

**PRESIDENT'S COUNCIL ON FITNESS,
SPORTS & NUTRITION
Annual Meeting**

Tuesday, May 7, 2013
8:30 am to 1:00 pm

The Great Hall
Hubert H. Humphrey Building
200 Independence Avenue, SW
Washington, DC 20201

Agenda

Tuesday, May 7, 2013

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9:40 am	Introduction of Dr. Howard Koh	pg 9	Abbie Werner, <i>Smith Middle School, Glastonbury, CT</i>
9:45 am	HHS Welcome	pg 9	Dr. Howard Koh <i>Assistant Secretary for Health U.S. Department of Health and Human Services (HHS)</i>
9:55 am	Priorities, Programs & Progress	pg 11	Shellie Pfohl, <i>PCFSN Executive Director</i> PCFSN Members
10:55 am	Presentation of Presidential Champions Gold Medal Award	pg 20	Dr. Stephen McDonough <i>PCFSN Council Member</i> Rep. Michael McIntyre (D-NC)
11:00 am	Presentation of PCFSN Lifetime Achievement Awards	pg 21	Dominique Dawes, <i>PCFSN Co-Chair</i> Dr. Howard Koh, <i>Assistant Secretary for Health, HHS</i>
11:15 am	Instant Recess Tribute to Dr. Toni Yancey	pg 24	Donna Richardson Joyner <i>PCFSN Council Member</i>
11:20 am	Science Board Update	pg 25	Dr. Harold "Bill" Kohl, <i>Science Board Member</i>
11:40 am	Introduction of Sam Kass	pg 28	Bobby Sena <i>West Creek Elementary School, Orlando, FL</i>
11:45 am	<i>Let's Move!</i> Update	pg 28	Sam Kass, <i>Let's Move! Executive Director</i>
11:50 am	Youth Perspective Roundtable Discussion	pg 29	Shellie Pfohl, <i>PCFSN Executive Director</i> PCFSN Council Members & Youth Participants
12:45 pm	National Foundation on Fitness, Sports and Nutrition Report	pg 39	Cindy Sisson Hensley, <i>Senior Advisor National Foundation on Fitness, Sports and Nutrition</i>
12:50 pm	Cheer for Physical Activity	pg 39	Pop Warner Angels Cheer Squad, <i>Albany, NY</i>
12:55 pm	Wrap Up	pg 39	Dominique Dawes, <i>PCFSN Co-Chair</i>
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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

Carl Edwards

Championship NASCAR driver
2007 Nationwide Series Champion

Allyson Felix

Track and field sprinter
Three-time 2012 Olympic gold medalist

Jayne Greenberg, PhD

District Director of Physical Education and Health Literacy, Miami-Dade County Public Schools
Chaired the Sport Development Committee for the United States Olympic Committee

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

Michelle Kwan

Public Diplomacy Envoy, U.S. State Department
Olympic medalist; most decorated figure skater in U.S. 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 32 years

Clinical Associate Professor of Pediatrics, University of North Dakota Medical School

Chris Paul

Professional basketball player (point guard), Los Angeles Clippers

Six-time NBA All-Star

Curtis Pride

Head Baseball Coach, Gallaudet University

Retired major league baseball player

Donna Richardson Joyner

International fitness instructor (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

PCFSN Staff

Shannon Feaster, MS, Director of Communications & Public Affairs

Joey King, Deputy Director of Communications

Meredith Aronson, MPS, Partnerships & Communications

Lauren Darenbourg, MPH, Strategic Partnerships for Minority & Underserved Populations

Megan Nechanicky, MS, RD, Nutrition/Physical Activity Programming & Communications

Chris Watts, MBA, Partnerships & Special Projects

Presenters

Dwight Phyll

Program Director
Playworks Washington, DC

Abbie Werner

Smith Middle School, Glastonbury, CT

Howard Koh, MD

Assistant Secretary for Health
U.S. Department of Health and Human Services

Harold W. "Bill" Kohl, III, PhD

Science Board Member

Bobby Sena

West Creek Elementary School, Orlando, FL

Sam Kass

Executive Director of *Let's Move!* and White House Senior Policy Advisor for Nutrition Policy

Cindy Sisson Hensley

Senior Advisor
National Foundation on Fitness, Sports and Nutrition

Special Guests

Junior Coaches

Playworks Washington, DC

Pop Warner Angels Cheer Squad

Albany, NY

Tuesday, May 7, 2013

The following document contains highlights of the President's Council on Fitness, Sports & Nutrition (PCFSN) Annual Meeting held on May 7, 2013.

Physical Activity Warm-Up

Playworks Washington, DC Junior Coaches led attendees in pre-meeting rounds of Four Square, The Maze Game, and Switch.

Housekeeping & Council Member Roll Call

Megan Nechanicky, PCFSN Staff Member, made several housekeeping announcements:

- No flash photography during the meeting.
- PCFSN encourages tweeting during the meeting: @fitnessgov, #MoveInMay.
- Exits during the meeting must be made through the back corner doorway.
- Those making restroom trips must be escorted by PCFSN staff.

Dwight Phyll, Program Director, Playworks Washington, DC:

- Noted that Playworks brings play and physical activities to 13 public schools in Washington, DC.
- Led applause for Playworks Junior Coaches from the Center City Public Charter School – Shaw Campus and Amidon-Bowen Elementary School.
- Led audience in a game of Stand Up If. Audience members stood up if they had eaten breakfast that morning, been to gym that morning, have a sibling, have ever been in a high school musical, have ever had a lead role in a high school musical, can navigate their way to the closest park without a GPS, eat at least three square meals a day, have time to eat three square meals a day, believe physical activity is important, and were excited to see that kids were playing and moving that morning.

Dominique Dawes, PCFSN Co-Chair called the meeting to order and asked Ms. Nechanicky to conduct the roll call.

Council Members in Attendance (10):

Dan Barber
Dominique Dawes, Co-Chair
Carl Edwards

Dr. Jayne Greenberg
Billie Jean King
Michelle Kwan
Cornell McClellan
Dr. Stephen McDonough
Donna Richardson Joyner
Dr. Ian Smith

Council Members Absent (6):

Drew Brees, Co-Chair
Allyson Felix
Grant Hill
Dr. Risa Lavizzo-Mourey
Chris Paul
Curtis Pride

Opening Remarks

Dominique Dawes, *PCFSN Co-Chair*

- Thanked her fellow members of the PCFSN and Council guests for attending the meeting.
- Announced the official kickoff of National Physical Fitness and Sports Month (May 2013).
- Thanked webcast viewers for tuning in.
- Acknowledged absent Council members:
 - **Drew Brees** was beginning training camp with the New Orleans Saints and sent his regrets.
 - NBA teammates **Chris Hall** and **Grant Hill** just finished their season with the LA Clippers.
 - Curtis Pride wrapped up his season as head coach of the Gallaudet Bisons.
 - Allyson Felix, who had attended PCFSN activities the previous day, was traveling to compete in the International Association of Athletics Federations' Diamond League.
- Introduced Abigail "Abbie" Werner, an eighth grader from Glastonbury, CT:
 - Abbie enjoys rowing as part of a sweep crew team, plays volleyball, and loves taking long walks outdoors with her family.
 - It was a challenge for Abbie to perform well in the fitness test in third grade. She subsequently started a family exercise team with her dad.

- While using an early morning one-hour walk as the foundation of her fitness program, Abbie progressed from one of the least fit students at her school to one of the fittest. She made a nearly five-minute improvement in her mile run time.
- This year, Abbie's former elementary school used her story as a catalyst for a year-long fitness campaign.

Abbie Werner, *Smith Middle School, Glastonbury, CT*

- Abbie expressed excitement over sharing her story because kids need lots of help to grow up healthy and strong. They need help to understand the importance of exercising and eating right and to learn how to do it. Most of all, kids need help with motivation and inspiration.
- Abbie said that her school did a great job of teaching the why and how of fitness, but she did not feel very motivated to be active until her parents got involved. Without their inspiration and dedication to her health, she would not have had the enthusiasm she needed to learn a healthy lifestyle.

The Positive Power of Parental Support

- Five years ago, Abbie failed her fitness test in school. Her dad literally grabbed her by the hand, took her for a walk, and changed her life forever. When she first started exercising with her dad, she did not believe that she would get fit. She soon learned that if she stayed with it every day, it got easier and more fun. Abbie and her dad walked for one hour before school and did curl ups, pushups, and stretching every night before bed.
- Six months later, Abbie passed the fitness test and exceeded the challenge target in all exercises. She has exercised nearly every day since then and has had fun doing it. With her parents as role models, she has been able to find activities that she enjoys—bowling, volleyball, and playing tennis. In addition to being physically fit, Abbie has more energy. She is a much better student. She can concentrate better and her grades show it.
- With her parents help, Abbie has created a reward system. She is also motivated by never wanting to fail the fitness test again. She has learned that you have to be willing to push yourself and know that you have a little more to give. She said that it helps to have your parents' support.
- Abbie did not like sports when she first started exercising and would not have thought to join a sports team. She now rows crew on an eight-girl sweep boat and loves it. That never would have happened without parental encouragement.

Conclusion

- Abby was recently diagnosed with epilepsy. Being active and eating right are now even more important in helping to control the epilepsy. She said that she is lucky to have had a school system and parents to help motivate her to care about her health and fitness at an early age. She hopes that by sharing her story, kids and parents will be inspired and motivated to be healthy and fit.

Introduction of Dr. Howard Koh

Abbie Werner introduced Dr. Howard Koh, Assistant Secretary for Health, U.S. Department of Health and Human Services (HHS).

- Dr. Koh oversees 13 core public health offices, including the Office of the Surgeon General and the Public Health Service Commissioned Corps; 10 regional health offices across the nation; and 12 presidential and secretarial advisory committees, including the PCFSN.
- Dr. Koh serves as senior public health advisor to HHS Secretary Kathleen Sebelius.
- Dr. Koh is dedicated to the mission of creating better public health systems for prevention and care so that all people can reach their highest attainable state of health.

HHS Welcome

Dr. Howard Koh, *Assistant Secretary for Health, HHS*

- Welcomed everyone on behalf of HHS and Secretary Sebelius, including those viewing the live web stream. Noted that the meeting was taking place in an historic hall, surrounded by the portraits of past HHS secretaries. He commended the PCFSN for carrying on a legacy begun in the 1950s as the President's Council on Youth Fitness.
- Described National Physical Fitness and Sports Month and its kickoff as a day and month of aspiration, inspiration, perspiration, and celebration.
- Called for a round of applause for Ms. Dawes and her passion and energy in serving as PCFSN co-chair. He noted that she is the only Council chair who can do a back flip to accentuate her point. [Mr. Edwards declared that he can also do a back flip.]

- Expressed gratitude to the PCFSN staff and asked them to stand to be recognized.
- Recognized Ms. Pfohl for her tireless, fearless leadership.
- Commended PCFSN for being powerful, positive advocates for fitness and health.

Key Partnerships

- As a physician who trained in multiple fields and has cared for patients for more than 30 years, as well as a former researcher, professor, and state health commissioner, Dr. Koh said that he has learned that health is much more than what happens in a doctor's office. Just as important is what happens where people live, labor, learn, play, and pray. That is why the PCFSN is so important.
- Described the key partnerships formed by the Council in a few short years, including:
 - The U.S. Department of Agriculture's work on healthier school breakfasts and lunches.
 - The Department of Education on PCFSN's Presidential Youth Fitness Program.
 - The Department of Defense's Joining Forces Fitness Initiative and Healthy Base Initiative.
 - The Surgeon General's Office, where Dr. Regina Benjamin will lead one-mile walks every Wednesday in May.
- Recited an African proverb to illustrate the power of partnerships: "If we walk alone, we can go fast; but if we walk together, we can go far."
- Read from the President's proclamation declaring May as National Physical Fitness and Sports Month:

"To help more kids and families get moving and make exercise a lifelong habit, we are working to create more opportunities for physical activity—whether on the playground, in the classroom, or at work. Through *Let's Move!* and the President's Council on Fitness, Sports & Nutrition, we continue to advance that mission by collaborating with partners in every corner of our country—public and private, large and small, national and neighborhood. Together, we are helping cities, towns, and counties raise a healthier generation of kids. And earlier this year, we built on that work by launching a new program to bring physical activity back to our schools. To learn more and join in, visit www.LetsMove.gov and www.Fitness.gov.

“NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim May 2013 as National Physical Fitness and Sports Month.”

An Historic Time in Public Health

- The Council's work is taking place during an historic time in public health, with the implementation of the Affordable Care Act and health reform. The law was signed in 2010, and in 2014, the nation will see full implementation, including better insurance, better care, and better prevention for millions of Americans. The law has already given 71 million Americans access to better preventative services through their private health insurance.
- The Administration wants to build the theme that we can make the next generation healthier. Millions of Americans can begin to enroll in new health insurance marketplaces in October 2013 and receive new insurance coverage on January 1, 2014. More information is available at www.healthcare.gov.

Priorities, Programs & Progress

Shellie Pfohl, *PCFSN Executive Director*

- Welcomed meeting attendees. Ms. Pfohl said that having the support of Dr. Koh, the President, the First Lady, and HHS Secretary Sebelius means a great deal to the Council in advancing its work.
- Thanked Council members for working tirelessly and epitomizing what it means to be active. Many members are called on to serve as surrogates for the First Lady or the President, or simply talk about what being active and eating well means to them. Ms. Pfohl said that Council members do this in an exemplary fashion.
- Thanked Dr. Koh for mentioning the PCFSN staff and said that she does not often get a chance to thank them publicly for being “tireless champions for our mission...As Dr. Koh says, we’re small but mighty.”
- Noted that the Council has been hard at work collaborating with internal and external partners and stakeholders to promote healthy lifestyles for all Americans. The PCFSN does this with other government departments as well as with many youth organizations represented at the meeting. That is how the Council is able to exponentially reach US citizens, she explained. At last count, the Council had well over 300 partnerships.

- Explained that through programs like the Presidential Active Lifestyle Award, the Joining Forces Fitness Initiative, the *I Can Do It, You Can Do It!* program, and school-based initiatives, the Council works so that Americans of all ages and abilities have a chance to develop healthy habits that will last a lifetime.

PCFSN members reviewed Council priorities, programs, and progress since the last annual meeting:

Ms. Dawes

A lot of the Council's focus over the last nine months has been geared toward the school environment. For more than 50 years, the Council has encouraged physical activity in schools and recognized students for participation in the Youth Fitness Test.

A few things have changed over the last 50 years, especially as it relates to assessing youth fitness in schools. The PCFSN has worked closely with key partners across different sectors to modernize the test. As a result, the Council and its partners have developed a new health-related fitness assessment called the Presidential Youth Fitness Program. We were fortunate to have the guidance of Dr. Jayne Greenberg, Council member and District Director of Physical Education and Health Literacy for Miami-Dade County Public Schools.

The Presidential Youth Fitness Program

Dr. Greenberg

- The Presidential Youth Fitness Program was launched in September 2012. The program is voluntary and free for all schools and physical fitness educators across the country.
- Abbie epitomizes what this program is about—educating students about what their fitness levels are, how to set goals, and how to work toward improvement. Dr. Greenberg expressed hope that Abbie will embrace physical activity for the rest of her life. Dr. Greenberg led the audience in a round of applause for Abbie's achievement.
- The Presidential Youth Fitness Program is a comprehensive program based on three pillars—assessment, professional development, and awards recognition:
 1. The test goes beyond measuring physical performance. It is a health-related assessment that measures aerobic capacity, muscular strength and endurance, and flexibility.
 2. It is an educational program. The old fitness test has been transformed into one national test known as the FITNESSGRAM. The FITNESSGRAM is based on health, not performance. The program also includes professional

development to help teachers incorporate fitness education into the curriculum and give students the tools they need to increase their fitness level.

3. The program's awards recognition includes a new patch, a new logo, and medals for students. Dr. Greenberg said that awards and recognition are meaningful to students and revealed that she still has her framed Presidential fitness awards from elementary school.
- The program was developed by an unprecedented partnership among the PCFSN; the Centers for Disease Control and Prevention (CDC); the American Alliance of Health, Physical Education, Recreation and Dance; the Cooper Institute; the Amateur Athletic Union; and the National Foundation on Fitness, Sports and Nutrition.
 - The partnership has responded to the need for one national fitness assessment program. This means that all schools across the country will be evaluating, tracking, assessing, and encouraging youth fitness based on the same standards and guidance—a monumental step in the physical education profession.
 - Non-federal partners have created a funding opportunity to support schools in implementing the Presidential Youth Fitness Program. Schools can apply to access additional resources, including a FITNESSGRAM software site license and companion materials that will allow teachers to track kids' scores and provide important feedback. The program aims to have parents also engage in physical activity.
 - The program includes self-paced virtual professional development courses and access to in-person training workshops.
 - Dr. Greenberg encouraged schools to apply for funding by the May 10, 2013, deadline at www.PresidentialYouthFitnessProgram.org.

Ms. Pfohl noted that Abbie's father, Doug Werner, is the author of *Abbie Gets Fit*, a book chronicling his father-daughter fitness story.

Dr. McDonough

- Commented that the information provided in the FITNESSGRAM could be helpful to a pediatrician in discussing family health. He complimented Abbie and her father for their accomplishments, adding that having the whole family participate is the best way for kids to stay fit.
- Noted that physicians can use information from the Presidential Youth Fitness Program to set goals, but doctors cannot write a prescription that leads to weight loss. Doctors need to encourage kids to get into community programs and support families so that children will eat better and exercise more. Physicians

can give kids the message to eat five servings of fruits and vegetables a day, engage in more activity, and watch less TV, but success requires support from the community and parents.

- Explained that when children reach elementary school age, doctors often do not see them unless the children are ill. The additional fitness information provided by the new program will be helpful.

Changing Culture

Ms. Pfohl said that PCFSN members talk a lot about changing culture. The Presidential Youth Fitness Program—coupled with *Let's Move! Active Schools*—is seeking to change the culture of where kids spend six or seven hours a day. Ms. Pfohl emphasized that partnerships are important to bringing that change into the home and community.

Mr. McClellan commented that fitness testing can be intimidating. He added that the benefits of a test can be short term if students just work toward passing it. The new program promotes fitness as a lifestyle. It changes the premise of fitness and makes it about being the best you can be. Students are competing against themselves, not other kids. That alone does wonders in changing the culture.

Dr. Greenberg emphasized that the Presidential Youth Fitness Program is not about grading students. Students should not receive a grade on their report cards. The assessment is meant to transform the culture of physical education and provide teachers and students with tools for improvement.

She added that the Council wants all students assessed, including those with disabilities. She recommended using the Brockport Physical Fitness Test so that students with disabilities can earn the same benefits of awards, recognition, and the professional development of their teachers.

Physical Activity Guidelines for Americans Midcourse Report: Strategies to Increase Physical Activity Among Youth

Ms. Pfohl

The real goal of changing school fitness assessments for the first time in 50 years is encouraging kids to get their daily 60 minutes of moderate to vigorous physical activity. In support of that, HHS set physical activity guidelines for Americans for the first time in 2008, guided by subject matter experts from across the country. It was the first discussion of the 60-minute goal for youth. The guidelines also called for 30 minutes of moderate to vigorous physical activity for adults on most days of the week. The next major report will be released in 2018.

In the meantime, Dr. Lavizzo-Mourey led the PCFSN's Physical Activity Guidelines Midcourse Report Subcommittee in examining effective strategies for getting young people moving. Other subcommittee members include staff from the HHS Office of Disease Prevention and Health Promotion and Ms. Nechanicky.

The report looks at five settings—school, preschool and childcare, the community, family and home, and primary healthcare—to provide recommendations based on where the evidence is strongest. Recommendations include:

- **School:** Make quality physical activity—including daily physical education—part of the school day.
- **Preschool and childcare:** Start teaching healthy habits early in childcare settings, including at home and in preschool. Kids need to be able to express their love of movement.
- **Community:** The built environment—buildings, sidewalks, parks, etc.—are important to promoting physical activity.
- **Family and home:** Parents and caregivers need to be active with their kids.
- **Primary healthcare:** Physicians need to be able to talk to kids and adults about the importance of being physically active every day.

While there is justifiably much emphasis on childhood obesity, we have to remember that obesity is the symptom. We really need to focus on the importance of being physically active and eating well if we are going to get to the root of obesity and the other myriad things that are caused by inactivity. Role models are important in helping kids get their 60 minutes a day. *Physical Activity Guidelines for Americans Midcourse Report* is available at www.fitness.gov.

Let's Move! Active Schools

Ms. Dawes

- Noted that kids are in school six to seven hours a day. It is a great environment in which to build healthy habits. We know that if we teach kids healthy habits while they are young, they will hopefully follow those same habits as adults.
- Described being in Chicago with the First Lady, Mr. McClellan, and Ms. Felix to kick off the *Let's Move! Active Schools* initiative. It is a great opportunity for the PCFSN and the First Lady to team up and work together to impact kids and change their lives.

Mr. McClellan

- Described the incredible kick off of *Let's Move! Active Schools* with 5-7,000 kids. Professional athletes and the First Lady took the kids through exercise and having fun. The kids were moved by the First Lady's ability to be as fit as a professional athlete.

- Explained that *Let's Move! Active Schools* is one of the newest sub-initiatives of *Let's Move!* It focuses on increasing physical activity throughout the school day. It was founded on the premise that humans are designed to move. People have two choices: move to sustain life or stay still to create decay. *Let's Move! Active Schools* hopes to create positive experiences for children by integrating physical activity into everyday life so that future generations embrace physical activity as a lifestyle and consider it the norm. The goal is to enable all students to reach their potential.
- Explained that *Let's Move! Active Schools* focuses on five areas: physical education, physical activity during school, staff involvement, physical activity before and after school, and family and community engagement. *Let's Move! Active Schools* champions will have access to free resources to help guide them, including professional development and technical assistance.
- The goal is to engage half of the schools across the country (about 50,000) in this program and be well on the way to making lasting, substantial change. Champions are stepping up in every area, including Superintendent Alberto Carvalho and Dr. Greenberg in Miami-Dade County. They've already committed their whole school district, which includes more than 400 schools. More than 3,400 champions and almost 3,000 schools nationwide have signed up.
- Introduced a public service announcement (PSA) featuring Michelle Obama promoting *Let's Move! Active Schools*.

Ms. Pfohl described the previous day's live web stream promoting *Let's Move! Active Schools* to more than 1,000 schools across the country. The event included an interactive segment in which students asked questions. Ms. Pfohl thanked Discovery Education for making the stream possible. She encouraged potential champions to access www.fitness.gov or www.LetsMoveSchools.org for more information. She encouraged anyone to be a champion, including physical education teachers, school nurses, parents, and principals. Other PCFSN members shared their *Let's Move! Active Schools* experiences:

Ms. Dawes

I have been notified that in Illinois, Massachusetts, and Colorado, parents and teachers are jumping to the forefront and becoming champions, even creating what they call a Brain Break when kids get up and move during class. Yesterday, Allyson Felix put us to work for just 10 minutes. I was really starting to sweat, but the kids were fine. Just that little break really excited us and got us moving. Kids get antsy sitting in their seats. I love hearing how teachers are taking a bit of a break during class to get kids moving so they can get back down to focus and get the job done in school.

Dr. Greenberg

We're excited that right now that about 30% of our county's schools are signed up. The principles, parents, and students become the champions in the schools. The answer is right in front of us. Schools are critical because that's where the kids are. We need everybody pitching in and getting kids physically active. It is the entire school day—before, during, and after school—that counts.

Billie Jean King: What does it mean to sign up to support the *Let's Move!* Active Schools program? The team tasked me with eight cities. Do I call the mayor? Do I call the school district? What should I do to sign them up?

Ms. Pfohl: It can be school by school, but it is a lot faster if we can go to the superintendent. That captures a whole district. For example, we're meeting with the DC public school chancellor in a couple of weeks. We'll be talking to her about all of her schools.

Champions sign on at www.LetsMoveSchools.org. That doesn't mean that they have to do everything alone. It just means that they're the ones who spur everybody on:

- The first step is creating a school wellness committee. You can pull together the secretary in the front office, the janitor, the PE teacher, some classroom teachers, parents, the principle—anyone.
- Step two is a self-assessment to start taking stock. Do you have any before school programs? How is the physical education program doing? What about after school opportunities? Are teachers doing any instant recesses or brain breaks in the classrooms? Are there any fun fitness nights to engage parents and let them know what's going on? This is all on the computer, so you're clicking 'yes' and 'no' and boom—it comes up with a whole action plan for you. You'll not only find out where you need some help, but you'll be directed to the resources. There are many free resources out there thanks to our partners.
- Grants may be available from GENYOUth or the Childhood Obesity Program to fund before or after school programming. If you're looking to implement the awesome new Presidential Youth Fitness Program, we'll direct you to that grant. There is funding available now to help schools get better.
- From there it goes into implementation and reevaluation so that you're constantly getting better.

Physical Activity Outreach Initiative

Ms. Pfohl announced that television, radio, and print PSAs created by the PCFSN are available to everyone at www.fitness.gov. The PSAs focus on the link between 60 minutes of daily physical activity and academic success, including better grades, less

absenteeism, fewer behavioral problems, and more time on task. The audience viewed a PSA by PCFSN Co-Chair Drew Brees.

I Can Do It, You Can Do It!

Ms. Dawes

The PCFSN is releasing a new and improved version of the *I Can Do It, You Can Do It!* program on May 21 in Miami. The program targets kids and adults with intellectual and/or physical disabilities.

The program is very near and dear to my heart because I have a younger brother with autism. He was never very active in participating in sports programs. We would play basketball a little bit when I was not at the gymnastics gym. He beat me once and I never played with him again. I'm a sore loser.

Ms. Dawes introduced Dr. Greenberg to describe the program.

Dr. Greenberg

- Recognized audience members who contributed to program development.
- Described the program goal as ensuring that every child, regardless of disability, gets a minimum of 30 minutes of daily, physical activity. Children who meet the goal receive the Presidential Active Lifestyle Award (PALA+) for physical activity plus nutrition. This year, more than 1,200 students with disabilities will receive the PALA+ award. Some students start out by wheeling their wheelchair around a track for 22 minutes. By the end of the semester, they are down to 12 minutes. There are no excuses. We can raise our children with physical disabilities to take part in physical education.
- Explained that the program has also set the goal of engaging at least 50,000 schools. *I Can Do It, You Can Do It!* is not only about K-12. It is reaching out to colleges and universities and community centers. The PCFSN wants physical activity to be part of the lifespan of persons with disabilities from early childhood well into adulthood. The challenge is to get every school, community, and university engaged in making sure that persons with disabilities have the same opportunities as children in the general population.
- Pointed out that Mr. Pride works with hearing impaired athletes every day and proves that this can happen. Dr. Greenberg called for applause to honor Mr. Pride's work.

Ms. Pfohl: Children in the Miami-Dade County schools speak 125 languages. Dr. Greenberg's budget—aside from the salaries of a few physical educators—is zero. Dr. Jayne is the epitome of a champion because she figures out how to get it done. She

writes grants; she goes to the pro teams in the area and they support her. What I really love, Jayne, is your outreach as it relates to kids with disabilities and what you've been able to accomplish for those kids, and not only when they're in physical education class. Give us some examples of what they get to do outside of school.

Dr. Greenberg: We've reached out to the community. We wanted to start a water sports program, which includes sailing, kayaking, canoeing, and snorkeling. We've added fishing and paddle boarding this year. We reached out to a member of the marketing council who raised \$200,000 and bought us 37 sail boats. Now we operate out of three community sites. They've given us their facilities Monday through Friday at no charge. We also work at golf courses and bowling alleys—we bring children with disabilities to these public facilities. That is where every community can be powerful in every city—seeing that youth with disabilities will never have to pay to go to any community center to recreate in their own neighborhood. We honor our community members for allowing our students to have access to their facilities; not just while the students are in school, but for the rest of their lives, to ensure that they will maintain physical activity.

Ms. Pfohl: In keeping with our program name, if Jayne can do it, you can do it. If she can go out to the park and rec people and work together, you can too. The challenge is on.

Joining Forces

Ms. Pfohl: Michelle Obama and Second Lady Jill Biden have joined forces to support these resilient military families and their loved ones are deployed and redeployed. Equally important is what we do as a nation to support our military folks when they come home. PCFSN thought we should step up to the plate as well, so a couple of years ago we created the Joining Forces Fitness Initiative.

Mr. Edwards: I didn't used to worry about fitness. I was inspired by Mark Martin, who I still race against. He's 54 years old. I think he can do about a hundred pushups and a thousand crunches like nothing.

We spend a lot of time in the NASCAR community with families of the military. We see a lot of folks who have spent multiple tours; who suffered injuries; who are away from their families a lot. Joining Forces asked people to donate time as trainers or time in fitness centers. Now we need to get the word out so that military families know who in their communities offer these opportunities.

Ms. Pfohl: www.fitness.gov/military will take you straight to the information. Our friends at American Council on Exercise have pledged a million hours of free personal training for military families. International Health, Racquet and Sports Club Association and its members have pledged 100,000 health club memberships for military families. We need military folks to know about it. We are working with the Department of Defense, the National Guard, the Reserve, the Yellow Ribbon Integration Project, and so many more

to get the word out. Spread the word in your communities. All that the families have to do to access free facilities and trainers is enter their zip code at www.fitness.gov.

Mr. Edwards: The Military Channel and Discovery Communications will be airing a PSA about how military families can access free fitness benefits.

Presentation of the Presidential Champions Gold Medal Award

Dr. Stephen McDonough, *PCFSN Member*
Rep. Michael McIntyre (D-NC)

Ms. Dawes

The lead program of the President's Challenge is the Presidential Active Lifestyle Award (PALA+). It provides individuals with a simple six-week program to help jumpstart healthy habits. The goal for adults is 30 minutes a day/five days a week for six weeks. The goal for kids is 60 minutes a day/five days a week for six weeks. Our own champion would have to be Dr. Stephen McDonough. He has quickly met his PALA+ requirements. He was on the Council for a few months when he got his first award.

We have another phase going on now called the Presidential Champions Program, which is designed to encourage physical activity for those who have already made it a priority in their lives. The more you move, the more points you get. Based on a tiered point structure, individuals are encouraged to reach bronze, silver, gold, and platinum. Dr. McDonough, please share your experience in going for platinum.

Dr. McDonough - Introduction of Rep. McIntyre

I've been tracking my physical activity for a couple of years. It will take a couple more years to get to platinum. Most of that is walking my 14-year-old golden retriever a mile twice a day; three miles on weekends. I do some weight training and some aerobics as well. PALA+ has been a good motivator for me to keep doing it daily.

It takes a long-term commitment to reach these levels, but we have an individual who is with us today who has reached the coveted gold medal status. He has accumulated more than 160,000 points and has been working toward this for several years.

Rep. Mike McIntyre:

- Represents North Carolina's 7th Congressional District and has been serving since 1997.
- Coached youth sports groups for seven years in t-ball, baseball, football, and basketball, including three All-American Drug-Free teams.
- Was the first volunteer coach in the country to be certified by the National Youth Sports Coaches Association and the first to qualify his teams for the All-American

Drug-Free team based on character development and drug education and awareness.

- Founded and co-chairs the Congressional Caucus on Youth Sports.
- Is a veteran second baseman for the Congressional Baseball Team.
- Recently earned his black belt in taekwondo.
- Serves as a great example for the citizens of our country.

Dr. McDonough presented Rep. McIntyre with a Presidential Champions Gold Medal Award.

Rep. McIntyre: Thank you. What a great example you set that folks of all ages can continue to compete, be active, and have healthy lifestyles. We have a Fitness Caucus on Capitol Hill to encourage members to be fit. We also have the Congressional Caucus on Youth Sports. I started the caucus a few years ago to involve all of our sports organizations—from the US Olympic Committee to the national league sports—in collaborating on reaching out to young people to promote recreation, fitness, sports, and nutrition. We are thrilled to work with you. I'm honored to receive this. Thank you all for the great example you set for our nation. It's a challenge that is worthwhile and worth meeting. We will have a healthier nation. God bless you and thank you.

Presentation of Lifetime Achievement Awards and Community Leadership Awards

Dominique Dawes, *PCFSN Co-Chair*

Dr. Howard Koh, *Assistant Secretary for Health, HHS*

Ms. Pfohl: PCFSN is recognizing 34 leaders from across the country with the 2013 Community Leadership Awards. These are the unsung heroes out in the communities who are doing everything with nothing.

The PCFSN also presents up to five Lifetime Achievement Awards to individuals whose careers have greatly contributed to the advancement or promotion of physical activity, sports, or nutrition nationwide. Applicants are submitted to the Council throughout the year. Final selections are made by PCFSN members. Billie Jean King, Dr. Ian Smith, and Dan Barber will take turns announcing the five recipients.

[Ms. Dawes and Dr. Koh handed out the awards. Each award winner stepped forward to receive his/her award, followed by a photo opportunity]:

Ruth Alexander, EdD (Absent)

- Pioneer in the field of women's sports.
- Chair of the Department of Physical Education for Women at the University of Florida, where she established the nationally renowned "Lady Gator Athletic" program to allow women to participate in intercollegiate athletics.

- Distinguished Professor at the University of Florida, where she helped lead the South Eastern Conference for University Women's competition and championships.
- First woman appointed to the President's Council on Physical Fitness and Sports (by Presidents Nixon and Ford), then named as one of the Council's Special Advisors/Clinician.
- Founding member of the Florida Governor's Council on Physical Fitness and Sports, where she served under four governors' administrations.
- Inducted into the National Association of Sport and Physical Education's Hall of Fame in 1987.
- Retired from the University of Florida after 36 years with the rank of Emeritus.
- Author of eight books.
- Nominated by Dr. Richard Keelor from Health Designs International.

Kirk M. Bauer, JD

- Executive Director of Disabled Sports USA (DSUSA).
- Widely recognized as a pioneer of adaptive sports in the United States.
- Helped transform DSUSA through 40 years of leadership into one of the nation's largest non-profit sports organizations, serving more than 60,000 individuals nationwide.
- As a disabled Vietnam veteran, helps provide sports programs that enable individuals with disabilities, including youth and wounded warriors, lead active lifestyles.
- Recipient of various awards in recognition of his involvement in fitness programs, inclusion initiatives, and adaptive instruction for individuals with disabilities.
- Served on the President's Council on Physical Fitness and Sports from 2006-2009.
- Featured on ESPN, HBO, CNN, NBC, CBS, Fox, and NPR along with the *Washington Post*, *USA Today*, the *New York Times*, and various other news outlets.
- Is a native of Oakland, CA, where he is still an avid alpine skier, hiker, and cyclist.
- Received his bachelor's degree in political science from the University of California, Berkeley and a law degree from Boston University.
- Nominated by Bob Meserve from The Neenan Company.

Grandmaster Moo Yong Lee

- 9th degree black belt in taekwondo.
- Has devoted a lifetime to mastering the art of taekwondo.
- Helped spread the Korean martial art in the United States.
- Championed the inclusion of taekwondo as an Olympic sport.

- Played a formative role in establishing the United States Taekwondo Union—later renamed USA Taekwondo—the U.S. National Governing Body of Olympic Taekwondo, and served as president of the organization from 1985-1986.
- Served on the United States Olympic Team Services Committee.
- Served on the Executive Council of the World Taekwondo Federation.
- Received the David G. Rivenes Award in 1983 for outstanding leadership and service.
- Nominated by James Montgomery from the Bay State Taekwondo Academy.

Emilio ('Dee') DaBramo (Absent)

- Dedicated his life's work as a teacher, administrator, and international authority figure promoting physical activity among youth and special populations.
- Served as a member of the Joseph P. Kennedy Special Olympics Advisory Board.
- Served as a clinician for the Special Olympics for 11 years.
- Served as a clinician and advisor for the President's Council on Physical Fitness and Sports under five administrations, where he trained tens of thousands of health and physical education professionals.
- Served as president of the New York State Association for Health, Physical Education, Recreation and Dance.
- Established A Place Where People Learn Excellence (APPLE) program, which guided underprivileged students toward a higher education.
- Based his professional career on empathy, audacity, and enthusiasm.
- Created a legacy of changing the lives of the people and organizations he unselfishly served.
- Known for his most endearing quality—his love for all people regardless of race, religion, ethnicity, or physical or mental ability.
- Nominated by Dr. Richard Keelor from Health Designs International.

Mr. DaBramo's award was accepted by his daughter, Debbie DaBramo-Buckley along with other family members.

Ms. Pfohl recognized David Hennessy and his wife, Millie. David is the author of *Never Give Up on a Kid*, a biography of Mr. DaBramo. "It is absolutely fascinating, the power of one," remarked Ms. Pfohl. "This book epitomizes it."

Ms. King noted that Dan Barber's restaurant, Blue Hill, won the James Beard Foundation award for Outstanding Restaurant.

Antronette (Toni) Yancey, MD, MPH

- Professor at the UCLA Fielding School of Public Health.
- Co-Director of the UCLA Kaiser Permanente Center for Health Equity.

- Primary research focus on chronic disease prevention and adolescent health promotion.
- Served as Director of Public Health for the city of Richmond, VA.
- Served as Director of Chronic Disease Prevention and Health Promotion for the Los Angeles County Department of Health Services.
- Served on numerous committees and boards, including:
 - Institute of Medicine Standing Committee on Childhood Obesity Prevention
 - National Physical Activity Plan Steering Committee
 - Partnership for Healthier America
 - Board of Action for Healthy Kids
 - Board of Directors of the California Public Health Institute
- Authored more than 100 scientific publications and more than 75 peer-reviewed journal articles and editorials.
- Her book, *Instant Recess: How to Build a Fit Nation 10 Minutes at a Time*, encourages all Americans to incorporate 10-minute physical activity breaks into school, work, and community life.
- Nominated by Dr. Robert Ross of the California Endowment.

Mr. Barber informed the meeting that Dr. Yancey passed away a few weeks ago. Her partner, Darlene Edgley, accepted the award along with other family members. Mr. Barber added that multiple copies of *Instant Recess* were donated by the California Endowment and were available to be picked up as attendees exited the meeting.

Instant Recess Tribute to Dr. Toni Yancey

Donna Richardson Joyner, PCFSN Member

In honor of Dr. Yancey's legacy, Ms. Joyner led the meeting in a session of instant recess.

Ms. Dawes announced that a nationwide instant recess would be held at 4 pm to honor Dr. Yancey.

Introduction of Dr. Kohl

Ms. Dawes presented Dr. Kohl's accomplishments:

- Professor at the University of Texas Health Science Center in Houston and the University of Texas in Austin.
- Served as Team Leader in the Physical Activity and Health Branch of the Division of Nutrition and Physical Activity at the CDC.
- Has conducted research since 1984 in the field of health and fitness, developing and evaluating intervention programs for adults and children and advising on policy issues.

- Founding president of the International Society for Physical Activity and Health.
- Currently co-editor of the *Journal of Physical Activity and Health*.

Science Board Update

Harold W. “Bill” Kohl, III, PhD, *Science Board Member*

Dr. Kohl provided background on the board:

- Established as a formal subcommittee in 2003.
- Composed of 16 leading scientists specializing in areas of relevance to the Council’s work, including exercise science, kinesiology, fitness assessment, measurement, physical education, physical education pedagogy, sports psychology, nutrition, energy balance medicine, and public health.
- Provides scientific guidance on the Council’s programs and policies to ensure that they are best aligned with current research and practice.
- Acts as a liaison with external committees and science boards.
- Serves as a resource for new and existing scientific results that might influence how the PCFSN can promote physical activity and nutrition.
- Recommends the recipient of the annual Science Board Honor Award.
- Develops projects with the approval of the Council.
- Meets quarterly.

2011-2012 Project Highlights

- A Science Board member presented at the 2012 American Alliance for Health, Physical Education, Recreation and Dance Research Consortium.
- Science Board members played an integral part in recommending topics for the physical activity guidelines midcourse report. A Science Board member served on the subcommittee.
- The Science Board was integral in recommending members to serve on the consensus panel for *I Can Do It, You Can Do It!*.
- Presented the 2011-2012 Science Board Honor Award.
- Published seven issues of the *President’s Council Research Digest*, which is focused on professional audiences and provides a summary of key nutrition and physical fitness research.
- Published six blogs.
- Served as a resource to the PCFSN, providing scientific guidance on topics such as communications and PALA+ recommendations. A particular focus of the past year has been appropriate PALA+ recommendations for pregnant women.

Goals for Upcoming Year

- Reexamine the adult fitness test for people 18 years and older. We know that there are health-related fitness parameters related to high blood pressure, diabetes, and other chronic diseases. The adult fitness test was designed specifically to promote activities to improve those measures—aerobic fitness; muscular strength, endurance, and flexibility; and body composition—to help adults lower their risk of chronic disease. We've identified four areas of improvement:
 1. Adaptation of the aerobic fitness test. Many older people cannot do a mile and a half run. There are several adaptations of the test—particularly the 400 meter walk test—that we've been examining and are recommending.
 2. Tailored results for those taking the test; feedback that is personalized, relevant, and reflective of current research. Messaging is particularly important for older adults.
 3. Stronger and more valid cut points for defining who is and is not fit based on current research.
 4. Contingent on available funding, a redesigned website that is more user friendly and competitive with other online resources.

The Science Board aims to put the first three items in place by summer's end; then will turn its attention in the fall toward redesigning the website.

- Reevaluate the research digest in the following areas, with a goal of retaining its status as a primary vehicle for quality information:
 - Widening the electronic distribution beyond the current 1,500-2,000 readers.
 - Examining editorial content based on the interests of the PCFSN, with an eye toward stimulating the new activities and programs undertaken by the Council.
 - Evaluating manuscript development and marketing guidelines.

Dr. Kohl requested an official PCFSN liaison to the Science Board to maintain good communication and provide the board the benefit of Council expertise in its deliberations.

Q&A

Dr. Smith: How can PCFSN members work more effectively with the board to produce some concrete, research-based deliverables so we can go into a school and tell a teacher, principle, or superintendent what works? I'm glad that you asked for a liaison, because I feel there was a disconnect. We need things from you that will help us deliver our messages. You need information from us about what is going to be useful.

Dr. Kohl: The dialog is absolutely critical. If there's a need, we can react, not just at a quarterly meeting, but on demand. I am bringing the message from the chair as well as the science board that we are open and want to fulfill that role as much as possible.

Dr. Smith: I want to be able to say, "I have to speak at a conference about kids. I want you to give me five bullet points about what your research is showing."

Ms. Pfohl: One job of the PCFSN staff is to take reports and research and pull out talking points. Those messages are readily available now.

Dr. Smith: The bullets points are great, but I need to be able to say to the board, "Help me understand a particular topic," based on who my audience is.

Dr. Kohl: I think I speak for the Science Board in saying we're available to you. There should be no reason that the information is not readily available. That only enhances all of our efforts.

Ms. Pfohl: We can use the Science Board to figure out what is real, solid research. We see so much in the newspaper every day. How do we know that a study was evidence-based and the methodology was sound? If this research is not the best, is there other research that we can turn to? We also want to make sure that we're media ready.

Dr. McDonough: What do you think are the greatest unmet research needs in the prevention and treatment of childhood and adult obesity?

Dr. Kohl: There are three key areas:

1. How can different family structures best be leveraged to help prevent obesity? The family unit, particularly for younger children, is crucial.
2. How can we address the disparities in access to safe places to be active? We tell people to go out and be active, but if the neighborhood is not safe or there is not a park within GPS range, it becomes very difficult.
3. Why can we not prevent the decline in physical activity in adolescence, particularly among girls? There is a dramatic decline when girls, and also boys, get into middle school and high school. We have to focus on where the levers are to get kids to stay active.

Ms. Dawes announced that Dr. McDonough will be the PCFSN liaison to the Science Board.

Ms. Dawes introduced Robert "Bobby" Sena:

- A 10-year-old from Orlando, FL.
- An Alliance for a Healthier Generation Youth Advisory Board member.

- A sports lover who is involved in the Fuel Up to Play 60 program founded by the National Dairy Council and the NFL to empower kids to make small, everyday changes at school.
- Participates directly with the Fuel Up to Play 60 club at school, where he stays late every Wednesday to brainstorm creative and healthy recipes and make coasters to encourage other students to make healthy choices.
- Selected as the Florida state ambassador for Fuel Up to Play 60.

Bobby Sena

- Met Michelle Obama and *Let's Move!* Executive Director Sam Kass a year ago for the *Let's Move!* second anniversary. At the time he was involved in improving physical fitness and lunch menus at his school. He was inspired to take on a larger leadership role in his school and community. He joined the alliance to get the resources he needed to make a difference in his community.
- Became a Youth Advisory Board member and met others who were just as passionate about making a difference as positive role models.
- Noted that it is beneficial to empower youth to have an active role in issues that directly impact them. He said that advisory board members have motivated other youth to make personal changes in their homes.
- Has inspired others in central Florida to get involved in physical activity and healthy eating and has established partnerships with community leaders for support.
- Described some substantial changes made at school and at home by the youth in his community. These include the health and wellness after-school program and Plant a Lot of Love and Go. Kids have created two community gardens to bring awareness to students and the community about the importance of being healthy through growing their own vegetables and fruits. The gardens also provide fresh produce to those who would otherwise have no access.
- Hopes to continue to motivate other youth through leading by example.

Ms. Pfohl announced that Sam Kass was called away and could not make his presentation and that she would give the *Let's Move!* update.

***Let's Move!* Update**

- The program's goal is to solve childhood obesity within a generation.
- Information about the program, including newsletters and blogs, is available at www.letsmove.gov. Sub-initiatives include *Let's Move!* Active Schools, *Let's Move!* Outside, *Let's Move!* Childcare, *Let's Move!* in Indian Country, and *Let's*

Move! Faith and Communities. The variety of initiatives recognizes that various target groups react to different approaches.

- Dr. Koh meets once a month with HHS staff supporting *Let's Move!* initiatives to discuss working together and sharing resources.
- The First Lady is as committed today as she was when *Let's Move!* was launched three years ago. She came to this effort as a parent with concern over the health of her own children.
- Never before in the history of our country has the time been more right for us to truly create change. I applaud what all of you do every day. The PCFSN is here to lift that up, amplify it, and move it forward.

Youth Perspective Roundtable

Shellie Pfohl, *PCFSN Executive Director*; *PCFSN Council Members*, & Youth Participants

Youth panel members include:

Abbie Werner, 14, Smith Middle School, Glastonbury, CT

Kennedy Collins, 16, Magruder High School, Rockville, MD, representing military families

Bobby Sena, 10, West Creek Elementary School, Orlando, FL, Alliance for a Healthier Generation's Youth Advisory Board member

Hunter Paulin, 10, Indian Head Elementary School, Indian Head, MD; 2013 NFL Play 60 Super Kid

Emma Buchanan, 16, Patrick Henry High School, Glade Spring, VA; Fuel Up to Play 60 Student Ambassador

Brianna Parker, 15, Colonie Central High School, Albany, NY; cheerleader from the Pop Warner Angels Cheer Squad

Ms. Pfohl announced that due to time constraints, roundtable participants could not take questions from the audience. She encouraged attendees to email the PCFSN at fitness@hhs.gov with questions and/or concerns.

Youth participants who had not already made presentations briefly introduced themselves:

Emma, high school sophomore, Youth Advisory Council for the Fuel Up to Play 60 program, former National Student Ambassador

Hunter, NFL Play 60 competition winner

Kennedy, sports lover, varsity volleyball player, has two parents who serve in the military

Brianna, cheer squad member

Ms. Pfohl: Tell us about the changes you notice in your school environment.

Emma: The Fuel Up to Play 60 program has resulted in wonderful changes over the past two years, including a salad bar in the lunch line, more physical activity opportunities, more gym equipment, and a 5-K event for the community.

Hunter: They changed from white bread to whole grain for peanut butter and jelly sandwiches at my brother's school.

Bobby: We have more physical activity time, including more minutes of PE, as well as more equipment due to Fuel Up to Play 60 support.

Dr. Smith: Does the average kid in school understand what obesity is?

Emma: Honestly, no. The students in our schools do not realize the importance of wellness. That's why it's so important to be leading changes like the Fuel Up to Play 60 program, because we're teaching those students the information they need to lead healthier lives.

Dr. Smith: How, as adults, do we reach students so that health is just as important as Justin Bieber's new release?

Kennedy: You have to think from our point of view. Sports are huge. A lot of kids like field hockey and volleyball. Have them come out and play that, and not just on competitive teams—just for fun. There would probably be a lot more people able to work out.

Ms. King: Do you actually talk to other students and get them to be part of it?

Kennedy: Yeah.

Bobby: You could get celebrities to show that they're eating healthy, because kids get influenced by celebrities.

Brianna: I think getting kids to eat healthy and work out like the stars would help.

Mr. McClellan: I hear you saying that maybe finding ways to get kids more active is better than talking to them from a scientific perspective. [Youth panel agrees.]

Mr. Barber: How do you know what is good to eat?

Emma: We've been told over and over what to eat and what's good for us. We've been taught; it's just not been implemented into the school day.

Dr. Ian: If kids know what's good to eat, why are kids still choosing the bad food?

Hunter: Because they think it tastes good and they really do not like healthy food.

Mr. Barber: How many of you cook?

Emma: We have cooking classes and a cooking club where we've taught students to make tasty and healthy recipes.

Mr. Barber: At home, how many of you are cooking with your parents? Do you know friends who are cooking two or three times a week with their parents?

Bobby: I cook with my parents. We've made spaghetti with tomatoes. Cooking together actually helps me get involved with eating healthy, because it's fun to cook.

Ms. Kwan: I have a niece who likes to dance and that's about it. She does not want to get involved in sports. What advice would you give to someone who is not naturally sporty? How would you encourage them?

Emma: You do not have to be sporty to be active. As long as she's doing what she likes and being active, it's alright.

Bobby: Any time you move, that's good to do. If she likes dancing, encourage her to keep on dancing. If you encourage her to do what she loves, maybe that could lead into another sport.

Ms. Richardson Joyner: How has your involvement in getting kids to be healthier impacted your family life?

Bobby: We've been walking and playing golf together. Sometimes my mom and dad go out and train with me during off season for football. We wear pedometers that plug into the computer. You can create your own avatar. We've made many changes to our diet as well. We've been cooking at home a lot.

Hunter: My mom, dad, brother, and I went on a 26-mile bike ride. It helped us get more active.

Dr. Greenberg: Abbie, how did you get the rest of the students in your school involved? And for the whole panel, what can the schools do to help you with your mission?

Abbie explained that she is now in middle school and working on the challenge of getting students involved. She gave the example of girls not wanting to run because it messes up their hair.

Dr. Smith: These programs that adults create and think are great—*Let's Move!* and Play 60—do other students at your schools think these are great programs, or do they want to see something in a different way?

Emma: I know they love the programs because of the incentives that they get from them. We've had NFL players come to our school, and that meant the world to those high school students. The incentives are allowing students to open their eyes to wellness opportunities.

Dr. Smith: But if you had to create a program, what would it look like?

Emma: It would look like Fuel Up to Play 60, because it's the student voice that creates it.

Hunter: Some of my friends do not like NFL Play 60 because they don't want to get active. I'm trying to encourage them to be active.

Bobby: Students at my elementary school love Fuel Up to Play 60 because at a younger age, you have more energy. Older students don't like to be healthy. They think that broccoli tastes bad. Maybe we could get them to understand more. These programs help us kids who already know the importance of being healthy. Maybe if the kids knew why it was important and got more involved with healthy programs, they would appreciate it more.

Mr. McClellan: I hear you saying that kids don't like being active. What do they consider active and why don't they want to be active?

Bobby: Kids think that playing on a joystick moving their hand is active; or maybe pressing buttons and winning a game is active. I want an Xbox Kinect for our school to teach kids that playing video games doesn't always have to be on a joystick. You can move while playing a video game. What they think is active is not the real definition of active.

Emma: A lot of kids think that active means organized sports. They don't understand that doing what they love—like dancing—is active as well.

Mr. McClellan: Should we use another language?

Emma: I don't think you need to change your language. I just think you need to let these kids know of other possible options for sports so they find out what they do well.

Mr. Edwards: Does anybody explain marketing to you so that you are empowered to make your own decisions, not just base them on what you see with the most frequency?

Bobby: In Alliance for a Healthier Generation Fuel Up to Play 60, they explain that advertisers could lie just to get you to go to that place. They put McDonalds in convenient spots where they know a lot of traffic is going to be. There's a dollar menu at places that sell unhealthy food. It's cheap. Maybe if you lowered the cost of fruits, more people would go buy them.

Dr. Greenberg: You are champions. You have made the changes. The second part of my question is, in schools that don't have champions right now, what can the schools do to assist you?

Bobby: Maybe getting famous people to go out and show that they're healthy. For older kids, it's their friends who influence them. They want to be accepted, so if their friend doesn't like being healthy, they may not like being healthy.

Hunter: At my school, people think playing video games is cool and they think they're being active. Some of the cool kids like being active; most of them play video games. I stick with active people, and we're trying to get people who play video games to be active during recess rather than sitting around and talking.

Ms. Pfohl noted that there are a lot of active video games. She pointed out that the PCFSN has a partnership with the Entertainment Software Association to make sure there are more opportunities. She asked the youth panel if they see a real fitness role for active gaming.

Bobby: I think that the Kinect Xbox is fun for little kids, older kids and even the cool kids because being active is pretty fun. It just kind of makes them happy. Maybe the kids could enjoy being active.

Brianna: The team can get their exercise and still be active.

Dr. McDonough: How do children with disabilities in your schools exercise—what do they do?

Hunter: There are barely any youth leagues for non-contact sports where I live.

Bobby: I think the kids who are disabled do find a way. They move their arms while rolling the wheelchair. I know a kid who uses a wheelchair and who loves basketball. It's his passion. He bounces the ball while wheeling his chair, and he's pretty good.

Ms. King: Is there any way that we can get physical education back into the schools? Why don't they make an hour of physical activity every day a requirement for graduation? When I was in school, we had to have it. It was non-negotiable. This is one time I wish we could do a federal law. It would be great if we could have a groundswell from the grassroots, because public opinion will prevail, eventually. It is absolutely ridiculous that the military must now have pre-boot camp so that people can pass boot camp. America needs to be strong and vibrant and we've got to get physically fit. We have to find a way.

Bobby: I think that part of the reason that schools are not pushing physical activity is that adults are taking control and focusing too much on academics. But it's proven that when you're having physical activity, your brain is more alert and focused. Some of the teachers give out candy for answering a question right.

Emma: I don't think it's the teachers as much as the standardized tests that teachers have to give.

Ms. Dawes: Who in your life inspired you to care so much and want to make this commitment?

Bobby: My inspiration was Sam Kass, Michele Obama, and especially my mom. She's been the one who helps me do everything. She taught me about calories and sets goals for me to eat healthy. I appreciate her every day.

Dawes: My niece and nephew don't always listen to what my sister says. What in your brains says, "I am going to choose the healthier one?"

Bobby: There are two things. One, programs like Alliance for a Healthier Generation and Fuel Up to Play 60 and two, I know my mom is on this all the time.

Ms. Pfohl asked Bobby's mom to stand and be recognized.

Abbie: Definitely my parents. They know what foods are right for me and they know I need exercise every day. They make sure I do it.

Ms. Pfohl asked Abbie's dad to stand and be recognized.

Brianna: My mom makes sure I eat healthy, drink a lot of water, and exercise. I really appreciate that from her.

Ms. Pfohl asked Brianna's mom to stand and be recognized.

Hunter: My inspiration is my family and RG3 (Robert Griffin III, quarterback for the Washington Redskins). Since we went on our 26-mile bike ride, my mom and dad have been supporting me. Same thing with my brother. We play football together and it helps increase my speed for wrestling.

Kennedy: My inspiration is my parents. Both of them are in the military. It's really hard in the military because you don't get to see your parents very much. When I do see them, my mom is such a role model. She does so much; works out; she's always talking to me; she's always telling me things that inspire me every day to be in the military and protect my country.

Ms. Pfohl asked Kennedy's mom to stand and be recognized.

Kennedy: My dad is great. He takes care of all three sisters. He helped build our house. He is a great inspiration.

The audience applauded Kennedy's father.

Ms. Pfohl asked that all audience members who served in the military to stand and be recognized. She also asked the audience to recognize Hunter's mother.

Emma: I'm here with my mom today, but my dad really inspired me. He was diagnosed with Type 2 diabetes and since then, I've realized how important it is to live a healthy life. We've pushed each other to be healthier in our lives.

Ms. Pfohl asked Emma's mom to stand and be recognized.

Ms. Dawes: It's great to hear those answers because we know that the home environment shapes children more than any other environment. You are in school six or seven hours a day, but the champions are made at home. That's why you are able to impact your community. I want to give the moms and dads a round of applause.

Ms. Pfohl asked the youth participants if they had any questions for the PCFSN members.

Bobby: How do you stay fit?

Mr. Barber: I'm a chef, so I run about 100 miles a night in my kitchen. During family meal, a time around 4 pm when all the cooks and waiters have dinner, I go out for a run until 4:40. Luckily I had a little shower installed in the restaurant basement. I try to do that every day. I'm not trying to compete with anyone; I'm just trying to stay awake. I know that if I don't do it, the second part of the evening gets really tough. My motivation is staying awake.

Ms. Richardson Joyner: I'm a fitness expert and I'm pretty active most days of the week, but I do have my impossible list. I set goals and work toward achieving them. Two years ago I climbed Mount Kilimanjaro, last year I went skydiving, and this year I'll do my first marathon in Istanbul, Turkey. It's important for me to have goals so I can work toward them and reach them.

Hunter: Carl Edwards, is it hard to be a NASCAR driver?

Mr. Edwards: A little bit sometimes. It would be easier if it was just me, but those other guys kinda have the same idea.

Dr. McDonough: I'm not an athlete. I couldn't pass the President's Challenge test when I was a youth. I began exercising when I was 29. I walk my dog twice a day for a good half an hour. I try to lift weights about three times a week. As you get older, your muscle mass decreases. In order to maintain your muscle mass and tone, it's important that you lift weights. I also try to be on the elliptical two or three times a week or go jogging.

Ms. Kwan: For 21 years I was skating and competing every day. It was hard work and a lot of exercise. Now I'm working at the State Department and I spend most of my days at a desk in front of a computer. I have to remind myself to get enough rest, eat well, and exercise. I love yoga, so I have to either wake up earlier and do it before work or do it after work.

Mr. Edwards: I used to make fun of people who work out. I thought it was a joke. I thought I was too cool to do that. I got motivated by one of my competitors, Mark Martin. I started working out and getting in shape because I thought it would make me a better race car driver. Now I do it because I hope I'm going to be on the Earth for a long time. I want to be as healthy as I can be for my family. I've learned that no matter what successes you have in life, you have to be true to yourself, always invest in yourself, and spend time in your own thoughts. Working out gives me 45 minutes a day in which to be by myself. It's really an important part of my life.

Ms. Dawes: When I retired at 23, I did not work out. I became one of those lazy people who doesn't care much about physical fitness. I felt horrible and I wasn't productive in any aspect of my life. The people around me would stay their distance because I was miserable to be around. I work out today because it helps my mood. I feel more alive and happy. I always say, before popping a pill, try pressing start on a treadmill first. Also, I've been doing motivational speaking since I was 19. I want to make sure I'm always true and genuine. I want to make sure I'm someone who's not just talking the talk, but walking the walk. I challenge myself to practice what I preach.

Ms. Pfohl: I'm not an elite athlete. I try to keep up with all these people. It's about being healthy, but part of that is mental and emotional health. I'm best if I work out in the morning. That prepares me for the entire day. I played sports growing up, but now it's really about getting cardiovascular and strength training and really going out and enjoying new things.

Dr. Greenberg: I have a different story. I had a very active and competitive life until a motorcycle accident caused me to temporarily lose the use of my left leg. Two bachelor degrees later, I now walk and scuba dive as opposed to competitive running and cycling. I've also noticed that if I go office to office rather than calling or sending an email, I can put 7,000 more steps a day on my pedometer. Even when you have more years behind you than ahead of you and your lifestyle changes, there's still a way to be physically active.

Dr. Smith: I've always been an avid sportsman. I played all sports growing up. I'm extremely competitive. I love competition and sports. I still play basketball, tennis, and golf. I don't like losing. I always say look in the mirror for your biggest competition. I have standards that I set for myself and I want to meet them every day. I have two young kids. They motivate me. I want them to see their dad near peak performance before I get old. Becoming a professional athlete is almost like winning the lottery. Some of the best players in any sport never became professionals, for all kinds of reasons. It's more about enjoying the sport and having a good time.

Bobby: You're competitive, so maybe you can go against me once. I am competitive too.

Hunter: I bet I can beat you in basketball.

Bobby: I can beat you at golf.

Mr. Edwards: The hardest thing about race car driving is bladder control.

Ms. King: As a veteran of six-hour matches, I hear you. Now they have a bathroom break, but when I played, we didn't. I'm probably the eldest one up here. I always had trouble getting motivated, but once I'm there, I'm in. I live in New York City. New Yorkers live two and a half years longer than people in any other city in the country because we do so much walking.

When I'm working—especially when I'm on the phone—I think better when I pace. I hardly ever sit. Because I've had eight knee operations and one foot operation, I can't run anymore. When I go to the gym, I do sprints on the bike. I do at least three or four one-minute sprints along with 40-45 more minutes. At worst, I try to get at least 30 minutes on the bike. I also do weight resistance. As we get older, our muscle mass and metabolic rate keep dropping. It is absolutely vital that I do weight resistance. If I don't, I just don't feel good. It's the aerobic and weight resistance together that make me feel good.

I retired at forty and also had trouble right afterwards. I was a slob for about five years. And then I couldn't stand it any longer. I wanted to feel good. It's a struggle, but it's a part of the discipline of life, and I feel so great afterwards.

Mr. McClellan: I'm a fitness expert, so fitness is my life. We all talk about being fortunate for being able to walk and run. If you really feel that way; if you're really appreciative of it; you would walk and you would run. I live my life by that—I'm blessed to be able to do it; then I must do it. I haven't missed a week of working out in well over 40 years. As a dad and a granddad, there's nothing better than being able to still beat my sons and still outwork them. It's not so much about the competition, but being able to be involved with them. Every weekend, my three sons are my training partners. Being healthy and being able to move—that's what inspires me.

Audience member: I am a parent of a child with a disability. Fitness programs are not readily accessible—we have to seek them out. Physical fitness is no less important for children with emotional, intellectual, and physical disabilities. That's something that I would like for you to keep in mind.

Dr. Greenberg: We did address that earlier, but it is so important that you're here. On May 21, the Council is going to do a national rollout of *I Can Do It, You Can Do It!* It's a program for all students with disabilities, whether they participate at schools,

universities, or community centers. We are committed to providing opportunities, resources, and people to mentor youth with disabilities. Youth and adults who participate in 30 minutes of daily physical activity can earn the PALA award.

An evaluation of the program found that not only did students improve on all six measures, but the more fit they got, the less they were absent from school. That was a huge finding for us. Thank you for bringing this up a second time, because we do believe it is critically important to include all persons with disabilities.

Ms. Pfohl called on Lifetime Achievement Award winner Kirk Bauer to speak.

Mr. Bauer: This is a really important issue that's going to be visited and revisited in the near future. The Department of Education has issued an advisory that says kids with disabilities can and should be involved in after-school sports. If the schools are getting federal funding, the students must be involved. You will see it expanding in the future. That's the first message.

The other is to reinforce the fact that just because you have a disability does not mean you can't be active. We challenge our youth and adults with disabilities all the time. Disabled Sports USA is now offering more than 40 different sports that kids and adults with disabilities can engage in. Unfortunately, war has produced some severe disabilities. Our War Fighters sports program is dealing with triple and even quadruple amputees. They are skiing, biking, golfing, sailing, and scuba diving. There are a lot of things that we can do as people with disabilities. Don't let the disability be an excuse for not being very, very active.

Ms. Pfohl and **Ms. Dawes** called for a round of applause for the youth panel members and their parents.

Ms. Dawes introduced Cindy Sisson Hensley, a renowned business, sales, and marketing executive with a distinguished career that has encompassed the world of Fortune 500 companies. Cindy serves as senior advisor and director of development for the National Foundation on Fitness, Sports, and Nutrition. She is leading a multi-million dollar fundraising campaign in support of the PCFSN's newly launched Presidential Youth Fitness Program. This program is foundational to the larger national focus on the fitness and nutrition of America's youth.

Cindy has founded numerous companies. The most recent is ConnectTIVITY, an agency that specializes in assisting nonprofits, schools, and other organizations with creative fundraising solutions that use state-of-the-art technologies and extensive consumer engagement. Prior to ConnectTIVITY, Cindy served as president of HOPSports, a global health and wellness network dedicated to fighting childhood obesity.

Among the brands, properties, and agencies that Cindy has worked with are the 1984 Olympics, the NFL, NBA, MLB, NHL, PGA, LPGA, Gatorade, USPS Pro Cycling team, and NASCAR.

National Foundation on Fitness, Sports, and Nutrition Report

Cindy Sisson Hensley, Senior Advisor, National Foundation on Fitness, Sports, and Nutrition

Dr. Yancey was an inspiration in my life.

The foundation was established on December 10, 2012 to support the great works that you learned about today such as the Presidential Youth Fitness Program and *I Can Do It, You Can Do It!* It is on my shoulders to go out and raise millions and millions and millions of dollars.

Our board members include Tom McMillen; Scott Blackmun, CEO of the US Olympic Committee; Patrick Cunnane; Cris Collinsworth; Raul Fernandez; Rockne Freitas; and Maureen Schafer. I am honored to work to raise the funds for the Presidential Youth Fitness Program. Our goal is to be in 90% of the U.S. public and private schools by 2020. With your help, I've got to go out and raise close to \$150 million. Our first Presidential Inaugural Funder was the General Mills Foundation. Other companies are following. When I stand in a meeting or present a program, the fact that they've given that kind of money really helps.

I'm on a mission. I'm here to support you and the great works of our Council. We had a big friend-raising event last night. Next year, I'm going to have a lot of great things to share.

Ms. Dawes introduced the Pop Warner Angels Cheer Squad.

Cheer for Physical Activity

Pop Warner Angels Cheer Squad, Albany, NY

Wrap Up

Dominique Dawes, PCFSN Co-Chair

You Angels have motivated and energized us to continue this fight to combat childhood obesity and get our young kids healthy and active once again. Thank you all for coming to the meeting—and everyone online as well. Thank you, Council members, for your dedication to this cause. I want you all to remember to go to our website:

www.fitness.gov. When you're on Twitter, it's @fitnessgov, then #MoveInMay for National Physical Fitness and Sports month.

Adjourn

ALL