and the Hispanic community, visit <http://www.letsmove.gov/parentsmain.php>. We will continue to alert you to the resources that become available about PALA and *Let's Move!*

The Blogosphere from *Let's Move!*

Jan. 24: [High-tech Solutions Can Help Fight Obesity](#)—By Shellie Pfohl, Executive Director, President's Council on Fitness, Sports & Nutrition

Feb. 2: [You're It. Get Fit! Take the Million PALA Challenge](#)—By Drew Brees, New Orleans Saints Quarterback and Co-Chair, President's Council on Fitness, Sports & Nutrition

Feb. 10: [City of Orlando hosts a Day-Long Let's Move! Celebration](#)—By Anton Gunn, HHS Regional Director for Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee

Feb. 11: [Let's Celebrate the One-Year Anniversary of Let's Move](#)—By Joshua DuBois, Special Assistant to the President and Executive Director of the White House Office of Faith-based and Neighborhood Partnerships

Feb. 11: [Celebrating the Let's Move! Anniversary with Yoga and Cheers](#)—By Dr. James Galloway, Acting HHS Regional Director and HHS Regional Health Administrator for Illinois, Indiana, Michigan, Ohio and Wisconsin

Feb. 15: [Girl Scouts USA and Kraft Foods Host Let's Move! Town Hall](#)—By Alexia Kelley, Deputy Director at the White House Office of Faith-based and Neighborhood Partnerships

Feb. 16: [Let's Move! Accomplishments](#)

Feb. 25: [New York City Gets Moving](#)—By Jaime Torres, HHS Regional Director for New York and New Jersey & April Velasco, Acting Regional Health Administrator

Feb. 28: [PALA in Indian Country](#)—By Levi Horn, Professional Football Player for the Chicago Bears

Mar. 7: [St. Louis Students Celebrate Second Year of Let's Move](#)—By Judy Baker, HHS Regional Director for Missouri, Kansas, Iowa, & Nebraska

Mar. 23: [Let's Move! Prevails Over Snow and Ice in North Texas](#)—By Marge Petty, HHS Regional Director for Texas, Arkansas, Louisiana, New Mexico, and Oklahoma

Mar. 24: [New Food and Beverage Guidelines for HHS and GSA](#)—By HHS Secretary Kathleen Sebelius and GSA Administrator Martha Johnson

The Blogosphere from *Let's Move!* (cont.)

April 21: [NBA and WNBA Joins First Lady's Let's Move campaign with PSAs and 350 events around the country](#)—By Robin Schepper, Executive Director, *Let's Move!*

April 25: [Adaptive Sports Iowa Helping All Iowans Get Active](#)—By Shellie Pfohl, Executive Director of the President's Council on Fitness, Sports & Nutrition

April 27: [Pathway to Better Health: One Step at a Time](#)—By Tedy Bruschi, Council member, President's Council on Fitness, Sports and Nutrition and former New England Patriots football player

May 4: ["Moving" with Dominique Dawes and Boys & Girls Clubs](#)—by Dominique Dawes, Co-Chair, President's Council on Fitness, Sports & Nutrition

HHS NEWS AND REPORTS:

2010 Dietary Guidelines

In January, the Department of Health & Human Services and the Department of Agriculture released the 2010 Dietary Guidelines. The Guidelines were developed to educate Americans about food choices that promote good health, healthy weight and prevent disease. The report is released every five years and is focused on curbing obesity rates in the U.S. and addressing the challenges of the epidemic. To view the Guidelines, visit www.dietaryguidelines.gov.

Simple and easy to understand messages based on the Guidelines have been developed. The selected messages for consumers are:

Balancing Calories

- Enjoy your food, but eat less.
- Avoid oversized portions.

Foods to Increase

- Make half your plate fruits and vegetables.
- Switch to fat-free or low-fat (1%) milk.

Foods to Reduce

- Compare sodium in foods like soup, bread, and frozen meals-and choose the foods with lower numbers.
- Drink water instead of sugary drinks.

Additional consumer materials and marketing tools will be launched in the coming months.

Office on Women's Health:

National Women's Health Week

National Women's Health Week 2011 is approaching and the President's Council on Fitness, Sports & Nutrition urges you to take part! The weeklong health observance, coordinated by the U.S. Department of Health and Human Services' Office on Women's Health kicks off on Mother's Day, May 8 and is celebrated until May 14, 2011. With the theme "It's Your Time," National Women's Health Week encourages women to make their health a top priority and take simple steps for a longer, healthier and happier life.



National Women's Health Week (cont.)

There are several ways you can be a National Women's Health Week partner, including:

- Encouraging women in your community to visit their doctor or other health care professional, especially on National Women's Checkup Day (May 9, 2011)
- Providing opportunities for women in your community to be physically active
- Holding a free screening or health event
- Listing any physical activity or health related event you're holding in May on <http://www.womenshealth.gov/whw>
- Including information in your newsletter
- Offering women's health information or having a health display in your office

For more information or promotional materials, or to register your activities, please go to <http://www.womenshealth.gov/whw> or contact Maggie Naples at mnaples@hagerssharp.com or 202-842-3600.

Don't Miss The Beat. Call 911

Statistics show:

- A woman suffers a heart attack every minute. Every minute-and-a half, a woman dies from heart disease. It is the number one cause of mortality in women in the U.S.
- Women have been shown to have a significant time delay in receiving heart attack diagnosis and care, which may contribute to a worse 30-day mortality rate compared with men.
- Only 53% of women would call 911 if they thought they were having a heart attack. 79% said they would call 911 if someone else were having a heart attack.

Therefore, in February 2011, the Office on Women's Health launched its newest national women's health awareness campaign: "Don't miss the Beat. Call 911". This campaign's purpose is to educate women on the symptoms of a heart attack and encourages women who may be having a heart attack to call 911 for immediate, potentially life-saving care. The 2-year campaign targets women aged 50 and over, and their family, friends and co-workers.

The goal of the campaign is to bring together public and private sector agencies and organizations to:

- Ensure that every woman 50+ gets this life saving message
- Ensure that health care providers include this message in services to women at risk
- Help promote lifestyle and prevention strategies for healthy hearts for women of all ages

NCCOR Catalogue of Surveillance Systems

National Collaborative on Childhood Obesity Research (NCCOR) Catalogue of Surveillance Systems NCCOR launched its Catalogue of Surveillance Systems, a free online tool to help researchers more easily investigate childhood obesity in America. The catalogue describes in detail existing surveillance systems that collect data related to childhood obesity. It provides one-stop access to more than 75 surveys and other data sets, allowing users to search and select surveys that provide a wealth of data at the national, state, and local levels on a range of variables, including school policies and health outcomes, as well as eating and exercise behaviors. Health officials at the city and state level also can find data related to their programs. To view the catalogue or learn about NCCOR, please visit <http://www.nccor.org/index.html>

Healthy People Action Project

The Healthy People Action Project is a funding opportunity for States, Territories and Tribes interested in integrating Healthy People 2020 in their health improvement planning activities. Awards will be announced May 3, 2011. Learn more at <http://www.healthypeople.gov/2020/implementing/funding.aspx>.

PHYSICAL ACTIVITY FOR PERSONS WITH DISABILITIES:

Overcoming Barriers with I Can Do It, You Can Do It! (Harrisonburg, VA)

At James Madison University, Dr. Tom Moran, assistant professor of kinesiology, is striving to meet the needs of children and adults with disabilities in sports and recreation by interacting with the community. Several programs he has devised not only give his teacher education students experience working with young children with disabilities, but they also provide a vital service to parents whose children do not have access to many sports programs in the Harrisonburg and Rockingham County area.

The [Overcoming Barriers Project](#), funded as part of the [I Can Do It, You Can Do It!](#) National Program Expansion and Evaluation focuses on giving individuals with disabilities the tools—skills, knowledge, and appropriate attitudes—to participate successfully in the community and live healthy, active lifestyles. The project offers three eight-week programs including Individual Motor Skill Development/Personal Training, Aquatics, and Individual Sports/Recreational Activities in which participants engage at multiple settings throughout the week. An instructional program is offered at the university or an off-site location once a week. Another day of the week each mentee participates in a community-based program with the support of a mentor who serves as a “helping hand.” The remaining three days a week the assigned mentor monitors their mentee’s designed at-home program to encourage daily physical activity and nutrition for the mentee as well as their family.



Dr. Tom Moran working with participants in the Overcoming Barriers Project

Because there have not been many outlets in the community for children with disabilities to participate in physical activities, parents are excited that opportunities are opening for their children. Dr. Moran receives great feedback from parents about not only improving the skill levels of their kids, but also about how the program improves their self-confidence and self-esteem. Some Overcoming Barriers participants have now gone on to join other sports and activity programs in the community. Dr. Moran shares that parents come back and say, 'I didn't even think they would join project CLIMB, and now they're coming home and saying, "Can I join a baseball team? Can I get involved in a different program?"' "So we're starting to see some self-actualization come out of it and some improved self-image. Children who have been through the Overcoming Barriers Project go from thinking "I can't do these things," or getting frustrated, to saying, "I can do it!"
