



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

Annual Meeting

Monday, May 10, 2011
10:00 am to 2:30 pm

Kennedy Caucus Room – Room 325
Russell Senate Office Building
2 Constitution Avenue, NE
Washington, DC 20002

Agenda

Monday, May 10, 2011

10:00 am	Welcome	pg. 6	Drew Brees & Dominique Dawes, <i>PCFSN Co-Chairs</i>
10:05 am	Executive Director Report	pg. 6	Shellie Pfohl, <i>Executive Director</i>
10:15 am	Council Member Updates	pg. 7	PCFSN Council Members
11:05 am	Message from the Assistant Secretary for Health	pg. 10	Dr. Howard Koh, <i>Assistant Secretary for Health, US Department of Health and Human Services</i>
11:10 am	HealthierUS School Challenge and Healthy, Hunger-Free Kids Act 2010	pg. 10	Audrey Rower, <i>Administrator, Food and Nutrition Services, US Department of Agriculture</i>
	Dietary Guidelines for Americans, 2010	pg. 11	Kathryn McMurry, <i>Senior Nutrition Advisor, Office of Disease Prevention and Health Promotion, US Department of Health and Human Services</i>
11:30 am	Lifetime Achievement Awards	pg. 12	Presented by Drew Brees & Dominique Dawes
11:45 am	Lunch	pg. 13	ALL
12:30 pm	Focused Discussion: Physical Education	pg. 13	Shellie Pfohl
12:40 pm	State of Physical Education in the U.S.	pg. 14	Charlene Burgeson, <i>Executive Director, National Association for Sport and Physical Education (NASPE)</i>
1:00 pm	Model Program: PE in Rural School Districts	pg. 15	Cassandra Murra, <i>Superintendent, Grundy Center School District, Grundy Center, IA</i>
1:15 pm	Model Program: PE in Suburban School Districts	pg. 17	Paul Zientarski, <i>Department Chair and Coordinator, Learning Readiness PE, Naperville Community School District, Naperville, IL</i>
1:30 pm	Model Program: PE in Urban School Districts	pg. 18	Jayne Greenberg, <i>District Director of Physical Education and Health Literacy, Miami-Dade County Public Schools, Miami, FL</i>
1:45 pm	Council Member Discussion	pg. 19	Led by Shellie Pfohl
2:25 pm	Closing Remarks	pg. 21	Drew Brees & Dominique Dawes
2:30 pm	Adjourn	pg. 21	ALL



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

Co-Chairs

Drew Brees

Quarterback, New Orleans Saints
2009 Super Bowl MVP

Dominique Dawes

Motivational speaker; gymnastics coach
Three-time Olympic medal gymnast; U.S. Olympic Committee Hall of Fame

Members

Dan Barber

Award-winning chef and co-owner, Blue Hill restaurant, New York City
Named by *Time Magazine* as one of 2009's most influential people

Tedy Bruschi

Professional football player, New England Patriots

Carl Edwards

Championship NASCAR driver
2007 Nationwide Series Champion

Allyson Felix

Track and field sprinter
2008 Olympic gold medalist

Grant Hill

Professional basketball player (guard/forward), Los Angeles Clippers; Seven-time NBA All-Star; 1996 Olympic gold medalist in basketball

Billie Jean King

20-time Wimbledon tennis champion; Founder and first president, Women's Tennis Association; Founder, Women's Sports Foundation; Founder, World Team Tennis

Michelle Kwan

Olympic medalist; most decorated figure skater in US history

Risa Lavizzo-Mourey, MD

First female and first African-American President and CEO of the Robert Wood Johnson Foundation; Master and former Regent, American College of Physicians

Cornell McClellan

Owner, Naturally Fit, Inc., Chicago; Fitness consultant and personal trainer to the First Family

Stephen McDonough, MD

Pediatrician serving North Dakota for 30 years
Clinical Associate Professor of Pediatrics, University of North Dakota Medical School

Chris Paul

Professional basketball player New Orleans Hornets

Curtis Pride

Head Baseball Coach, Gallaudet University; Retired major league baseball player

Donna Richardson Joyner

International fitness guru (more than 25 award-winning videos); National Fitness Hall of Fame

Ian Smith, MD

Medical/diet expert on VH1's "Celebrity Fit Club"; Creator and founder of The 50 Million Pound Challenge and The Makeover Mile

Executive Director

Shellie Pfohl, MS

President's Council on Physical Fitness and Sports Community Leadership Award;
Co-Founder/former Executive Director, Be Active North Carolina

PCFSN Staff

Shannon Feaster, MS, Director of Communications & Public Affairs

Joey King, Deputy Director of Communications/Webmaster

Tomas Bonome, Special Projects

Jane Wargo, Program Analyst

Charlene Jenkins, Program Analyst

Andrea Cernich, ORISE Fellow

Lauren Darensbourg, ORISE Fellow

Megan Nechanicky, ORISE Fellow

Chris Watts, ORISE Fellow

Monday, May 10, 2011

The following document contains highlights of the President's Council on Fitness, Sports & Nutrition (PCFSN) Annual Meeting held on May 10, 2011.

Roll Call

Lieutenant Commander Tomas Bonome, *PCFSN Staff Member*

Council Members in Attendance (14):

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

Council Members Absent (2):

Tedy Bruschi
Allyson Felix

Welcome

Drew Brees & Dominique Dawes, *PCFSN Co-Chairs*

- Dominique opened by mentioning the previous day's activities at the White House, and recognizing the absent Council members:
 - Teddy Bruschi is absent as he is climbing Mount Kilimanjaro
 - Allyson is training in Europe
- Drew congratulated Council member Carl Edwards on the birth of his baby boy, and introduced PCFSN Executive Director Shellie Pfohl

Executive Director Report

Shellie Pfohl, *PCFSN Executive Director*

- Shellie gave a recap of the prior day's events on the White House lawn, which included:
 - Announcement of the *Let's Move!* Partnership
 - Announcement of two new partners in the Joining Forces initiative:
 - International Health, Racquet & Sports Club Association (IHRSA), which pledged to donate 100,000 free memberships to National Guard and Reserve families
 - American Council on Exercise (ACE) announced their goal to get their member personal trainers to donate one million hours of personal training to military families.
- Shellie alerted attendees that reports and bios of the speakers will be available on the fitness.gov website, along with highlights from the meeting, which will be available at a later date.
- Shellie asked that there be no photographs taken as a professional photographer was covering the meeting, and stated that an opportunity for photographs would be available at the close of the program.
- Shellie thanked the PCFSN staff and highlighted the Council name change and the importance of adding "nutrition" to the name.
- Shellie briefly explained the Science Board, their role, and recognized those members of the Science Board present. Shellie noted that nutritional experts had been added to the Science board, and that their bios were available on the website. Shellie also recognized PCFSN's science partners:
 - American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)
 - American Orthopedic Society for Sports Medicine (AOSSM)
 - American Physical Therapy Association (APTA)
 - National Athletic Trainers' Association (NATA)
 - National Strength and Conditioning Association (NSCA)

- Shellie gave an overview of the President's Challenge program, including PALA, PALA 2.0, the Champions program, school program, the Million Pala Challenge, and noted that all Council members were completing the PALA challenge. Shellie also went over the President's Challenge Advocate Program, some of the PALA Partners, the poster contest, updates to the website, and new President's Challenge software that is available to teachers.
- Shellie gave a summary of PCFSN's partnership with the *Let's Move!* and Joining Forces programs and the Council members involved with those programs.
- Shellie briefly touched on the *Let's Move!* anniversary, the December White House briefing on physical activity, the Healthy People 2.0 initiative, and updates to the Dietary Guidelines.
- Shellie announced the formation of the National Foundation on Fitness, Sports & Nutrition (NFFSN), a 501(c)(3) entity, and stated that announcement of the first board members would be made by Secretary of Health Kathleen Sebelius later on in the day. The Secretary will be joined by Senator Warner and Congressman Sarbanes, who championed the bill authorizing the formation of NFFSN.

Council Member Updates

PCFSN Council Members, led by Dominique Dawes

- **Dr. Stephen McDonough**
 - Dr. McDonough gave a brief synopsis of his numerous engagements on behalf of the Council, including several events supporting the Joining Forces initiative, as well as many events promoting the PALA program, and two engagements aimed at promoting physical activity in the disabled community. On a more personal note, Dr. McDonough noted that he completed his PALA on November 1, 2010, and was working toward his Silver Medal in the Champions program. He also noted that he and his wife climbed a pike in Machu Picchu in October of last year.
- **Dr. Risa Lavizzo-Mourey**
 - Dr. Lavizzo-Mourey went over her activities on behalf of the Council and the Robert Wood Johnson Foundation (RWJF). She noted that over 55% of the RWJF signed up for the PALA challenge, and that most had completed it. Dr. Lavizzo-Mourey explained her role and goals with the Council, which center on encouraging those who are not as athletic as others to get engaged and active in their communities. She also spoke of meeting with national physicians groups and health care professionals to get them motivated and involved, and has reached out to national corporations to bring them onboard. She then touched on the healthy school meal initiative and the needs in this area.

- **Cornell McClellan**

- Cornell recounted his engagements for the past year, which included building playgrounds, meeting with the United Negro College Fund, and interviews with Shape Magazine and NPR. He also worked with a school in Chicago to get its students signed up for PALA, and met with IHRSA, which is now a partner with Joining Forces.

- **Dan Barber**

- Dan spoke about the importance of nutrition in the food we eat, and the importance of how our food is grown and sourced so that we are able to sustain crops and maximize the potential nutrition of our food. He explained that there should not be a distinction between “good food” and “great nutrition.” Dan’s farm, Stone Barns Center, hosts 6,000 public school students over the course of a year, where they are taught about the farm-to-table process and given a class about where food comes from.

- **Dominique Dawes**

- Dominique expressed her pride that the Council and administration have focused on those with special needs. She noted that through an organization she is affiliated with, Kids Enjoy Exercise Now (KEEN), she has helped to target young people and adults with special needs in order to give them a sports experience. Dominique mentioned that she has a brother with autism, and how happy she is to see this administration pay more attention to the needs of the disabled community in the areas of physical activity and nutrition.

- **Carl Edwards**

- Carl detailed a trip to St. Louis, Missouri, where he visited Ford Elementary, named after the Ford Mustang. He talked about the excitement of the children at being helped by the Council and by the First Lady, and how the children were inspired to realize that they, too, could make healthy food choices and join in physical activities that would help with their schoolwork and their lives in general. Carl also spoke about the opportunities he and his marketing partners have had to steer marketing campaigns toward a healthier message.

- **Michelle Kwan**

- Michelle opened by mentioning her recent graduation from the Fletcher School of Law and Diplomacy, and that she anticipates having more time to devote to the Council. She reiterated that the messaging of the Council is that of “365 days in lifestyle,” and encouraging people to get moving, exercise, eat healthily, and enjoy life.

- **Billie Jean King**
 - Billie Jean gave a brief update on the national governing body, the U.S. Department of Agriculture (USDA), and the PALA commitment and challenge of 200,000 children. As of May 1, the number was up to 77,603, a good start. She also highlighted the involvement of her company, World Team Tennis (WTT), with Joining Forces, the National Guard, and the Department of Veterans Affairs. Billie Jean highlighted the partnership between WTT and USDA at a substantial number of tennis events, promoting the *Let's Move!* campaign and the PALA challenge.

- **Donna Richardson Joyner**
 - Donna's main goal has been introducing the PALA program and *Let's Move!* initiative to churches. She has traveled around the country going to churches and has worked with families to get them involved in being physical active and living a healthy lifestyle. On a more personal note, Donna mentioned that she had recently climbed Mount Kilimanjaro.

- **Drew Brees**
 - Drew mentioned his many media opportunities, blogging online about PALA and *Let's Move!* and the radio spots he had done for May, which is National Physical Fitness and Sports Month. He also mentioned his appearances on behalf of the Council at the general session for AAHPERD and NASPE, at which he spoke before thousands of teachers, coaches and students about the Council's mission and programs. Drew also mentioned his involvement with Fuel Up to Play 60 at various events around the country.

Introduction of Dr. Howard Koh

Drew Brees, PCFSN Co-chair

In his introduction of Dr. Koh, Drew Brees highlighted Dr. Koh's accomplishments and responsibilities, which include overseeing 14 core public health offices such as the Office of the Surgeon General, the U.S. Public Health Service Commission Corps, ten regional health offices across the nation, and ten Presidential and Secretarial advisory committees, including the President's Council on Fitness, Sports and Nutrition.

Message from the Assistant Secretary for Health

Dr. Howard Koh, Assistant Secretary for Health, U.S. Department of Health and Human Services

- Dr. Koh opened by thanking everyone in attendance and reflected on the accomplishments of the last year and a half. He noted that all in attendance share a commitment to fitness, sports and nutrition, and how very important these things are not only to himself but also the Secretary of Health. Dr. Koh mentioned how fortunate he had been as a child to attend a school with mandatory physical activity.
- Dr. Koh recounted for the audience his first meeting of the year in 2010, when the Acting Executive Director of the PCFSN came to him and laid out the challenges faced, and how crucial it was going to be to find a new executive director to reenergize the Council. Dr. Koh then recognized Shellie Pfohl, commended her for a job well-done, and thanked her for bringing her passion and energy to the office. He noted that her appointment was a huge step forward.
- Dr. Koh recognized all the Council members individually for their unique skills and the assets they bring to the Council, and how he feels that they are all members of an extended family. He expressed that he is honored to work with them.
- Dr. Koh mentioned that the Secretary would be arriving in the afternoon to formally announce the formation of the National Foundation on Fitness, Sports & Nutrition, and also mentioned that there would be awards handed out later in the day.

HealthierUS School Challenge and Healthy, Hunger-Free Kids Act 2010

Audrey Rowe, *Administrator, Food and Nutrition Services, U.S. Department of Agriculture*

- Dr. Audrey Rowe was introduced by Dominique Dawes, who mentioned that Dr. Rowe is the Administrator for the Food and Nutrition Service (FNS), at the U.S. Department of Agriculture (USDA). FNS provides children and needy families with better access to food and a more healthy diet through assistance programs and nutrition education outreach. Dr. Rowe gave an update of the HealthierUS School Challenge and the Healthy, Hunger-Free Kids Act.
- Dr. Rowe summarized two of the biggest programs within USDA: The Special Nutrition Assistance Program (SNAP) and Women, Infants & Children (WIC), and how both those programs work hand in hand to ensure a healthier lifestyle for families.
- The *Let's Move!* campaign has, as one of its cornerstones, an initiative originally called the Child Nutrition Reauthorization Act, now known as the Healthy,

Hunger-Free Kids Act, which was signed into law by President Obama in December 2009. The Healthy, Hunger-Free Kids Act was designed to feed children a nutritious meal and to combat hunger. The law also provides an upgrade to the nutritional standards for meals, expands the after school program to all 50 states, and requires schools to have water readily available to students in cafeterias.

- The HealthierUS School Challenge is a contest that was started in 2007, aimed at getting schools engaged in making their meals more nutritious and increasing physical activity. Working together with community partners, when a school earns an award they are provided an announcement, a certificate, and often a visit from a celebrity.
- USDA also just concluded a Recipe for Healthy Kids Contest. Schools across the country participated, with 340 schools submitting entries to the contest. Entries were judged by parents and students who voted on recipes. Entries were narrowed down to 15 semifinalists, which will face off at the American Culinary Federation with Sam Kass, the White House chef.

Dietary Guidelines for Americans, 2010

Kathryn McMurry, *Senior Nutrition Advisor, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services*

- Kathryn McMurry was introduced by Drew Brees, who gave a brief bio. Ms. McMurry is a senior nutrition advisor at the Office of Disease Prevention and Health Promotion (ODPHP) in the U.S. Department of Health and Human Services. She served as Co-executive Secretary for the 2000, 2005 and 2010 editions of the Dietary Guidelines for Americans. She also serves on the federal steering committee for the evaluation of Dietary Reference Intakes (DRI's) and manages the HHS review of dietary guidance materials.
- Ms. McMurry started by stating that the dietary guidelines form the basis for essentially all federal nutrition education and food assistance programs, which include school meal programs, Meals on Wheels, WIC, SNAP, and the Healthy People 2020 Public Health Objectives for the decade.
- The Dietary Guidelines, which will be launched in October 2011, are designed to be credible and authoritative, but also a consensus driven guideline. They also complement the Physical Activity Guidelines, which go much more into detail about physical activity. The dietary guidelines have five components:
 - Balancing calories to manage weight
 - Decreasing consumption of unhealthy foods
 - Increasing consumption of healthy foods
 - Maintaining a healthy eating pattern
 - Creating a country-wide healthy food environment

2011 Lifetime Achievement Awards

Presented by **Drew Brees & Dominique Dawes**, *PCFSN Co-Chairs*

- Before presenting awards to the 2011 winners, Shellie took the opportunity to recognize a 2010 Lifetime Achievement Award (LAA) Winner, **Barbara Jones-Slater**. BJ Slater was the youngest athlete to participate in a track and field event at the 15th Olympic Games in Helsinki, Finland. She won multiple medals at the Olympics and Pan Am Games. She then taught for 47 years.
- Shellie asked that as the 2011 LAA winners heard their names that they come forward, receive their award, have their photo taken with the Co-Chairs, and return to their seat. She also announced that there would be a group photo following the awards. Shellie then proceeded to announce the 2011 winners:
 - **Sihak Henry Cho** – a 9th degree black belt in Tae Kwon Do, who, 50 years ago, opened the first permanent Korean Karate, later to be known as Tae Kwon Do, school in the US. Grandmaster Cho has been inducted into multiple Halls of Fame, as well as being named Man of the Year in 1971 by Black Belt Magazine. Grandmaster Cho was also awarded the People's Honor Decoration from South Korea in 1970.
 - **Bobby Dodd** is the president and CEO of the Amateur Athletic Union. As such, he leads one of the largest non-profit sports organizations in the US. AAU has grown their membership to over 600,000 athletes in 34 sports programs each year. Bobby Dodd was instrumental in forging a partnership between AAU and Walt Disney World, which hosts over 200 AAU events at the ESPN Wild World of Sports venue in Orlando, FL. AAU has also served as a co-sponsor for the President's Challenge since 1988.
 - **Bill McNamara** was appointed as the first Director of Armed Forces Sport and Fitness Committee Secretariat in 1958. From 1961 through 1985, he worked as a consultant to the President's Council, providing technical assistance on a variety of Council initiatives including the Presidential Sports Award program and Regional Fitness and Sports Clinic. He was instrumental in negotiating the agreement that led to the United States Olympic Committee locating their headquarters and national training center in Colorado Springs. He was also responsible for establishing the first center for orienteering in the United States.
 - **Dr. Jim Sallis** is a professor of psychology at San Diego State University, and director of the Active Living Research program for the Robert Wood Johnson Foundation where his primary research interests include promoting physical activity and understanding policy and environmental influences on physical activity, nutrition and obesity. He has authored over 500 scientific publications, co-authored several books, and serves on the editorial boards of several journals. He has received awards from the American College of Sports Medicine, the Society of Behavioral Medicine and the American Psychological Association Division of Health Psychology.
 - **Dr. Judy Young** is the vice president for programs at the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), where

she coordinates the program work of the organization's five national associations, the research consortium and the six district associations. She has facilitated the development of National Standards for Physical Education, National Standards for Beginning Teachers of Physical Education and National Standards for Support Coaches. She also serves on numerous committees and boards affiliated with physical activity, health and education, including the National Coordinating Committee for the National Physical Activity Plan, the Board of Directors of Action for Healthy Kids, and the National Coalition for Promoting Physical Activity.

- Shellie led a round of applause for the LAA winners, and congratulated the 38 Community Leadership Award recipients. She mentioned that descriptions of the award as well as the names of the winners were listed in the handout provided. Shellie asked that nominations for the 2012 award be made via the fitness.gov website.

Adjourn for Lunch

Shellie Pfohl announced that the meeting was running ahead of schedule, but that they would break for lunch anyway. Council members would remain, while the other attendees were told that there was a cafeteria downstairs or several other dining options in the immediate vicinity. Shellie indicated that the meeting would reconvene at 12:30pm.

Reconvene for the Afternoon Session

Drew Brees welcomed everyone back, and stated that the afternoon would be focused on the topic of physical education and physical activity in schools, and that Shellie Pfohl would be leading the discussion and would introduce the speakers.

Focused Discussion: Physical Education

Shellie Pfohl

- Shellie thanked Drew for the introduction, and reiterated his synopsis of the afternoon's focus. She recalled that at the first gathering of this Council the previous fall, a poll was taken and the Council members were asked what their concerns are about where we are in America as it related to the mission of the Council. Nearly all responses had to do with youth, physical education and physical activity in school. The Council wants to determine how to best fulfill its mission, and draw some conclusions as to how to best help advance physical education and physical activity in schools going forward.
- Shellie stated that there would be four speakers who would each share their knowledge and understanding of the issue. She mentioned that each audience member and Council member should have found a note card and a pencil on their chairs when they returned from lunch. These are to be used to write down

questions they might want to ask as the speakers give their presentation, and that questions would be addressed at a later time. If contact information is added to the back of the card a direct follow-up will occur after the meeting.

- Shellie then introduced the first speaker, Charlene Burgeson. Charlene is the executive director of the National Association for Sport and Physical Education. Charlene will be speaking about the state of the nation as it relates to physical education and physical activity. Charlene will also be mentioning the *Let's Move!* initiative which so many have already worked with and heard of.

State of Physical Education in the U.S.

Charlene Burgeson, *Executive Director, National Association for Sport and Physical Education (NASPE)*

- Charlene opened by stating her goal for this presentation, which is to help elucidate the needs and opportunities so that it becomes more clear how the Council can make progress in those areas. NASPE is the only national association for physical education teachers. There are over 200,000 physical education teachers across the country.
- What is Physical Education? There is a difference between physical education and physical activity. Physical activity is a behavior. Physical education is a school curricular area that needs a class just like math, science, reading etcetera. That class needs a teacher who will prepare students to participate in the behavior of physical activity. The goal of physical education is to develop individuals who have the knowledge, skills and confidence to be physically active for a lifetime.
- What are key factors that affect the quality of physical education being provided? There are four.
 - The first is what the education world calls “opportunity to learn.” The second is “meaningful content.” The third is making sure that meaning content is delivered in a compelling manner. The fourth is making sure that programs provided are meeting their objectives, which is done by measuring students’ success.
- What is happening to physical education across the country?
 - There is good news, and bad news. The good news is that physical education is institutionalized in our nation’s schools, and that a large majority of schools require physical education – 89 to 90 percent in middle and high schools, and almost 70 percent in elementary schools.
 - The bad news is that this is not enough elementary schools. Also 22 percent of schools do not require students to take any physical education at all. The instructional practice, or what teachers are choosing to do with their students during PE, is also in need of improvement. There is also inadequate professional development. These things need to change.
- Why is physical education critical? Research has linked increased physical education and physical activity to better academic performance. Physical activity affects the brain in positive ways, and has positive outcomes

- physiologically, which can serve to alleviate the mental health crisis among many of the youngest members of the population. There is also a positive relationship between fitness levels and cognitive performance as well as motor skill levels and performance of movement and academic performance.
- Is their support for physical education? Absolutely, yes. The Robert Wood Johnson Foundation and Alliance for a Healthier Generation completed a survey a year or two ago that found 92 percent of parents said that physical education and health education was as important as English or the sciences. Ninety-six percent believe that physical activity improves their children's academic performance. Other prior studies have shown similar results. Also shown in the survey was that four out of five parents have undertaken a health-related activity in their child's school. Public policy is also incredibly helpful. The Elementary and Secondary School Act is up for reauthorization. State level policy is also critical as education is mainly a state level issue. School districts pass policy as well, and should not be overlooked.
 - Introduction of the Let's Move in School initiative alerted the audience to the goals of the initiative – for every school in the country to provide a comprehensive quality school physical activity program. This encompasses the entire school day, with five components: Before school; during school; after school; school staff involvement; and parent/community involvement. There are several partners from the education world including the principals' association, superintendents' association, school board associations and federal partners.
 - NASPE's vision is a society in which all individuals are physically educated as to the right forms of physical activity. This vision needs the help of all of us to make it a reality across the country. Charlene asked anyone interested in following up to use the contact information provided.

Shellie Pfohl introduced the next speaker, Cassandra Murra. Cassandra is the superintendent of the Grundy Center School District in Grundy Center, Iowa. Cassandra has been an educator for 15 years, beginning as an elementary classroom teacher, softball and cheerleading coach, and continued as a middle school reading and language arts teacher and drama coach. She then extended into coordinating curriculum and professional development and finally into administration as a middle school principle and superintendent.

Model Program: PE in Rural School Districts

Cassandra Murra, *Superintendent, Grundy Center School District, Grundy Center, IA.*

- Cassandra stated how honored she was to be here, and thanked the Council for being a champion for the children and families in the country. In a society where children are so bombarded by media, the Council's message is critical.
- Grundy Center is a rural community with 2,500 residents and 700 students in the school system. Cassandra showed slides featuring some of the students.

- One of the unique things about the Grundy Center school physical education program is that it is cross curricular. Physical education teachers work with classroom teachers to ensure what they're teaching in the gym actually has the same messages that students are getting in their classroom. Cassandra gave an example in which students were learning about the circulatory system through dissection in the science lab, and in PE class they got to replicate the circulatory system by each becoming a part of the system and moving through it.
- The school system is also fortunate in their partnerships with corporate sponsors. Most students sit on physio-balls, which helps improve their posture. The school system has also partnered with the YMCA. There is a YMCA fitness center in the high school, which is open to the public during non-school hours. Students have exclusive use of the facility during the school day and then it opens back to the public at 3:00pm. Because of this experience, students are used to the gym setting and are more likely to continue to use a gym as adults and are not afraid to do so because they are already used to it. Another corporate sponsor, HOPSports, has provided brain breaks for the classrooms.
- Elementary students get daily PE for 30 to 45 minutes every day, all year long. Middle school students have PE three days a week for an hour each time. The opposite days, middle school students are in health class for an hour. High school students have daily PE for an hour. High school seniors have the option of being in gym class, or using a heart rate monitor to participate in some other form of physical activity, such as an early morning spinning class, and may log that activity to count as their PE requirement.
- Grundy Center was actually ahead of the curve. In 2003, they removed all vending machines from the schools. You cannot find soda in a machine, even in the teachers' lounge. You can find plenty of water or milk, and there is a daily salad bar. The school system just broke ground on its 14th garden so that students can learn how to grow and harvest the food that goes into the salad bar.
- The Healthy Kids Act in Iowa requires every school to have a wellness committee that brings in community members. This is beneficial because it allows a school to branch out, so that a collaborative effort is made to get the message out to students and families.
- Hopefully, with these efforts and continued support, we will have the opportunity to see this generation live longer than their parents. Cassandra thanked the Council for their efforts, and extended an invitation for any that would like to come and visit.

During the transition between speakers, **Shellie Pfohl** recognized Penny Slade-Sawyer who just arrived. Penny served as the acting executive director of the Council on numerous occasions and Shellie thanked her for her service. She also recognized former Council member Dr. Lillian Green-Chamberlain and former Council Staff member, Dr. Keelor who was also a former Lifetime Achievement Award Winner.

Shellie then introduced the Bouncing Bulldogs rope skipping demonstration team, who coincidentally happened to be in town from the Metropolitan Triangle Area of North Carolina. Comprised of 110 youth, they perform hundreds of tricks, maneuvers and dances using a combination of single and double dutch ropes. Upon urging from the audience, they agreed to an impromptu demonstration. While they were warming up, Council Member Donna Richardson Joyner led the audience in a stretch break.

Following an energetic performance, Shellie introduced the next speaker, Paul Zientarski. Paul is the department chair and coordinator of the Learning Readiness PE program in Naperville Community School District in Naperville, Illinois. Other school officials from forty states and nine countries have visited this school district to observe the program.

Model Program: PE in Suburban School Districts

Paul Zientarski, *Department Chair and Coordinator, Learning Readiness PE, Naperville Community School District, Naperville, IL*

- Paul spoke of several studies, conducted by different states in different years, that all had similar results: active kids do better in school. The Naperville Community School District requires daily physical education for all students.
- In 1999, the school district decided to participate in the TIMSS test, which is an international math and science test. The district administration decided to hold Naperville accountable to the rest of the world to see where they fit in. Naperville was number one. Seventh graders were number one in the world in science, and number six in the world in mathematics. This caught the attention of Harvard brain researcher, Dr. Jon Ratey, who decided to come visit the schools. Dr. Ratey explained his research findings, which demonstrate that exercise can actually grow new brain cells.
- The high school juniors, 740 students, took the ACT exam. There were, out of the 740, 12 perfect scores and 24 National Merit finalists. This has been attributed to the schools' use of Brain Breaks, and involving movement in the learning process. Eighty-five percent of kids in the schools are kinesthetic learners.
- The school district has developed the Learning Readiness Physical Education Program, or LRPE. The LRPE program has been featured on PBS, ABC, and in videos. More information is available on the website learningreadinesspe.com.
- Big ideas for the Council members include supporting quality daily PE in all states. PE needs to be a core subject. Support the continuation of PEP grants and other grants. Adopt a nationwide fitness test, and encourage a paradigm shift from just sports-skills activities to lifelong fitness understanding as a standard. Colleges of education need to make that shift as well.

Shellie Pfohl thanked Paul for his awesome presentation, and introduced and welcomed Dr. Jayne Greenberg, who is representing an urban school district. Jayne is

from Miami-Dade County Public Schools. She is the executive Director of Physical Education and Health Literacy for Miami-Dade County Public Schools. Some of her accolades include being the 2005 National Physical Education Administrator of the Year, named by NASPE. She also received the 2005 Highest Recognition Award by then U.S. Secretary of Health and Human Services, Michael Leavitt. In 2009, she received a Point of Light Award from Florida Governor Charlie Crist and was appointed to the Governor's Council on Physical Fitness that same year.

Model Program: PE in Urban School Districts

Dr. Jayne Greenberg, *District Director of Physical Education and Health Literacy, Miami-Dade County Public Schools, Miami, FL*

- Dr. Greenberg opened by showing those gathered one of her favorite pictures. It depicted over 5,000 middle school students getting ready to do their final mile in the ING Miami Marathon. Jane mused as to how remarkable it is that you can get 5,000 middle school students up at 7:00 a.m. on a Sunday morning to catch a bus so that they could go run 1.2 miles. When this happens you know you're doing something right.
- Jayne covered the background of the Miami-Dade County Public schools. With 341,000 students, it is a minority/majority school district. Eight percent Caucasian, 25 percent African American, 65 percent Hispanic, and two percent Asian and multi-racial. It is the fourth largest school system in the United States, and students speak in excess of 125 dialects. The school system changed its mission. It wanted to develop a world-class physical education program designed to increase the fitness and physical activity levels of students while reducing the preventable health disparities. They wanted to change the trends of childhood obesity and Type 2 diabetes. They are working with physicians in the community to do so.
- They are doing this with zero budget. Jayne has been at her position since 1995, has never had a budget, never will have a budget, and will not accept this as an excuse for mediocre programming. Nor will she accept mediocrity in teaching. Dr. Greenberg is able to run her programs through funded partnerships and grants. She states that it's not that you don't have money – you DO, you just need to go find it.
- Policy changes have made an impact on the program. The Alliance for a Healthier Generation used the school as the first large urban school district to be rolled out in their Healthy School Builders. The School Health Index from the CDC mandates fitness testing every year, and collect lots of data. It has been shown that educational programs that are data driven are the ones to survive. They implemented Let's Move Miami, and kicked the program off at a Miami Dolphins halftime show. The Miami Dolphins are now a partner.
- Jayne detailed the best practices, which were divided into several areas – implementation of wellness centers, fitness education, students with disabilities, and technology. They have captured all students in a fitness for all mentality. They use technology to present health lessons to students while students are on

a treadmill. There are 41 high schools and 30 middle schools set up like this now, with no district funding.

- Jayne stressed how important the federal government and HHS are and asked that the research and reports keep coming. This is what school board members read and base their decisions on.
- Jayne gave an overview of their water-based activities: sailing, kayaking, canoeing, snorkeling, and their new scuba program. These were made possible through not-for-profit partners.
- The *I Can Do It You Can Do It* (ICDI) program, which was the brain child of the HHS Office on Disability about seven years ago, and the Miami-Dade County School System, was one of the pilot programs. Students with disabilities would participate in 30 minutes of physical activity five days a week at six-week intervals and earned a Presidential Active Lifestyle Award. The first year, 400 students earned the award. This year, 1,253 students with disabilities earned the award. Jayne showed a video about the ICDI program.
- This all-inclusive program involves massive data collection. The school district has worked with the University of Miami, School of Medicine for the last nine years. Progress has been measurable and consistent. Students who are overweight lose an average of eight pounds a semester and as many as 33 pounds for the morbidly obese. Jayne thanked the Council and invited everyone to come visit and see a full inclusion physical education program.

Council Member Discussion

Led by Shellie Pfohl

- Shellie asked the Council to recommit to working with Let's Move in Schools, and all of the partners involved and all of the people in the audience willing to step up. She recapped quickly what they had heard from the speakers regarding the state of PE in the nation, what three PE leaders had done to change their districts and move them into model status, and that change is possible. Now is the time to take action. Shellie then turned the microphone back over to PCFSN's co-chairs, stating that there might be questions from the Council, and that, if time permitted, a couple questions from the audience. Drew asked if there were questions. They were as follows:
 - **Dr. Stephen McDonough** thanked all the presenters, and then asked if the slides and presentations would be available for download. Shellie assured him that they would be put up on fitness.gov. Dr. McDonough suggested that a future meeting might focus on the disadvantaged populations – not only ethnic minorities, but also children who are disabled and their needs.
 - **Dr. Ian Smith** directed his question to Charlene Burgeson of NASPE. Dr. Smith asked what is being done as far as activities to influence decision makers. Is there lobbying? He also asked how the Council could be used to influence local school boards to not cut PE or bring more certified PE

teachers on. Charlene responded that NASPE lobbies at the federal level, and also has state affiliates. One of the big partners, the American Heart Association, also is a big supporter of physical education. What is needed is a “boots on the ground” approach. Dr. Smith then suggested PSA’s featuring Council members.

- **Billie Jean King** asked how to get to the districts. What do we do now? Shellie responded by saying that the people making decisions are at a local level. Parents influence that. All these people are part of Let’s Move in School, and their national organizations are part of Let’s Move in School. Let’s meet with our collective partners and come up with a strategy for how to get all the Council members involved as a team.
- **Dominique Dawes** interjected to stress the need to target the parents, as they’re so easily accessible. She proposed that we strongly target parents and help them realize how much power they have.
- **Former Council member Lillian Green-Chamberlain** spoke up and mentioned the Governor’s Councils on Physical Fitness across the country. She asked if the Governor’s Councils could be approached and asked for collaboration so that the message would trickle down. Dominique stated that that was absolutely possible, and lamented that they aren’t in every state any longer and are dwindling. There are still a few vivacious Governor’s Councils and it’s worth contacting them.
- **Ms. Barbara Jones Slater, 2010 PCPFS Lifetime Achievement Award recipient**, stated that she has been to three Olympics and that Olympians are under-utilized. She suggested that we need to start utilizing our Olympians and that Olympians WANT to be used. Shellie responded that Ms. Jones Slater was now signed up. Dominique recounted how she had met with the USOC and that they do want to be involved in the work of the Council.
- **An audience member** agreed with Dominique that the power of parents should not be underestimated. The individual then recounted a program started in their community outside of Boston. It is a mostly-mom-run, before-school elementary school program that has spread virally. Shellie agreed and stated that parents belong in the group of decision makers.
- **Another audience member** submitted a question that was relayed by Shellie Pfohl. The question was:
 - Does the President’s Council agree with the following statement: “Childhood obesity is a symptom of adult obesity?” If this is true, when will the President’s Council’s strategy include adults as an integral part of the solution to childhood obesity?Shellie stated that this was a great question and explained that this has been discussed at the Council. The Council knows that adults have to be good role models and have to be a part of the solution. There are several organizations that the Council is trying to partner with from a work-site setting, and an older adults setting as well.
- **Another audience member, who introduced herself as Coach Kate**, a physical education teacher from Massachusetts, has been to many

schools to give presentations about healthy living. She mentioned that while there is a lot of support for physical education teachers, there is a lack of respect for teachers. There needs to be more respect, especially for physical education teachers, if the tide is to turn. Dominique agreed and added that it's the teachers and coaches and parents that get behind a student athlete to truly make a difference. Dominique thanked Coach Kate for her remarks.

Closing Remarks

Drew Brees & Dominique Dawes, PCFSN Co-Chairs

- Dominique thanked the attendees and her fellow Council members for the last two days of activity. She encouraged everyone to visit www.fitness.gov, and reminded everyone that presentations and videos would be on the website.
- Drew also thanked everyone for being a part of the day's meeting, stated how much he valued the presentations, and asked for the continued support of all those in attendance. He recognized the attendees who had completed the PALA challenge and asked those willing to commit to completing the challenge by September 24th to raise their hands. He thanked everyone for their commitments. Drew reminded everyone that they were welcome to stay for the announcement of the National Foundation on Fitness, Sports and Nutrition, which would be taking place immediately following adjournment. Drew then called the meeting formally adjourned.

Adjourn

ALL