

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

Tuesday, September 16, 2014
9:00 am to 1:10 pm

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

Agenda

Tuesday, September 16, 2014

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9:20 am	Opening Remarks & Introduction of New Council Members	pg 10	Dominique Dawes, <i>PCFSN Co-Chair</i>
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9:50 am	Dietary Guidelines for Americans Update	pg 19	Dr. Don Wright, <i>ODPHP Director</i> <i>HHS Deputy Assistant Secretary for Health</i>
9:55 am	Special Dance Performance	pg 22	The Washington Ballet @ TheARC
10:05 am	Sports for All Roundtable Discussion	pg 22	Tom Farrey, <i>Moderator</i>
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11:40 am	Physical Activity Break	pg 36	Cornell McCellan, <i>PCFSN Member</i>
11:45 am	Presentation of PCFSN Lifetime Achievement Awards	pg 36	Dominique Dawes, <i>PCFSN Co-Chair</i> Dr. Wanda Jones, <i>HHS Assistant Secretary for Health (Acting)</i>
12:05 pm	Introduction of Sam Kass	pg 38	Nadya Khan, <i>Youth Advisory Board Member</i> <i>Alliance for a Healthier Generation</i>
12:10 pm	<i>Let's Move!</i> Update	pg 45	Sam Kass, <i>Let's Move! Executive Director</i>
12:15 pm	Disability Inclusion Roundtable Discussion	pg 39	Dr. Jayne Greenberg, <i>PCFSN Member (Moderator)</i>
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1:10 pm	Closing Remarks & Adjourn	pg 48	Dominique Dawes, <i>PCFSN Co-Chair</i>

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; US 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

Caitlin K. Cahow

Three-time World Champion and two-time Olympic medalist, US Women's National Hockey Team
2008 USA Hockey Women's Player of the Year

Jason Collins

Professional basketball player; National Association of Basketball Coaches third team All-American
Partner with the Gay, Lesbian & Straight Education Network

Misty Copeland

First African American female soloist in more than two decades at American Ballet Theatre
Recipient of a 2008 Leonore Annenberg Fellowship in the Arts

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 US Olympic Committee

Lieutenant General Mark Hertling (Ret.)

Former Deputy Commanding General for Initial Military Training; modernized the Army's basic training program

Received the Distinguished Service Medal, the Bronze Star, and the Purple Heart

Grant Hill

Professional basketball player (guard/forward), Los Angeles Clippers

Seven-time National Basketball Association (NBA) All-Star; 1996 Olympic gold medalist in basketball

Billie Jean King

20-time Wimbledon tennis champion; recipient of the Presidential Medal of Freedom;

Founder & first President, Women's Tennis Association

Michelle Kwan

Public Diplomacy Envoy, US State Department

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 34 years

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

Alonzo H. Mourning, Jr.

Vice President, Player Programs for the Miami Heat Basketball Organization

Seven-time NBA All-Star and two-time Defensive Player of the Year

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

Rachael Ray

Host, *The Rachael Ray Show*

Founder, Yum-o! nonprofit organization to empower families to develop healthier relationships with food and cooking

Donna Richardson

International fitness personality (more than 25 award-winning videos)

National Fitness Hall of Fame

Anthony Marc Robles

National Collegiate Athletic Association (NCAA) Wrestling Analyst/Expert at ESPN;

NCAA wrestling champion 2010-2011; Wrestling Hall of Fame

Robert Thomas Shepardson

Partner/Co-Founder, SS+K marketing and communications;

Member, Council on Foreign Relations

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

PCFSN Staff

Shellie Pfohl, MS, Executive Director

Shannon Feaster, MS, Deputy Executive Director and Director of Public Affairs

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

Yesenia Diaz, MS, Public Health Advisor

Joey King, Deputy Director of Communications/Webmaster

Janelle Margolis, Expert Consultant & Project Manager

Meredith Aronson, MPS, ORISE Fellow, Partnerships & Communications

Zachary Parolin, ORISE Fellow, Partnerships & Communications

JoHannah K. Torkelson, JD, MPH, ORISE Fellow, Adult Programming & Partnerships

Presenters

The Honorable Bill Corr

Deputy Secretary, HHS

Don Wright, MD, MPH

Director, Office of Disease Prevention and Health Promotion (ODPHP)

Deputy Assistant Secretary for Health, HHS

Tom Farrey

Executive Director, Sports and Society Program

The Aspen Institute

John Tatum

Personal Best Athlete
National Senior Games Association

Wanda Jones, DrPH

Assistant Secretary for Health (Acting), HHS *(Did not attend)*

Nadya Khan

Youth Advisory Board Member
Alliance for a Healthier Generation

Sam Kass

Let's Move! Executive Director *(Did not attend)*

Special Guests

The Washington Ballet @ TheARC

Washington, DC

Tuesday, September 16, 2014

The following document contains highlights of the President's Council on Fitness, Sports & Nutrition (PCFSN) Annual Meeting held on September 16, 2014.

Housekeeping & Council Member Roll Call

JoHannah Torkelson, PCFSN Staff Member

- Attendees must silence cell phones and refrain from their use during the meeting.
- PCFSN encourages social media posts about the meeting. Post on Twitter @FitnessGov.
- Exits during the meeting must be made through the back corner doorway.
- Building security restrictions require that a federal employee accompany all those who exit the Great Hall, including for restroom trips.

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

Council Members in Attendance (17):

Dan Barber (via phone)
Caitlin Cahow
Jason Collins
Misty Copeland
Dominique Dawes, Co-Chair
Allyson Felix
Dr. Jayne Greenberg
Lt. Gen. Mark Hertling
Grant Hill
Michelle Kwan
Cornell McClellan
Dr. Stephen McDonough
Curtis Pride
Rachael Ray (via live web stream)
Anthony Robles
Rob Shepardson
Dr. Ian Smith (via phone)

Council Members Absent (6):

Drew Brees, Co-Chair
Billie Jean King
Dr. Risa Lavizzo-Mourey

Alonzo Mourning
Chris Paul
Donna Richardson

Opening Remarks

Dominique Dawes, *PCFSN Co-Chair*

- Welcomed PCFSN members, guests, and those tuning in to the live webcast.
- Noted that throughout the day the Council would reflect on its accomplishments for the past year and determine priorities for the year ahead.
- Explained that three roundtable discussions--each on a different focus area--form the heart of the meeting. The discussions are designed to lead to a clear vision on how the Council can fulfill its ambitious mission to engage, empower, and educate all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition.

Ms. Dawes outlined the steps already taken by the Council that week, including three White House events focusing on physical activity and good nutrition within schools. In addition to filming educational videos, Council members:

- Led a conference call with nearly 250 school leaders.
- Held an in-person meeting with more than 30 superintendents and several student ambassadors to discuss the connection between physical activity and academic performance.
- Hosted a school lunch and nutrition roundtable with *Let's Move!* Executive Director Sam Kass and student ambassadors that focused on nutrition and performance.

Introduction of Bill Corr, *HHS Deputy Secretary*

- One of the leading voices within HHS.
- Unanimously confirmed by the Senate on May 6, 2009 as Deputy Secretary of HHS.
- Responsible for the operations of the largest civilian department in the federal government.
- Most recently served as executive director of the Campaign for Tobacco-Free Kids.
- Previously served for 12 years as counsel to the US House of Representatives Subcommittee on Health and Environment.
- Served as HHS Chief of Staff.
- Graduate of the University of Virginia and Vanderbilt University School of Law.

HHS Welcome

Bill Corr, *Deputy Secretary, HHS*

- Thanked Ms. Dawes for serving as Council co-chair.
- Welcomed meeting attendees on behalf of HHS Secretary Sylvia Mathews Burwell and the entire department.

Mr. Corr delivered the following remarks:

I just swore in the new PCFSN members. Swearing in new officials to our department is part of my regular responsibilities. It is always an honor. This department's mission is so important--promoting the health of the American people and providing essential human services to those who are most vulnerable.

What we find over the years--and you can see it in this Council--is that this mission brings out the very best in each of us. It brings out people who want to serve their friends, their neighbors, their community, and their nation.

It is a special pleasure for me to get to welcome the new members of the Council, but more importantly, all of the Council and all of you who are here to witness the Council's presentations.

I am delighted to be here to kick off this special day and shine a light along with the Council on National Childhood Obesity Awareness Month. The PCFSN is absolutely an all-star team. Thanks to your dedication and commitment, you have accomplished quite a lot in a short time.

There's a Danish proverb that goes like this: "Fresh air impoverishes the doctor." Of course, we all know that it takes a little more than fresh air to keep people well. But it's a great place to start. And of course, the best way to treat obesity, diabetes, heart disease, and so many other physical problems is to prevent them in the first place. When we are spending so many of our resources addressing health problems in our nation, this Council's mission of prevention is essential.

From modernizing the youth fitness tests to addressing the fitness needs of those living with disabilities through the *I Can Do It, You Can Do It!* program, this Council is helping Americans of all ages, backgrounds, and abilities to adopt and maintain healthy habits that will last a lifetime.

This Council has brought to light so many critical issues and stepped up as true leaders. You've been an important part of First Lady Michelle Obama's *Let's Move!* initiative and the recently launched sub-initiative, *Let's Move! Active Schools*. I've been told that with your help, we've reached a goal of more than 10,000 people in schools across the country who have agreed to be champions and support the Active Schools initiative.

Even more importantly, you're building the relationships and forging the partnerships within our department and across our federal government that will help these projects touch more lives and help more Americans.

Members of this Council also helped with our Affordable Care Act efforts. During the first open enrollment period, Alonzo Mourning and Jason Collins filmed PSAs to make sure every American--especially young Americans--knew about their healthcare options. Know that this Administration will be counting on them again along with all of our allies to help that message penetrate to all Americans.

We hear time and again that everyone wants to work with the President's Council and it is no wonder. The projects you take on are always positive, always powerful, and you always deliver. Much of the reason that you have made such positive impact is due to the examples set by Council Co-Chairs Dominique Dawes and Drew Brees and the Council's tireless leader, Executive Director Shellie Pfohl. Let's all join hands in thanking our co-chairs and executive director.

Many of you have been with the Administration almost from the beginning and you have made us proud by always stepping up and always speaking out. I also want to recognize our eight newly-appointed members who have already jumped in to assure a brighter future for all Americans.

The Council has a lot to get through this morning. You've been working hard all day yesterday and last night. Today there will be a report on some of the important projects that you're taking on. As you roll up your sleeves and get to work, I want everyone here to know that our department is standing behind you. We appreciate your dedication, your hard work, and your passion. You are a crucial part of helping our department realize our mission of helping every American access the building blocks of healthy and productive lives.

To those of you here today or watching via live stream, be ready to be inspired by this group. Get ready to be moved to action. Best wishes for a wonderful event.

Opening Remarks & Introduction of New Council Members

Dominique Dawes, *PCFSN Co-Chair*

Thank you, Bill. Your presence means a lot to us and we look forward to providing you and the department with the full support of the President's Council.

Some of our Council members will have to leave early. Rachael Ray, Grant Hill, and Dan Barber will depart shortly before 10 am due to work commitments.

Several of our Council members were unable to make it today, but we know that they are here with us in spirit and will continue to represent us proudly. Co-chair Drew Brees is with his team today as the New Orleans Saints prepare to take on the Minnesota Vikings.

[Mr. Brees recorded a video message for the meeting that:

- Thanked Ms. Dawes and HHS Secretary Burwell for supporting the Council's goal for all Americans to lead a healthy and active lifestyle.
- Welcomed the eight new Council members.
- Encouraged new members to contribute ideas to help determine the Council's priorities for 2014 and beyond.]

Ms. Dawes introduced the eight new PCFSN members and requested that they share what they have enjoyed most about being on the Council:

Lieutenant General Mark Hertling (Ret.)

- Recently retired from the US Army after more than 37 years of service.
- Previously served as Deputy Commanding General for Initial Military Training from 2009 to 2011, where he was responsible for the initial training of more than 160,000 officers and enlisted soldiers each year. During that period, he revamped the Army's basic training program and implemented a modernized physical fitness and nutrition program to address the needs of today's recruits.
- Received the Distinguished Service Medal, the Bronze Star, and the Purple Heart.
- Serves as Senior Vice President of Global Strategy, Physician Leadership and Healthy 100 Initiatives at Florida Hospital.

Mr. Hertling: I've always had a passion for health and wellness. In the military, I saw our new recruits who were coming in a few years ago when I was in charge of basic training. They were not exhibiting the kinds of health and wellness we would expect from young people. That serves as an indicator of what our nation is going through as far as negative health trends. It struck me as Shellie and others asked me to join this Council that I could contribute some background exercise physiology and experiences with our nation's youth.

Since I've been on the Council, it's been a whirlwind. Shellie puts all of us to work. She cracks the whip all the time. We must try to get the word out to all Americans that our health crisis is soon to be debilitating unless we turn it around. We're at an inflection point where we have to do something real soon to make sure our nation continues to be not only healthy, but also competitive.

Anthony Robles

- NCAA wrestling analyst and expert at ESPN.

- Born with one leg, Anthony won the 2010-2011 NCAA individual wrestling championship in the 125-pound weight class.
- Three-time all-American at Arizona State University.
- Awards include NCAA Best Wrestler of the National Tournament in 2011, the Jimmy V Perseverance Award at the ESPN ESPYs, and the NFL Hispanic Heritage Leadership Award.
- Inducted into the National Wrestling Hall of Fame in 2012.

Mr. Robles: I'm thrilled and excited to be a part of this Council. I've learned so much already. The most memorable moment so far was visiting schools in Texas to inspire the youth to be active. An event on the second day drew 5,000 people. My plan was to run two laps with the kids because I had to shower and catch a plane. As I ran, the kids surrounded me, and I ended up running past a mile with them. I was drenched in sweat running back to the airport. I went to the event wanting to inspire the kids, and they inspired me.

Caitlin Cahow

- US Women's National Hockey Team member (2005-2013). The team won a silver medal at the 2010 Winter Olympic Games in Vancouver, Canada, and a bronze medal at the 2006 Winter Olympic Games in Torino, Italy.
- Received the 2008 USA Hockey Women's Player of the Year award.
- Served on the Presidential Delegation to the Opening Ceremony of the Sochi 2014 Winter Olympic Games.
- Advisor to the You Can Play Team.
- Received a BA from Harvard University and a JD from Boston College Law School.

Ms. Cahow: As an athlete, my fitness and nutrition have propelled me to where I am today. I look forward to being a part of this Council and ensuring that future generations have the same opportunities to fulfill their dreams as I had.

Jason Collins

- Professional basketball player. Most recently played for the Brooklyn Nets. Previously played for the Washington Wizards, the Boston Celtics, the Atlanta Hawks, the Minnesota Timberwolves, the Memphis Grizzlies, and the New Jersey Nets.
- Joined the NBA in 2001 after playing for Stanford University.
- National Association of Basketball Coaches third team All-American; member of the All-PAC-10 first team.
- Partner with the Gay, Lesbian & Straight Education Network, a national education organization focused on ensuring safe schools for all students.

Mr. Collins: Health and fitness is very important to me because my family has a history of diabetes, stroke, and heart disease. I don't want to go down that path. That's what I

want to tell all of our kids--don't go down that path. I want to continue to promote and ensure that all Americans live a healthy lifestyle.

Misty Copeland

- First African American female soloist in more than two decades at American Ballet Theatre (ABT), a company she joined in 2000.
- Recently helped launch ABT's Project Plié, a national diversity initiative in ballet.
- Actively supports the Boys & Girls Clubs of America (BGCA) and is its Youth of the Year Ambassador.
- Inducted into the BGCA Alumni Hall of Fame in 2012.
- Received the Council of Urban Professionals' inaugural Breakthrough Award in 2012.
- Black Girls Rock! Young, Gifted & Black honoree in 2013.

Ms. Copeland: It's impressive that we're coming together in this unified passion that we all have to promote healthy lives. I think for most of us here who are athletes, it's something that is ingrained in us and part of what we have to do to get to these heights and accomplishments. It's so exciting to be part of the mission to get America on board to learn the benefits of a healthy lifestyle and nutrition, to be active, and to get that ingrained into our children and schools.

Robert Thomas Shepardson

- Co-Founder (1993)/Partner, SS+K.
- Has worked for more than 25 years in public affairs, advertising, and marketing.
- SS+K portfolio has included the Obama for America campaigns in 2008 and 2012 and First Lady Michelle Obama's *Let's Move!* and Joining Forces initiatives.
- Member of the Council on Foreign Relations.
- Member of business and charitable boards, including the New York Advisory Board of Enterprise Community Partners and the Advisory Board of the Center for Health Communication at Harvard University's School of Public Health.

Mr. Shepardson: I'm most excited about the opportunity we all have. I was fortunate enough to be involved in some of the early thinking with *Let's Move!* I saw how much families and parents wanted the information to lead a healthy life. There's a hunger for it and we're seeing pretty significant progress so far. The idea that we can extend that progress is very exciting.

Rachael Ray

- Host of the syndicated daytime television show, *The Rachael Ray Show*, which has received three Emmy Awards.
- Founder of the lifestyle magazine *Every Day with Rachael Ray*.

- Created her own brands of cookware, cutlery, kitchen tools, and signature food ingredients.
- Created a line of pet food called Nutrish. She donates sales proceeds to help support animals in need.
- Launched Yum-o!, a nonprofit organization dedicated to empowering kids and their families to develop healthier relationships with food and cooking.

Ms. Ray: *The Rachael Ray Show* has launched #9millionmeals. Throughout the year, we want to be able to feed 9 million hungry Americans. We raised 116,000 meals on the first show. We're also working with Dr. Ian Smith. He is working throughout this season with his own parents--who are seniors--to lose 50/70 pounds and get healthier and fitter. We also have Bob Harper working over the course of the season with more than 100 audience members who want to lose 50 pounds each and get healthier and fitter. We're all about getting the message out that it would be fun for families to eat better and move more. We're considering the idea of creating a national kickball league in the schools. We'd love to hear your ideas. We are a great platform. Let us know if we can be of service to any other Council members.

Alonzo Mourning, Jr. (absent)

- Vice President, Player Programs for the Miami Heat Basketball Organization.
- Played with the Miami Heat from 1995 to 2002 and from 2005 to 2008.
- Was a member of the Heat team that won the 2006 NBA Championship.
- Member of the Naismith Memorial Basketball Hall of Fame Class of 2014.

Introduction of Shellie Pfohl

Ms. Dawes: Shellie has led the Council's strategic directions since 2010. She's here to provide a recap of our achievements throughout last year.

Executive Director Report

Shellie Pfohl, *PCFSN Executive Director*

It's truly an honor that I get to work with all of you. I'm grateful that we get this time together. Hopefully we've provided more time than usual for you guys to get to know each other. You know when you travel across the country--whether it's McAllen, Texas or New York City--how meaningful it is to the folks we're trying to reach. Thank you from the bottom of my heart for all the work you do. The President thanked you himself yesterday. It is truly meaningful that you've volunteered your time and energy to be part of this great mission. We put the new Council members to work right away and they stepped up to the challenge. We appreciate it.

I want to acknowledge the PCFSN staff. These people work tirelessly on American citizens' behalf each and every day. They take our public service seriously, they are

good listeners, and they are responsive to the American public. We will continue on that path and look forward to serving you all.

Since our last meeting, the Council has focused on some specific priority areas that guide our work. We are small but mighty, not just in staff, but in budget. We want to go where we can truly create change. A lot of that is done through partnerships--within HHS and across the federal government's different departments--as well as externally. I thank you as well for your very valuable partnerships. We couldn't do without you and we so appreciate our continued work together.

Let's Move!* and *Let's Move! Active Schools

- I'm so grateful that we got to spend some time at the White House yesterday discussing *Let's Move!* and *Let's Move! Active Schools*. We had more than 30 school superintendents and six or eight youth ambassadors from Fuel Up to Play 60 and Alliance for a Healthier Generation. We had a nutrition roundtable to discuss school lunches and what's happening in schools.
- *Let's Move! Active Schools* focuses on the physical activity side of the equation. Hopefully it gave you PCFSN members the opportunity to immerse yourselves more in how we're working to change the culture of our schools. That's the bottom line: we've got to change the culture of our schools. To do that, we've got to look at the things that surround schools, including community engagement and parental involvement.

Our goal is to reach 50,000 schools across the nation by 2018. That's about half the schools in the country. We want to get them signed up for *Let's Move! Active Schools* so they can become an active school and achieve national recognition. Our goal is to add about 10,000 schools per year. In our first year, we were just under the 10,000-school mark, so we're gaining momentum. Our goal is to be at the 20,000 mark by the end of the current school year.

National recognition goes to schools that have gone through the *Let's Move!* process. That means the schools have assessed themselves to determine what more they can do before school, after school, and during the school day in classrooms (such as provide brain breaks and energizers). The schools have also assessed what they can do to enhance their physical education programs. Quality physical education in the schools is *the* core of all of this. We help schools understand what they are doing well and where they could use some help. Then we help them get resources to become a *Let's Move!* school.

- About 700 schools reached that recognition in the first year, which is phenomenal. Anthony was in McAllen, Texas. That 32-school district is the first in the country to be nationally recognized. McAllen is a small town eight miles north of the Mexican border in south Texas. One hundred percent of its schools received national recognition. There's been a challenge thrown out from McAllen

and DC public school Chancellor Kaya Henderson to all the school districts in the country. The challenge is to become *Let's Move!* Active Schools districts. Jayne Greenberg's district in Miami-Dade was the first in the country to have all schools signed up. Of those 350 schools, 40 have received national recognition. We have other school districts that are pledging to be 100% signed up. West Virginia is very close to being the first state to have all schools signed up.

Presidential Youth Fitness Program

- The core of creating a comprehensive school physical activity program is quality physical education in schools. One of the ways that the PCFSN has historically supported schools is through the Youth Fitness Assessment. Last year we talked about how we revamped that tired old fitness test that many of you remember from back in the day. We have modernized the Youth Fitness Assessment. We have joined with SHAPE America, the Cooper Institute, and the Centers for Disease Control and Prevention (CDC) to modernize the assessment to emphasize health rather than athletic performance. I'm proud to say we've created a *health*-related fitness assessment.
- It's not just about the assessment. We also included professional development so physical educators implement the assessment in the right way to support children to achieve their goals. Have no fear, we still have the patch and the awards of recognition.
- Through our foundation, we're so pleased to have the support of the General Mills Foundation and its \$10 million contribution to help us get the Presidential Youth Fitness Program into at least 90% of the schools in the country by 2020.

Presidential Active Lifestyle Award (PALA) Million PALA Challenge

- We added nutrition to this challenge because we added nutrition to our Council name in 2010. Now it's PALA+---activity plus nutrition. We have people all over the country setting goals to achieve at least 30 minutes for adults/60 minutes for kids of physical activity five days a week for six weeks. The nutrition goals are based on the Dietary Guidelines for Americans.
- We blew out the Million PALA Challenge, with 1.7 million people achieving the challenge in one year. That's still going strong. We have a lot of partners. Special Olympics just took PALA international for all the Special Olympic athletes. Michelle, thank you for your work there and the partnership with the Special Olympics.
- For more than 20 years we've had various co-sponsors for the President's Challenge program. Every three years, we revisit the current co-sponsorship. I'm proud to say that SHAPE America--formerly the American Alliance for Health,

PE, Recreation, and Dance--is our co-sponsor for this wonderful program and has agreed to continue on. The team at Indiana University handles the day-to-day operations for all of those awards and recognition programs.

I Can Do It, You Can Do It! (ICDI)

- After the PCFSN meeting last May, we launched a revitalized ICDI in Miami with Dr. Greenberg. It's focused on a mentoring program for people with disabilities. We're excited that we have 41 partners who are working to implement this in different parts of the country. We're always looking for more partners. We have an online turnkey toolkit that can be downloaded to implement this program from wherever you are. I encourage Council members to share this far and wide.
- On October 6, we are having a White House summit and research forum on improved health and fitness for Americans with disabilities. We'll be bringing in community leaders from across the country to talk about ICDI and how we can better help people with disabilities to achieve a healthy lifestyle. The following day, on October 7, we'll meet here again in this Great Hall with those who are examining what areas need more research to support people with disabilities. Both of those days are supported by our partners at the National Institute of Child Health and Human Development (NICHD), led by Dr. Alan Guttmacher. Dr. Greenberg is a member of the executive planning committee for the summit.

Joining Forces

- The PCFSN has been working to uplift the First Lady's initiative to support military families. We're forever grateful to the American Council on Exercise (ACE) and the International Health, Racquet & Sportsclub Association (IHRSA). Several years ago, the ACE and its personal trainers from across the country pledged a million collective hours of personal training for military families. IHRSA pledged 200,000 free health club memberships for military families.
- We continue to support military families and have some ideas about how we can engage returning military soldiers to give back in our communities.

PCFSN Science Board

- The board will be in town tomorrow for a rare in-person meeting. Members usually meet by phone. We're excited that board members will get to see each other face-to-face. As many of you know, we call on the board to provide the latest, evidence-based research on various topics. The board has stepped up every single time.
- The board has revamped its quarterly publication, now called *Elevate Health*. The latest issue is hot off the presses with a sports-for-all focus. Daniel Gould, PhD, led that effort.

Media & Outreach

- Thank you, PCFSN members, for all of your work, especially on social media. I want to thank Misty and Jason for doing some traditional media this morning. If they look a little tired, they've been here since 6 a.m. to do a satellite media tour--seven markets in an hour.
- Our websites are produced by a great communications team led by Shannon Feaster and Joey King. Our websites collectively have had double-digit growth in unique visitors.
- Our social media is very important. Our PCFSN members have more than 9 million followers on Twitter alone.
- In terms of outreach appearances for the calendar year, we're already at 41. We take going out into the communities very seriously. We can't go everywhere, but we try to travel as much as our budget will allow. It's so much appreciated by the people we're trying to reach and has a big impact.

Future Endeavors

The PCFSN is looking to expand in the following areas:

A Sport for All Initiative

- Over the past couple of years, we've been working to look at the notion of sport for all, play for life. The idea is to see sports participation as a lifetime opportunity rather than just an athletic endeavor. We want people to have the confidence and the competence to take up a sport or sports for life--even kickball.
- We've partnered with Tom Farrey and The Aspen Institute Sports & Society program for almost two years. We've had several PCFSN members attend roundtables to garner an understanding of these issues--youth sport in America and how we can create a culture of participating in sports for life.

Female Sports Participation/Domestic Violence Issues

- We have a partnership with the HHS Office on Women's Health (OWH) to delve into the issue of female sports participation as well as some of the domestic violence issues that we've been hearing and seeing so much about. Those are areas of great concern to OWH, to us, and to so many.

Active Aging

- Our mission is to educate, engage, and empower all Americans to lead a healthy lifestyle that includes regular physical activity and good nutrition. We've got to be in that active aging space. We'll be looking at the 50+ age group.
- PCFSN has a partnership with the Stanford Center on Longevity. We're meeting with the center next week. The Council will inform the public about that partnership as we move forward.
- We also continue to grow our partnerships with the International Senior Games Association, International Council on Active Aging, and AARP.

National Foundation on Fitness, Sports & Nutrition

- The foundation hosted a reception for the PCFSN last night. Patrick Cunnane is chairman. Congress chartered the foundation in December 2010.
- The foundation is completing an executive director search and is also considering new board members, who are appointed by the HHS Secretary.

[Ms. Ray, Mr. Barber, Mr. Hill, and Dr. Smith left the meeting to fulfill other commitments.]

Mr. Hill apologized for leaving early and thanked Ms. Pfohl for her leadership and embodiment of the Council's mission. He also thanked the PCFSN staff and made the following statement:

We have made tremendous progress on the Council. I've been on it for a little more than four years now, and it's great to get results. We've certainly done that with our programs and initiatives. We have a lot of great things in the pipeline for the future. We know that we still have a lot of work to be done and we will do our part. We continue to need your support--those of you who are here in attendance and those of you who are listening live. It really is a collaborative effort. The Council has talented and diverse members. We look forward to the future.

Dr. Smith: I think good things are going to happen. I always look forward to a challenge. Have a good rest of the meeting.

Introduction of Dr. Don Wright

Ms. Pfohl: It's a real honor to work with Don on a daily basis as part of the Office of the Assistant Secretary for Health. He has graciously agreed to provide an update of where we stand on the Dietary Guidelines for Americans.

Dietary Guidelines for Americans Update

Dr. Don Wright, ODPHP Director, Deputy Assistant Secretary for Health

- The work of the PCFSN is aligned with the mission of my office almost perfectly. We work with the Council on many issues. We often say the wall between my office and Shellie's is very, very thin.
- The Dietary Guidelines for Americans have been around since 1980. They provide nutrition guidance for Americans age 2 and older. The Data Quality Act requires that these guidelines be based on the highest level of evidence, and with good reason. Their impact is huge. All federal nutrition programs and policies must use the dietary guidelines as their foundation, be it the Women, Infants, and Children program all the way up to senior citizen feeding programs.
- The guidelines are written for professionals, not consumers.
- The guidelines have come out every five years since 1980. Congress passed legislation in 1990 requiring HHS and the Department of Agriculture (USDA) to publish dietary guidelines every five years. The departments work collaboratively with the primary leadership role alternating between the two. For 2015, HHS has the lead.

Guidelines Phases

Phase 1 - A charter is created and guideline committee members are chosen.

Phase 2 - We're in this phase right now for the 2015 guidelines. The committee meets a number of times and reviews the evidence. Recommendations are presented to the Secretaries of HHS and USDA.

Phase 3 - HHS and USDA turn the recommendations into a policy document. That takes about a year.

Phase 4 - This is perhaps the most important phase. We implement the policy document within the federal government for federal programs. We also disseminate it to states and other external stakeholders with a similar interest in improving the American diet.

Guideline Development

- The guidelines advisory committee is a group of volunteers. They are busy individuals with impressive resumes who give of their time and expertise to improve the health of the nation. The chair is Barbara Millen, DrPH, RD, from Millennium Prevention. The Vice Chair is Alice Lichtenstein, DSc, from Tufts

University. We cover the breadth of nutritional recommendations in the members that we have.

- There are five subcommittees. A scientific review subcommittee conducts the scientific review process. It's an intricate process in which the panel looks at the evidence base from which the advisory committee makes its recommendations.
- Subcommittees 3 and 4 align most closely with the interests that you on the Council might have. Subcommittee 3 looks at diet and physical activity behavior change: how do we take these nutritional and physical activity recommendations and translate them into changed behavior at the local level?
- Subcommittee 4 looks at food and physical activity environments. The panel explores how we can create environments that promote healthy food choices as well as how we can increase physical activity in the school and work site settings.

The advisory committee goes through the following process to produce final recommendations:

- Because guidelines must reflect the highest level of science, the USDA evidence-based nutrition library conducts a comprehensive literature review. The library provides committee members with the most recent science. The committee will also look at systematic reports, including those from the Institute of Medicine.
- Food pattern modeling is also done to examine the effect of various changes people could make to their diet.
- The committee examines data--what is it that Americans eat in a day? The panel looks at how the average American is eating and how that might reflect deficiencies of certain macro or micro nutrients.

Timeline

- The committee began its process in the summer of 2013.
- We have completed four meetings. The fifth meeting opened today at NIH. There will be one final advisory committee meeting in late November or early December.
- Based on those six meetings and the deliberations that the committee has had, it will come out with recommendations for the HHS and USDA Secretaries by the end of the calendar year.
- HHS and USDA will translate the recommendations into federal policy.

This is a transparent process. All advisory committee meetings are open to the public. Now that we are doing webcasts, we get participation from across the nation and from other countries as well. We encourage public comments, including those from

individuals. I assure you that committee members do look at those comments and consider them in deliberations.

Once the recommendations are out, the National Evidence Library will post the evidence reviews that were done. Science evolves. The guidelines are updated every five years so they can reflect the latest science available.

Introduction of The Washington Ballet @ TheARC

Misty Copeland

- I couldn't be more proud to represent dance--especially classical ballet--on this Council. It's a vital part of us as human beings to be able to move and to do it with something that brings us joy.
- Dance affects you throughout your life. Dancers are some of the best students. They go on to successful careers once they finish their dancing career. Dance combines understanding your body, nutrition, and moving and it gets you to understand the structure of discipline. It goes a long way.
- I must share my experience with the ARC. They invited me to Washington, DC, not long ago to host an event. As an African American woman in the ballet world, I understand that we are lacking in diversity when it comes to ballet. When I was brought to the ARC, I was driven into a parking lot and saw this amazing building. To know that it was in probably one of the worst neighborhoods in the DC area and to see this community come together though classical ballet made tears stream down my face. This is what I worked so hard for--to diversify ballet. It was so incredible to walk into that building and see the diversity there.
- The Washington Ballet @ TheARC Performance Ensemble is an auditioned group of dancers who perform in the greater DC community. The group is made up of young men and women and highlights the diverse talent of the Washington Southeast campus, with performances at such prestigious venues as the White House. Under the direction of Katrina Toews, the dancers will perform two pieces. The first is from Act I of Gisele, which is one of my favorite ballets. The second will be Party Time, a modern African choreography that celebrates the joy and exuberance of the community dancing together.

Special Dance Performance

The Washington Ballet @ TheARC

Sports for All Roundtable Discussion

Tom Farrey, Moderator

Introduction of Tom Farrey

Ms. Dawes: Tom is director of The Aspen Institute Sports & Society Program and is responsible for overseeing the Project Play Report, which aims to re-imagine youth sports in America. Tom:

- Is an Emmy award-winning journalist for ESPN
- Authored the book *Game On: The All-American Race to Make Champions of Our Children*.
- Has reported for ESPN's Outside the Lines, Sportscenter, and E:60; ABC World News Tonight; Good Morning America; *The Seattle Times*; *Businessweek*; and *The Washington Post*. He is a contributing writer at *ESPN The Magazine* and ESPN.com.
- Received top national honors from the Women's Sports Foundation and the Society of Professional Journalists.

Mr. Farrey

- I wrote a book a few years ago that tried to take a measure of the landscape of youth sports in America and explain how we became the world's sports super power while also having one of the world's worst obesity crisis. When I spoke, at the end of every conversation folks would say, "Thanks for telling us how we got here, but what do we do about it? How do we make sports accessible to all and make sure kids are receiving true health and fitness benefits that last for a lifetime?"
- The Aspen Institute was a terrific venue to gather thought and organization leaders to identify opportunities to build this model of Sport for All, Play for Life. The institute conducted eight or nine roundtables and convened more than 300 leaders in summits. Allyson Felix was with us at the ESPN town hall meeting in February, along with former President Clinton and Kobe Bryant. Jayne Greenberg was with us at the tech roundtable at Google where we tried to surface ideas about how tech can be used to get and keep more kids active in sports. Michelle Kwan was at the launch summit and has been an inspiration throughout. Shellie Pfohl has attended several events as well.
- This January, we're going to produce a report that presents a national strategic plan. It will outline how all stakeholders in sport, health, philanthropy, and business innovation can plug into the plan, which has eight or so real opportunities to build this model, Sport for All, Play for Life.

- Although youth sports in this country seem to be bigger and better than ever before, there are still a lot of kids who are left behind. Only 4 out of 10 kids in America between the ages of 6 and 12 play team sports on a regular basis. That number is down from 44.5% just five years ago, so it's trending the wrong way. We do know that adolescents who play sports are far more likely to be active into their adult years than adolescents who do not play sports. Kids from this generation might not live not as long as their parents. It's an issue that we need to wrestle with.

I'd like to talk during this roundtable about some of the ideas we surfaced while convening our leaders and get PCFSN members' thoughts on why these ideas may be valuable from your perspectives.

Mr. Farrey: In youth sports, it's all drawn up by parents. No one ever brings the voice of the kids into the conversation. How do you make sports a quality experience for them? What do they want and need? How important is it to bring that kid voice into the decision making structure around sports?

Mr. Robles: I think it's extremely important. It doesn't matter what you do--if the kids aren't engaged, they're not going to get anything out of it. One thing I've seen in my school visits so far is that kids like to see adults be active as well. They think it's cool and more exciting. I think it's something that we can engage in with the kids. We should not just sit on the sidelines watching and telling them what to do, but be out there with them participating. It draws the youth in more.

Mr. Farrey: One of the underserved populations in youth sports is kids with physical disabilities. A lot of parents and people who are drawing up local recreation options struggle with how to engage those kids.

Mr. Robles: I was born missing a leg. When I was growing up, my mom always focused on what I *could* do. She would take the time to draw up plans almost like a puzzle. She'd bring that to me and say, "Let's try this." When I was five years old, she taught me to ride a bike. She came to me with a plan. She made a special pedal for me to put my foot in and helped me hold my balance. When planning for kids with disabilities, the best thing would be to go to their parents and find out what the kids are capable of. Instruction should focus on what they can do, not what they can't. That helped boost my self-confidence as a kid. I looked at things a different way--how can I do these things? I wanted to keep moving and accomplish those things.

Mr. Farrey: Another challenge we have is that youth sport is so focused on competition and winning. It sends the message to kids that they aren't really part of the structure. Coaches get the message that their job is to win games. One idea being presented through Project Play is the idea of development first--putting the child at the center and asking how we develop each individual child based on what is age and developmentally appropriate. How important do you think this is?

Ms. Felix: I think it's extremely important. The research shows that there has to be a positive experience with play at an early age. If that's not there, the child is not going to enjoy the activity and he or she is not going to continue on. The culture right now is so driven. By age 3 we're asking, "What sport are they going to play? What's the plan?"

I did not have a traditional experience as an Olympic athlete. I was just involved in community activities--playing in my neighborhood. I was involved in a little bit of everything. I didn't really find my sport until high school. I had a lot of variety and I got to find out what was fun for me. I think that's OK. It doesn't even have to be about sports. It has to be about exercising with family and friends. It's about learning that lifestyle at an early age so children can continue on as they're growing up and pass it on to the next generation. It's definitely OK to not know at a young age which direction you're going. It's about those positive early experiences.

Mr. Farrey: Another opportunity that has surfaced is the idea of training all coaches. We held a roundtable of top coaches in Colorado Springs. There are 6.5 million coaches of kids 14 and under in this country. Most of them are not trained in the key competencies. What are the most important ones if you're going to engage kids?

One key competency is training in general philosophy--what's the big picture? What are we trying to do with kids? Is it to win the game on Friday night or develop kids who are going to be active for life? Another competency is safety--both emotional and physical forms of safety. A third competency would be skills and tactics. If a coach can't teach a kid to kick a ball properly, the kid is not going to get better and he or she is not going to feel the positive benefits from improving within the sport.

This is a nation that has not prioritized the training of coaches, unlike Europe, Australia, and other places. How important do you think it is that coaches be trained in key competencies to work with kids?

Mr. Pride: I think it's very important because kids want to get better. The skills impart life lessons. It's not about winning as much as developing confidence and team communication. Coaches should focus on developing each person's skills and technique, help him or her build self-confidence, and teach the kid how to communicate and work together as a team. If a coach is not knowledgeable, maybe the person needs a course in how to teach the right skills.

Mr. Farrey: What type of coach mattered most to you when you were a kid? What type of skills did the coach bring that helped bring out the best in you?

Ms. Kwan: My best coaches have been strong, inspiring, and focused on detail, but always focused on how to best improve me as opposed to compare me with others. In figure skating, the emphasis is on rivalry as opposed to doing your best. I am very

competitive in nature, but I never compared myself with anybody else. I think that surprises a lot of people. To me, it was about doing my very best. My coaches over the years have always been trying to improve me as opposed to aiming to make me number one.

Mr. Farrey: What you're doing is redefining competition as competing with yourself. Do you see an opportunity there if we help teach kids to compete with themselves as opposed to a zero sum game of win or lose?

Ms. Kwan: In this society, there is that zero sum game. I think there's too much emphasis on being number one as opposed to participation. I'm on the board of Special Olympics International. One of the things that we encourage is participation for all. We have launched Project Unify in schools. It's the idea of people with and without intellectual disabilities playing on the same team. If you're on the same team, if you're working together, it brings about change and inclusion. It's about team work, goal setting, learning to fall once in a while, learning to pick yourself up. That's something we've all learned through participation in sports. It translates off the field; off the ice.

Mr. Farrey: South Florida is a Mecca of sports, but there are also a lot of kids from disadvantaged homes who get left behind. Soccer is the game of low-income kids around the world, but here in the US, it's the game of the middle class on the road to a college scholarship. A lot of kids are left behind by this travel team culture. How important is it to revitalize local leagues--in-town leagues, where you're playing with your friends, it's affordable, and it's not just available to the best athletes? Do you see an opportunity there and if so, how much of a priority should it be?

Dr. Greenberg: We get to teach children a plethora of activities and sports in physical education in the schools. We can identify the diamonds in the rough and encourage them to participate in sports. But in the local community, we need to make equitable access. We need to do away with pay to play. We're developing a culture in which only those who can afford to be involved in sport get to be involved in sport. We need to cut through those socioeconomic factors that are discouraging youth from going into more sports. We need to have more community leagues and make it affordable for every child.

Mr. Farrey: Why do we segregate boys and girls at age 6 and 7? A lot of rec leagues wither and die when kids are in 5th or 6th grade because there aren't enough boys or girls to sustain them. Before puberty, boys and girls are pretty much the same. Is there an argument to be made for creating more coed teams up through age 12 or so?

Dr. Greenberg: We want children to perform where they're comfortable. It has to be age appropriate; it has to be developmentally appropriate. We need to put them together not just based on age but based on ability. In Miami-Dade, we're adding flag

football as a girl's varsity sport. We're encouraging more girls to participate in what's normally not a traditional sport.

Thanks to one of your roundtables, this Friday we actually have a meeting about introducing a new paralympic program into the schools. When we talk about sport for all, we want to make sure that students with disabilities have the opportunity to progress as well.

Mr. Farrey: We all know the story of Tiger Woods--a kid and his father who were very much focused on one sport growing up. That's supposedly the model for how you create an elite athlete. The US Olympic Committee has done some research at our request that looks at the pathway of Olympians. The committee found that a great majority of Olympians have a multi-sport pathway all the way into high school. Did you play multiple sports as a kid, and if so, what was the value of that?

Mr. Collins: I have a twin brother and we played a lot of different sports growing up--tennis, golf, soccer, baseball, football--until about 8th or 9th grade. That's when we focused in on basketball because that was going to be our best shot to get a Division 1 scholarship. As my basketball career starts to wind down, my tennis career is starting back up. I play in three tennis leagues, one in which the next youngest individual is probably 65. The great thing about tennis is, it gets you outside, it keeps you moving, and it keeps you active.

As a kid, I gained an appreciation for team sports--having a common goal and sacrificing for the team. The PCFSN is also a team. There are so many great individual pieces, but we all have one goal--a healthy lifestyle for all Americans.

Ms. Pfohl: Did most of you grow up playing multiple sports?

Ms. Cahow: I played divisional lacrosse in college as well as hockey. I think it's so important to have opportunity and access. I love Jayne's idea of girls playing flag football as a varsity sport. I grew up playing on all-boys teams and that was fantastic. That was great for me. But one-size-fits-all is not what we're going for. It's got to be something that can fit everyone.

To echo what Curtis said, the most important lessons I learned as a team sport athlete were not about shooting pucks or skating. They were about how to challenge myself, the best ways to recover from defeat, and how to have dignity that will carry me regardless of the outcome of the game. Those are some of the things that coaches and parents tend to lose sight of, especially in the rat race for scholarships. I love the conversations we've been having about getting communities and parents involved and educating coaches to make sure those values are very much a part of sports and fitness.

Mr. Farrey: Our program is trying to define physical diversity. What role does the playing of multiple sports have in developing physical literacy, which is the proficiency to move within multiple environments and transfer those skills into any number of activities?

Mr. McClellan: Playing in multiple sports is fabulous for overall fitness development. When you play only one sport, you train the body in only one dimension. It becomes overtraining in that area. Multiple sports really allow the body to develop the way it was meant to, in a natural pattern. You're able to be more balanced.

How do we get more children involved? We know the over-competition model has not served us well because the numbers of children participating are going down. Somehow we have to find a way to be inclusive in a way that makes you a winner because you participate. Somehow we have to find a way to say that just being in the sport makes you a winner. Coaches are so driven to win, win, win. One of the reasons I think kids step away is because they don't feel they can add to the winning process.

Mr. Farrey: How do we bring the cost down? Caitlin, you played ice hockey, which is extremely expensive. A very small segment of the population can pay for it. Yet the history of ice hockey flows from pond hockey, which costs absolutely zero. How do we bring back more of a culture of casual play?

Ms. Cahow: We need to create more time for kids during the day to have a safe space where they can participate. A lot of kids do not have an environment that is conducive to community activities. Hockey is a very expensive game, you are correct. There are still opportunities out there, but there have to be parents, teachers, and members of the community who are willing to oversee this and make sure there are safe spaces available for kids.

I think we need to think outside the box and look at alternative activities. It's not just about sports and competing on a team. It's about getting kids active and participating in a healthy lifestyle--their lifestyle--for the rest of their lives. The whole notion that we are now including dance as part of the discussion about what it means to be athletic is crucial in talking about how we move forward. There are many kinds of activities that are not necessarily historically mainstream sports. As that conversation develops, there will be more opportunities.

Mr. Farrey: One of the barriers to participation in sports is the fear parents have that their child might get concussed. We've seen what's happening in football; we've seen what's happening in hockey. Parents are starting to wonder if this is really going to promote health if children are banging heads at 6, 8, 10, 12 years old. Any lessons learned from your experience?

Mr. Hertling: Concussions may be what everyone is focused on, but it's a relatively small percentage of the athletes. What's more important is that if you don't play--if you don't have a passion for some type of activity--there are many things that can come up

later on in life. What we saw in the Army were the results of poor activity and poor nutrition at a younger age, including poor bone growth and tooth decay. All the things that are associated with an active and well-nourished body have fallen away over the last 30 years.

Concussions may be the most advertised injuries, but what we saw in the military was an unbelievable spike in young people with stress fractures throughout critical parts of their bodies. Unless we address more activity--more informal, less standard play--we're going to start the conversation with more and more mortality at a younger age and if not mortality, then more multiple types of injury at a younger age.

How critical is it to address more activity in terms of national security?

Mr. Hertling: This is not just an athletic and health concern. This is a national security concern. The concern goes beyond future recruitment. Less than 1% of our population goes into the military forces. It's the issue of being able to be motivated to do the things you love. This old general had tears in his eyes watching these dancers, because you could look at their faces and see the complete joy--the motivation to just be happy. We have to open up options to play, to have fun. If you want to have competition at a high level, all those things are good. But it's across the spectrum--not just the high level athlete--that is a concern.

Mr. Farrey: How well are we doing with connecting local kids to nearby parks and athletic facilities? How important is it to provide that opportunity?

Ms. Dawes: There are a great number of Boys and Girls Clubs that offer an array of activities, as well as the Y. Most kids are not going to be elite athletes. That's where I think our community centers need to be taken advantage of a lot more. We also need to get physical education back into the school systems where kids can get 60 minutes of physical activity each and every day.

I am a strong advocate of pushing your kids and not thinking that participation is enough. As an adult, when you walk in for an interview, showing up is not enough. You have to prepare. You have to have certain characteristics that are desirable and make you employable. We've got to definitely get our kids through those doors and participating, but we have to light a flame under them to get that passion to reach their full potential, give 110%, and look themselves in the mirror and say, "I've got to try harder. I can do more." The Ys, schools, and Boys and Girls Clubs might be an environment where kids can take the first steps.

Mr. Farrey: Do you have any thoughts on schools and communities working together collaboratively?

Ms. Dawes: I don't know why they wouldn't. I think it would be wise for rec centers to work with schools, Boys and Girls Clubs, and Ys. I have spoken to a number of physical education teachers at local DC schools who say they don't even have gyms. They use

auditoriums as their space for PE. That's a disadvantage to our youth. If there's a local rec enter, Boys or Girls Club, or Y that's right down the street and has space for our kids to enjoy, it would be wise to team up.

Mr. Farrey: How do we grow the set of leaders, sectors, and stakeholders who care about the situation? It's ultimately going to be a drag on the healthcare system. The public picks up half the cost of that.

Mr. Hertling: We had a forum yesterday with school superintendents who are going through the constraints of reduced budgets, lack of time, more kids, insurance--all the same challenges that are associated with reducing the amount of physical activity in schools. We have to roll up our sleeves and find ways to do things that don't cost money, that don't have interference. There are smart ideas out there. A lot of smart ideas could come from the kids. We have to look outside the boundaries of fixed sport to expand into other activities and make sure it's motivational and fun.

Ms. Dawes: Even something as simple as hiking. My husband is a school teacher. The other day he took students to the Great Falls, VA, area to hike. That's a local trail that's a great workout. He got 60 or so boys sweating and having a great time.

Mr. Farrey: Do you have any advice on how to grow the set of people who care about this issue?

Mr. Shepardson: In my experience, there are many parents who really aren't familiar with the perspective of an athlete who wants to be out there and play with friends. We have a rule in our town that if you play on the travel team, you must play in the rec league with everybody else. It's the closest we get these days to playing a pick-up game. Back in the day, kids used to go down to the playground. They don't do that anymore. They're overscheduled. They don't have time to do that.

Parents can be such a positive role model, but unfortunately, they can be negative too. They can pose pressure, and for rational reasons. They want their kid to get a scholarship to college. But there's undue pressure put on those kids. We've all seen kids who weren't so good at 8 or 9 blossom when they're 12 or 13 or 14. I feel for all those 12 year olds who quit when they were 8 and didn't have the opportunity to have fun. I think some of the extraordinary athletes around the table--and others--could be real role models through education. They could communicate to parents and educate them about what it is to train or be a parent of an athlete, whether it's an elite athlete or just a kid who wants to have fun.

Mr. Farrey: The larger framework is simply reimagining youth sports in America to serve the interests of all kids in all communities. How important is it that all we stakeholders figure this out?

Ms. Pfohl: The PCFSN has been there from the get-go. Sports is one of our pillars. It's in our name. We've done quite a bit in the area of fitness. We've delved into nutrition from an obesity as well as a hunger standpoint.

Specifically, sports is an area where I think we can dive in deeper. That's why we wanted this roundtable to take place--to get Council members' opinions about whether this is a space we should go. We've been able to engage some PCFSN members in The Aspen Institute roundtables. Dr. Risa Lavizzo-Mourey is a great supporter of Project Play. She's in Chicago today speaking to the Sports and Fitness Industry Association. She believes that there's a connection between public health and sports. It all weaves together.

Active kids do better whether they're engaged in sports endeavors or physical activity. They do better not only with their health but with their behavior, their self esteem, their dignity, and their resilience. Active kids do better in life. That has been our mantra for *Let's Move! Active Schools*. Many of us are involved with the Design to Move Initiative, which has the participation of more than 70 organizations from around the world. Allyson represents Nike in its Design to Move partnership. It's about creating early childhood opportunities to be active and creating the physical space for kids and others to be active every day. Those are the two things that we're laser-focused on: early positive experiences and opportunities to be active every day.

I would encourage Council members to stay involved to the extent that we can re-imagine youth sports in America and make it a place where kids feel safe and valued. We're instilling the opportunities to be not only physically healthier, but mentally and emotionally healthier and happier so kids can grow up to be vivacious, productive adults. I would look to our Council members to give me and our staff direction on what we can do to continue to move forward.

Mr. Farrey: We hope our work makes a contribution to the overall conversation. We're here to convene people to figure out a plan that everybody can plug into. The report will be out in January. Copies will be available at www.aspenplay.org. The newsletter is available on the website as well. On February 25, there will be a summit at the Newseum in Washington, DC, dedicated to putting report plans into action.

Mr. Shepardson: We would be remiss not to talk about the issue that has been so captivating for the last year. We all know that domestic violence is not just limited to professional sports. We've seen the recent incidents at Florida State and Hobart College. We remember the Steubenville, Ohio, situation. We're talking about the male culture--particularly football, but others--that can be very negative toward girls and women. I think we all know that it exists and it requires leadership.

There are some terrific people out there--nonprofits, coaches, academics. In order to model the behavior, it's got to begin early. We've got to get to those young boys' teams

and explain the issue to them. I urge us to put that on our agenda and the collaborative agenda.

Mr. Farrey: Coed teams might help. If you're playing with girls, seeing them as equals, maybe there's a real opportunity there.

Mr. McClellan: There have been some people who have looked at that, but we need to look at it more in-depth and find out the value that we really get from boys and girls playing together. When boys and girls are on the same team, boys begin to respect girls in a new way because they begin to see them as equals. When we talk about the problem that we're having in our overall society, we have a huge issue. If we could use sport to help change the way boys look at girls and the way they relate to each other, that's something we can't walk away from. That's key to everything else we talk about in terms of the benefits we get from a healthy life. We're talking about an overall healthy life. All the boys on Mo'Ne Davis' (Little League World Series pitcher) team looked at her differently because she played with them and she played as well as they did. So many girls can do that. Before puberty, boys and girls are much more equal.

Ms. Pfohl: This discussion is timely because of our partnership with the Office of Women's Health, which has graciously agreed to fund a two-year project. We're framing that right now. With Council members' permission, we'll be happy to work with our science board and others to hone in on some of the issues that you just mentioned.

Introduction of John Tatum, *Personal Best Athlete, National Senior Games Association*

Ms. Dawes: John Tatum refuses to let age prevent him from being active:

- He is 95 years old and has been a fixture in the Washington, DC, and National Senior Games for more than 15 years.
- Mr. Tatum was born and raised in Washington, DC, where he learned to swim growing up in the Foggy Bottom area and the Reflecting Pool on the National Mall.
- After a 35-year career of work that ranged from laborer to software programmer for the Navy, he retired to take care of his garden and compete in swimming.
- He is a 10-time gold medalist in swimming with the National Senior Games.

John Tatum

- I learned to swim early. Boys were made to play. It was incumbent on me to try to find something to do. I played in the Reflecting Pool. I remember climbing up on Abraham Lincoln's lap (at the Lincoln Memorial) and playing at his feet.
- I tried to swim and tried to play ball. We had a lot of open lots and we could play in the woods. We didn't have telephones or electric lights in the house. You had to invent things to do.

- At that time, DC was a segregated city and we didn't have a pool for black kids to swim. Somewhere around 1928-29 during the Hoover Administration, they built a brand new pool for black kids at Francis Junior High School. Every kid in Georgetown and Foggy Bottom learned how to swim. From Memorial Day to Labor Day, that's all you would do. On the Fourth of July, you might have a swim meet.
- In high school there were swim meets, but my school didn't have a pool. Historically black colleges didn't have swim teams at the time I went to college. I had to put swimming on the back burner when I was conscripted into the Navy during the war. I tried to join the Frogmen (now the Seals), but that didn't work. I retired the day after I turned 55. I got a motor home and went around the country. Any time I went on vacation, I would swim in the local pool or the ocean or the bay.
- The Office of Aging at Howard University started a program for seniors in all types of sports--swimming, baseball, volleyball, track. I was around 70-75. My brother and I raced in the swim meets.
- Later on, the Recreation Department started the Senior Olympics. We found out that we could join the national group and represent DC in the national games. We established a team called the Water Wizards in Takoma Park, MD. It was the nicest group of old people, from 55-95. My brother and I were in the 80-84 age category. We didn't have many competitors at the local level, but when we went to nationals, we'd face 12-14 men our age from around the country. We have senior games every odd year. The last games were in 2013; the next will be in 2015. I'll be 96 by the time the next one comes around. I'll be in the next age category and have some new people to whip. I'll just drive them into the ground. I'll be sure to get a medal, if there's just three.
- I started skiing when I was 70. My brother and I skied all over the country. I joined a group called Black Ski, which formed a ski team that traveled for meets. My brother and I were in the 70-year age category and we would always win because there were only two of us. It was a coed intergenerational group of all ages.
- I will start training in January or February, but I go to the pool everyday that I can go. I get in an hour or hour and a half of swimming. There's nothing like taking up some kind of activity and sticking with it so you can help your body out. At 95, I still feel like I could do another 12 years.
- Please, try to do what you can to help your body out.

[PCFSN played a film clip about the National Senior Games Association.]

Ms. Pfohl: I was in Cleveland for the National Senior Games. Talk about a humbling experience. These folks are fit. These folks are competitive, including the 100-year-old shot putter. What I really love is the intergenerational nature of it. You have the grandparents, the parents, the grandkids, and sometimes the great grandkids all there cheering on grand dad and grandma. It was really life-changing. Almost every state has state senior games, including the District, which is led by John. The next games are going to be in Minneapolis in 2015. I'm looking at Dr. McDonough because that's his neck of the woods. Hopefully we'll be able to get a couple of Council members up there to see it in action. It motivates those of us who are 50+ to really take care of ourselves.

Active Aging Roundtable Discussion

Lt. Gen. Mark Hertling (Ret.), PCFSN Member (Moderator)

- Shellie asked me to talk about this new initiative the Council is putting together. Before we settled down in Florida, my wife and I moved in our military career 27 times in 38 years of marriage. Each time, the first thing she put up in our house was a refrigerator magnet that says, "How old would you think you were if you didn't know how old you are?" It's a state of mind, as we just heard.

This new initiative is fascinating, because we have an aging population:

- In 2010, there were 40 million people age 65 and older. That accounted for 13% of the population.
- By 2030, the older population is projected to be twice as large, at 20% of the American population.
- That same population has tripled since the 1900s and it's going to continue to get larger.
- Projections indicate that by 2050, the composition of the population that is age 50 and older will be: 60% non-Hispanic whites, 20% Hispanics, 12% black, and 9% Asian.

The Baby Boomer generation has been more active over the last several years, so there are going to be different types of injuries when inactivity sets in. The Generation Ys and Xs and the Millennials have had different experiences. There are going to be more injuries unless the PCFSN Active Aging Initiative takes hold.

We have some work to do to increase physical activity among our more experienced population. Just as we've had discussions about how to improve activity in the schools, communities, and families, so too we have to look into doing it within our more experienced population.

I'd like to ask a couple of questions of the group. As PCFSN begins to think about these initiatives, we need some insights. It's especially important for me, because I'm 61. I look back and consider how I felt about aging a few years ago. I come from a population

of professional soldiers. We always thought we were immortal. Suddenly, since I've retired, I've realized that mortality has set in.

Lt. Gen. Mark Hertling : The first question I'm going to ask of my fellow Council members is, what do you want to be like when you're 50?

Ms. Copeland: As you get older, the body changes. I can't do same things I could do when I was 17. There's something about movement and being active that keeps you feeling youthful. I hope to continue to do that. I got excited about getting older while watching that video. I thought, "That's so cool. When I don't have to worry about working, I can still do something that's going to be a part of the community and motivational."

Ms. Dawes: I agree. I think it was inspiring to see more experienced adults playing a number of sports. I did gymnastics when I was six years old until I was 23. Now I'm learning to play golf. I'm looking forward to learning how to play different sports.

Lt. Gen. Mark Hertling : What do you want to be like when you are 50 and your child is older?

Ms. Dawes: When I'm 50, my little one is going to be 13. I want to be able to participate in sports with my daughter--not to compete with her, but to be an active role model. I know that's important to my husband as well. We want to age gracefully. We want to remain active. Parents are the role models. Kids do look up to athletes, but it's really mom and dad, day in and day out. What mom and dad speak about is what the kids will speak about. What mom and dad look at is what the kids are going to look at. The way mom and dad treat one another, that's how the kids will perceive others and treat others. I want to be a positive role model for my daughter. If I can still kick her butt at 13 years old, I'll be a proud mama.

Mr. Collins: Part of the reason I love tennis so much is that it is one sport my entire family can play together. We play doubles and we've always changed teams. It started out where my dad was the best player. Then my mom became the best player. I still play with my mom. That's one thing that we can still play together. We play to have fun and to have that connection. Whether you're playing with your child or you're playing with your parent, it's something you'll value forever.

Ms. Cahow: I have to give my mom a shout out. She whopped me at tennis. I maintain that I was 12, but she'll say I was 15. It was something that we always did together. It was huge for our relationship when I was growing up. My mom was 40 when I was born. She was the oldest mom on the first day of kindergarten. She's always been active and competitive. That was important for her because it made her feel fit and made her feel she could do anything. That is an added connection we have. My parents are still very active. Seeing her develop as an athlete has been inspiring.

Dr. McDonough: One thing that impressed me about John is how sharp his mind is. There's evidence that the more active you are as you get older, the less risk you have for Alzheimer's disease and other dementia. The more active you are, the less likely you are to fall. Activity helps you maintain your bone mass. Fractures in the elderly can be devastating. As we get older, we have a harder time maintaining our muscle mass. Lifting weights keeps your muscle mass up and maintains your muscle tone. Our metabolism slows down as we get older and unless we're active, we're going to have a hard time maintaining a healthy weight.

I think the Senior Games are a great opportunity. As we get older, walking is critically important. Just walking a half an hour or hour every day has tremendous benefits. It's something a lot of people can do unless disability prevents it. It's very important that communities have safe places for people to walk. When a person is overweight and out of shape, walking is a first way to get going.

Mr. Hertling: This is a critical piece from a health and human services perspective too. Another part of this is the overweight/lack of activity problem. Medical research has shown that right now, 1 in 12 people in the United States have diabetes. If we keep seeing the same trend, predictions are 1 out of 3 by the year 2030. That's a life-long medical issue that can't be solved, but it can be prevented. The combination of what we're trying to do with youth, the aging population, and the disabled population--they all tie together.

Physical Activity Break

Cornell McClellan, *PCFSN Member*

Presentation of the PCFSN Lifetime Achievement Awards

Dominique Dawes, *PCFSN Co-Chair*

Each year the PCFSN presents up to five Lifetime Achievement Awards to individuals whose careers have greatly contributed to the advancement or promotion of physical activity, fitness, sports, and nutrition-related programs nationwide. Applications are submitted to the Council throughout the year. Final selections are made by the Council members.

[Award recipients accepted their awards on stage and had their photos taken with Dominique Dawes and Shellie Pfohl.]

Steven N. Blair, PhD

- Professor at the Arnold School of Public Health at the University of South Carolina.

- Unable to attend the Council meeting to accept his award.
- Nominated by William Dexter, MD, Maine Medical Center.

Kathleen Ann Cordes, Professor Emeritus

- Served as professor, chair, coach, director.
- Is a well-known author of textbooks in the recreation field.
- Became one of the first female directors of men and women's athletics in the country.
- Became first female varsity coach at University of Notre Dame.
- Became first athletic director of Saint Mary's College, Notre Dame, IN.
- Recognized by the American Alliance of Health, Physical Education, Recreation, and Dance with national, state, and district awards.
- Received national/state awards for Distinguished Service to Recreation.
- Was elected American Leisure Academy Senior Fellow.
- Was selected for Indiana University's Anita Aldrich Distinguished Alumni Award.
- As executive director for the American Association for Leisure/Recreation, worked on a White House Millennium committee.
- Authored *America's Trails for the 21st Century* to promote health and the wider use of trails across the country.
- Nominated by Edward R. Greaves Ed.D.

Barbara L. Drinkwater, PhD

- Joined the Pacific Medical Center as a research physiologist.
- Worked at the Institute of Environmental Stress, University of California, Santa Barbara.
- Worked at the Department of Kinesiology, University of Washington.
- Focused her research on the female athlete: physical performance under environmental stressors such as heat and altitude, the effect of exercise-related amenorrhea on bone health, and the role of exercise and calcium in preventing osteoporosis.
- Serves as a fellow of the American College of Sports Medicine. Also served as a member of the Board of Trustees, Vice President for Education, and President.
- Nominated by Barbara Ainsworth, PhD.

Boyd Epley

- Recognized by the National Strength and Conditioning Association as the "Godfather of Strength and Conditioning."
- Head coach at the University of Nebraska for 35 years. His training program helped produce five national football championships, three Heisman Trophy winners, and 356 wins.
- Showed that strength and conditioning improves athletic performance, an observation that has affected millions of athletes and coaches in every sport.

- Founded the National Strength and Conditioning Association in 1978.
- Nominated by Steve Bliss, Stanford Wellness Center.

Jane Katz, EdD

- Has taught aquatic fitness and safety at the City University of New York since 1964 and at John Jay College since 1989.
- Has authored 14 books on swimming, fitness, and water exercise. Books have been translated into a total of four different languages. Her books--including *Swimming for Total Fitness* (Random House)--are in more than 1200 libraries around the world.
- Began her Olympic career at the 1964 Olympics in Tokyo as a member of the synchronized swimming performance team.
- Received a meritorious award in 2000 from the International Olympic Committee for her "dedication and contribution to the development" of swimming.
- Recently named by *Aquatics International* magazine as one of the top 25 leaders in the aquatic industry, along with Michael Phelps and Dara Torres
- Received a 2014 John Jay College Distinguished Teaching Award.
- Continues to compete as an All-American and World Master's Champion in aquatics.
- Nominated by Kevin Nesbitt, John Jay College of Criminal Justice.

The PCFSN also recognized 44 leaders at the community level with the **2014 Community Leadership Award**. Recipients are listed at <http://www.fitness.gov/participate-in-programs/Council-awards/pcfns-community-leadership-award/>

Introduction of Nadya Khan, *Youth Advisory Board Member, Alliance for a Healthier Generation*

Ms. Dawes introduced Nadya Khan:

- 8th grader from New Jersey.
- Has been extremely active with her wellness club at school.
- Created a school-wide health hike to get her classmates moving in their free time.

[Due to a scheduling conflict, Sam Kass could not appear at the Council meeting. Ms. Pfohl gave the *Let's Move!* update after the disability inclusion roundtable.]

Nadya Khan

- At the end of the school year, my school administers standardized tests. We spend about three hours every day of our week testing. Since the school day lasts six hours, we spend the last three hours of the day watching movies and

playing games inside the classrooms. It occurred to me that this time could be productive in a healthy kind of way.

- I pitched the idea to my principal and the school board about letting kids go outside after testing was over to briskly walk and venture off into their own physical activity. The principal and school board liked the idea and it has become an annual event.
- Kids like the idea because it's fun. They didn't like sitting at their desks for another three hours after testing. We're stressed after tests and we can't shake that feeling all week. When we exercise, we feel more relaxed. I thought my peers and I could benefit from taking a walk after tests. It's important to find creative ways to squeeze in physical activity. We will be relaxed, re-energized, and our minds will work better.

Ms. Pfohl: Nadya is indicative of the quality of student leaders we had at the White House yesterday educating us on what kids want, what kids will respond to, and how we can do our jobs better.

Disability Inclusion Roundtable Discussion

Dr. Jayne Greenberg, *PCFSN Member (Moderator)*

- One of the PCFSN initiatives is to have a concentrated focus on physical activity for people with disabilities across the spectrum. Children with disabilities are at greater risk for being overweight and having poor nutrition habits.
- A program called *I Can Do It, You Can Do It!* (ICDI) was begun in this building approximately 10 years ago to address these issues. ICDI started as a program of physical activity for students who were not able to be included in regular physical education classes in university settings. ICDI has expanded to include students of all age levels and community centers. It provides youth with disabilities with mentors to help them become physically active.
- We know that as youth with disabilities become more physically active, their physical fitness scores improve and they have less absenteeism from school. The PCFSN revitalized the program last year. In Miami-Dade County, we're going on our 10th year. This is an enormous opportunity to get people with disabilities physically active. As we know, the Council's mission is for all Americans to be physically active.

Think about the following:

- How many fitness clubs provide services for people with disabilities?
- Would people with disabilities have the financial resources to join fitness clubs?

- What activities are available at community centers?

You've seen what we've been able to do with our children in Miami-Dade:

- We've partnered with the Miami Heat for children to play wheelchair basketball with the Heat Wheels.
- We've partnered with local Miami ice rinks. Our kids in wheelchairs are now playing sled hockey.
- We do power soccer.

I have such a passion that I'll put it on the table: I am not an expert at disabilities. I am an advocate of equal access. Whatever we do for the children in our schools, we need to do for all children.

Dr. Greenberg: Council members, in your space, how can we move forward and what has been your experience in working with children and adults with disabilities?

Dr. McDonough: The benefits of good nutrition and exercise for children with physical disabilities--especially those who are profoundly disabled, in wheelchairs, on ventilators, and struggle daily to be alive--as well as those with intellectual disabilities such as Down Syndrome is very important. Children with disabilities are much more likely to be overweight and have problems with Alzheimer's and dementia. One way to access and work with families that have children with disabilities is through parent advocacy and support groups. A local example in my area is Designer Genes, a group for parents who have children with Down Syndrome. The group holds an annual Buddy Walk where they walk around the state capitol.

Another group I work with has brought in trainers for a week-long program that lasts several hours a day and trains both children and adults with disabilities to ride a bicycle.

It's important for physicians to be involved in their communities and know what the resources are so they can give the information to parents. A family that has a child with a disability is stressed for all sorts of reasons. When a family is stressed, often the first thing it gives up is physical activity. It's important to support community programs for children and adults with disabilities of all sorts.

I visited the ICDI program in Slippery Rock, PA. I was inspired by the efforts of the university to use mentors at community fitness organizations like the YMCA, where college students work with people with disabilities on a one-on-one basis to set fitness goals.

Communities have to look at what resources they have and do the best they can. There are always new, creative ways to help people.

Dr. Greenberg: I'm glad you brought up Slippery Rock. It was one of the first sites to implement the ICDI program. We currently have 40 sites around the country. Under the program, if a person with disabilities participates in physical activity for 30-60 minutes a day for 6-8-week intervals, he or she earns a PALA+ award. At Miami-Dade, we started the program with 300 students with physical and intellectual disabilities, including autism and hearing and vision impairments. Last year, we made 1500 awards. It's a good outreach into the community.

Dr. Greenberg: What personal experience do you have in the disability space?

Mr. Robles: Out in Arizona, I use an accessible gym. It's adaptable, so if you're in a wheelchair, have two legs, one leg--whatever--you'll be able to use the machines. I think that's one of the biggest issues right now, especially for the youth in high school. If you look at these gyms, they're not paying much attention to equal access equipment or handicap-friendly machines. I don't know if it's a lack of knowledge. I know there's limited space, but if you look at these machines, it's not like they take up a lot more space. We need to have more awareness in high schools that these machines are out there.

Dr. Greenberg: Cornell, you're an expert trainer. There's often a lack of education about working with people with disabilities. What would you recommend when you're teaching people to work with persons with disabilities?

Mr. McClellan: What I recommend for those with disabilities is what I would recommend for anybody. As a trainer, the most important thing is to listen to the person you're working with. You need to find out what they're trying to achieve, then find a way to help them reach their particular goals. A lot of times, we trainers take it upon ourselves to decide where we want to take you, but it's so important to have that ear to listen. Find out what it is they *can* do. Those are the areas you want to emphasize. When you see what people can do, you will also find ways that they can do things they thought they couldn't do.

Ms. Kwan: There is a concern I have become aware of through working with Special Olympics and being on the board. People with autism and Down Syndrome tend to have a problem with obesity. These are athletes all around the world who participate in sports, but tend to not understand the nutritional component. We encourage our athletes to sign up for the PALA+ challenge. That has been successful in the last couple of years, but there's so much more that we can do.

The Special Olympics movement can get stronger with the help of programs and initiatives like ICDI to encourage emphasis on eating healthy and exercising. It's a great way for people with intellectual disabilities to live healthy.

Dr. Greenberg: We know that many young men and women have returned from combat with disabilities issues. Could you address that for us?

Mr. Hertling: The Department of Veterans Affairs--which has recently received a black eye for many things--is doing a magnificent job in transitioning into a second life those who have lost limbs or who have experienced other debilitating wounds. There are a couple of nonprofits that I would mention:

- The Fisher House Foundation has established an organization called the Center for the Intrepid in Washington, DC, and Texas where wounded military personnel have gone through the rebuilding of their lives after traumatic injuries. To see and to work with these young men and women who have lost up to four limbs--to see them recover and start living a normal life--is just phenomenal.
- World TEAM (The Exceptional Athlete Matters) Sports based out of New York is working with military members who have lost limbs. The program originally started for young men and women who were born without limbs or lost them in an accident.

One TEAM alumna found she could bring her physical therapy and exercises to a certain point, but there was nothing to bridge the gap between treating the wound and going into high-level performance. She decided to go back to school and get her PhD. She is now working to bring wounded military members from physical therapy into high-level athletics.

- There is an event called Sea to Shining Sea. Amputees ride bicycles from San Francisco to Virginia Beach, VA, in about six weeks. The majority of riders had never been on a recumbent or regular bicycle before they started the race. People who overcome those challenges for the first time exhibit some unbelievable mental and physical skills.

Dr. Greenberg: Curtis, tell us about your experiences as a player and a coach.

Mr. Pride: I want to talk about the Wounded Warriors. The head baseball coach with Team USA competing in Japan next month and most of my friends at Wounded Warriors play Wounded Warriors amputee softball, including celebrity games. They compete no matter what kind of disabilities they have. They play hard like any other team. The soldiers come back from Iran, Iraq, Afghanistan and are able to live a normal life. They are able to participate in sports. They have overcome so much and it's inspiring to see what they have accomplished.

Now I want to move on to my experience growing up. I was born deaf. Kids made fun of the way I talk. I've always been very active in sports. But I was always the last person to be picked because kids thought a deaf person can't play basketball, or whatever. That upset me, but motivated me to develop. My dad wanted me to join the Boys and Girls Club to play tee ball. The club refused to accept me because of my disability. My father advocated for me and in the end, the club allowed me to play. All Boys and Girls Clubs should give everybody an equal chance regardless of disability.

There's a story I want to share with you. I met a 10-year-old girl from Tennessee. She was legally blind, followed baseball, and wrote letters to me. She tried to play tee ball because of my example. When she hit the ball, she would listen to the coach's voice to guide her until she was close enough to see the bases. She was so excited to be able to play tee ball. She felt she was part of the team. It gave her confidence. She was able to do well in school, graduate from college, and become a successful business woman. Those stories show why everyone needs every type of opportunity.

Dr. Greenberg: You epitomize what ICDI is all about--a mentor working with a person with a disability to give him or her the confidence and leadership to believe in themselves.

Council members, what can athletes do within your sports to provide better access for persons with disabilities? How can you as athletes help us make more opportunities available for persons with disabilities in your own sport?

Ms. Copeland: In dance, we have complete control over our craft. There's nothing outside of ourselves that's involved. I don't have a lot of experience with disabled dancers, but there's a studio in New York City called Steps that is open to anyone who can pay for the class. You have everyone from professionals from New York City Ballet and American Ballet Theatre to retired women in their 80s to disabled dancers. We have women in wheelchairs who have found ways of making it work. It's a beautiful thing to give them the exact same opportunity to experience movement.

Dr. Greenberg: That's exactly what it's about--it's about opportunity to have the experience.

Ms. Felix: I have witnessed a lot at the Chula Vista [CA] Olympic Training Center. The coolest thing has been being a professional on the circuit and seeing the Paralympic athletes right there with us. At a number of our competitions, the Paralympic events are intertwined with ours. It's inspiring to witness that and see everyone included.

Mr. Hertling: We had a cycling event in Europe for wounded soldiers. We also included our allied soldiers. As we put the event together, I was talking with a German soldier who was blinded by an IED (improvised explosive device). He said, "I want to do this too." The simple solution the soldiers can up with was to ride tandem. They had a Lithuanian soldier athlete who was an amputee on the front part of the bike and the blinded German at the back. They didn't speak each other's language. They were both wounded in Afghanistan as part of the security forces there. The event was a unique opportunity for both of them.

At the Center for the Intrepid, when a soldier loses a limb and we're trying to rehabilitate, we put him or her in athletic competitions not related to his or her experiences. The Texas center has a wave-making machine, where I watched a young Marine who was a double amputee surf in the wave pool. I watched him for a while with tears streaming down my face. I couldn't believe this kid was doing this. When he finally

wiped out, I remarked, "Wow, you must have grown up in Hawaii to learn how to do that." He replied that he was from Montana and the staff wouldn't allow him to ride horses like he wanted to do. They were putting the kids from New York on horses to do the roping while they put the kids from Montana on surfboards. The soldiers could not rely on what they had done in the past in order to gain new skills. That's a critical piece of the rehabilitation of disabled athletes.

Ms. Cahow: Sled hockey has had a huge uprising in the last couple of years. When I watched the Paralympic teams in Sochi, I couldn't help but be inspired by the performance of the US team. If we don't make sure that we include and promote these athletes and expand coverage of the Paralympic games, we're missing out on role models and leaders. That's one thing that we should try to encourage--exposure for these amazing athletes. They really are incredible heroes. We should demonstrate what athletic achievement looks like across the board.

Dr. Greenberg: When you watch a person with a disability do something, you start to question, "Why can't I do that?" What can we do as a Council to uplift persons with disabilities involved in fitness, sports, and other physical activity?

Mr. Collins: Continue to give exposure. We know that there are basketball games for wheelchair athletes. Maybe partner with the NBA or NBA Cares to get that added exposure for people with disabilities who are being physically active.

Mr. Shepardson: I think most races from 5K to the Boston Marathon have programs to include people with disabilities. Those folks are as competitive as you are and they don't want any special treatment. We can work with race directors to raise that visibility in all the sports we've been talking about and others, too.

Dr. McDonough: Try to expand ICDI as much as we can. Also, there may be an opportunity for the Council to list resources other than ICDI in communities.

Ms. Dawes: It's often a struggle for parents with children who have disabilities. I have a younger brother with autism and I know my parents were unaware of any programs back in the 1980's where my brother could participate in sports. There are great local national organizations such as KEEN (Kids Enjoy Exercise Now) where there is not a competitive aspect. It's all about play, having fun, and opportunity. We need to get that information into the hands of parents. Parents are the biggest role models and parents are going to be the ones to sign kids up.

Dr. Greenberg: Your personal stories mean so much. There's been a lot of work done by the Council on ICDI. Fitness.gov includes the manual, *I Can Do It, You Can Do It!* that encourages schools, universities, and community centers. There's a section for parents on how to get started and what to do. I encourage everybody to download the manual.

On Monday, October 6, the White House Summit on Improved Health and Fitness for Americans with Disabilities will bring together national disabilities stakeholders from K-12 schools, universities, and community-based organizations to share best practices for implementation of the ICDI program. The summit will also challenge stakeholders to commit to inclusion in physical activity, nutrition, and obesity programs and policies. The summit will feature a panel of personal reflections from myself, Anthony, and Curtis. I'm going to bring two teachers from Miami-Dade public schools--one who has been working with students with disabilities for many years and the second, a Special Olympics coach and physical education teacher. When the rubber hits the road, that's where students get the services.

The NICHD research forum on the following day is open to the public and I urge everybody--step outside your comfort zone. We need to work with persons with disabilities. We need to work with all Americans. Just because we're not comfortable enough, that's one more reason we should step up and learn more about what we can and should do.

Ms. Pfohl: If any other Council members can join us on October 6-7, please let us know and we'll make sure we have space.

Let's Move! Update

Shellie Pfohl, PCFSN Executive Director

[Due to a scheduling conflict, Ms. Pfohl stood in for Mr. Kass to give a brief update of the *Let's Move!* program. She urged those who want more information to log onto www.letsmove.gov and sign up for the newsletter listserv.]

- Sam led a lunchtime roundtable at the White House yesterday focused on nutrition and performance. We had student leaders in addition to PCFSN members. We had a discussion about what's going on in schools and school lunch programs and how nutrition specifically impacts students' academic success and performance, both in the classroom and on the field.
- *Let's Move!* has 10 sub-initiatives. HHS leads a few of those, including *Let's Move! Cities, Towns and Counties*; *Let's Move! Childcare*; and *Let's Move! Active Schools*, for which the PCFSN is the lead office.
- A large focus for the First Lady this year will be on performance and how nutrition impacts it. Obviously, physical activity impacts performance as well, not only in the classroom, but in life. Together we're making sure that nutrition and physical activity are represented as parts of *Let's Move!*
- The First Lady wants to focus on cooking and eating together as families. I participated in a national cook-off made by young people across the country who created recipes on the school lunch budget. They had to work with what the

schools have to spend on a lunch. Teams from across the country came to DC to compete. The home team emerged victorious, but everyone was a victor, certainly. Team members were able to do testings with their peers and implement their recipes in their school systems. The young people are leading the way. I think the best thing we can do, often, is just to be quiet and listen.

- The Office of the First Lady is one of 16 different federal agencies that lift up *Let's Move!* It fits perfectly within the PCFSN mission to do just that, not only through *Let's Move! Active Schools*, but other initiatives as well. We will continue to update the PCFSN monthly.
- Some of you have served as surrogates for the First Lady from time to time. You've stepped in and represented not only the Council, but the First Lady and the Administration.

Public Comment

This meeting is for Council Members to deliberate among themselves and have a dialog. As much as we love to hear from the audience and the public that might be viewing, the meeting timeframe doesn't allow for a lot of public comment. But we take public comment seriously. We want to hear from you. If you have a comment on anything that's been discussed here or anything else within our mission, we'd love to hear from you. Our email address is fitness@hhs.gov. Email us if you'd like to share something with us about your perspective or a program that you're working on.

Introduction of Dr. Bill Kohl

Ms. Dawes introduced Dr. Kohl:

- Professor of Epidemiology and Kinesiology at the University of Texas Health Science Center, Houston, and the University of Texas, Austin.
- Served as lead epidemiologist and team leader in the Physical Activity and Health Branch of the Division of Nutrition and Physical Activity at the CDC in Atlanta.
- Served as 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

Dr. Harold "Bill" Kohl, *Science Board Chair*

- I represent 13 experts from around the country in the areas of science that support your work. On behalf of them, I want to thank you for your leadership. I've been working in public health for 30 years or so. We are now finally talking about lack of physical activity as a public health problem. When we frame it like

that, we start to hear words like "partnerships" and bringing your individual foundations together to address something that affects everybody across our lifespan--the need for people from all walks of life to have access to places to be physically active. To me that's very heartening, because I believe that lack of physical activity is every bit as much of a problem in this country as tobacco use.

- The Science Board is an advisory subcommittee to the PCFSN. Our job is to specifically seek out, distribute, and in some cases generate the best science possible for you to achieve that goal of addressing physical inactivity as a public health problem.
- In the last year, we've tried to organize ourselves to meet those objectives. Even though the science board's been around for a long time, we realized--under the leadership of the previous chair, Dr. Miriam Nelson--that we didn't really know what our roles and responsibilities are. With her leadership, we were able to figure out where our niche is within the system. It's a big step forward.
- We've been working on generating recommendations that would update the President's Council Adult Fitness Test, which is something Shellie's been pushing for some years, to her leadership credit. It's also a big step forward. We need to make fitness a priority for adults as well kids. Last year, the fitness test was revamped and made current with the most up-to-date literature. People can measure and monitor their own fitness online. It's a very effective interface.
- One of the things that we are most proud of is a revamp of the President's Council fitness digest into a publication called *Elevate Health*. It's totally redesigned and was launched in March 2014 with a new online, user-friendly look and feel. Dr. Jeff Mechanick has been the lead on this as editor-in-chief. It presents information in a much more contemporary and accessible format. Each quarter, the publication presents a new topic that is important to get in front of the public.
- The latest issue is a special edition on youth sports, which we published to coordinate with the White House roundtable. We'll publish five issues this year instead of four. The lead piece in the latest issue was published from Michigan State University. I agree with your earlier discussion that concussions are in focus, but it's a small minority of athletes. The health and other benefits of physical activity far outweigh risks, whether it's cardiovascular, musculoskeletal or other areas. People also talk about the negative psychological and social risks of sports (stress, burnout, etc.). Dan Gould and his team at Michigan State University published a white paper in this issue that specifically addresses that. There are four recommendations from the paper that fit nicely with the discussion this morning:
 1. Increase efforts to justify sports participation because of the social and psychological benefits. The scientific literature is now becoming pretty clear

that the psychological benefits of sports participation and physical activity far outweigh any possible risks.

2. Programs that target these issues are more effective than waiting for changes to happen on their own.
 3. Educating and informing coaches about these benefits make much more effective programs.
 4. We need more evaluation of effectiveness of physical activity. We still don't have the best science here. We've got to continue to monitor this beyond just winning and losing to observe measures such as confidence, self-esteem, team work, social skills, character-building, etc. If we're able to bring the data to bear on this, I think we'll have an even stronger support for increased physical activity.
- You mentioned the dietary guidelines this morning. There is a companion set of physical activity guidelines first published in 2008. The Science Board is supporting a working group to update the physical activity guidelines and provide the best science around those recommendations.
 - The Science Board has activated a nutrition and behavioral health working group, which is examining the role nutrition may play in mental illness and substance abuse. The group is producing a white paper to see what the scientific literature says and where the PCFSN may be able to help.
 - The board is supporting the active aging initiative from a scientific standpoint.
 - The board is conducting an inquiry into classroom teacher training about physical activity. We can talk about *Let's Move! Active Schools* as a hub for helping kids meet the 60-minutes-a-day guideline. But how are we going to train classroom teachers to help support it, whether it's with 10-minute breaks, brain breaks, or other activities? Where are the opportunities, where are the holes, and how can the Council help plug those holes?

Next year's report will have updates on all of these new topics.

Closing Remarks & Adjourn

Dominique Dawes, *PCFSN Co-Chair*

- Thanked all present for appearing with the PCFSN.
- Acknowledged everyone watching online. Encouraged audience to log onto fitness.gov, tweet @FitnessGov, and email feedback to fitness@hhs.gov.

Adjourn