



A BILL

To establish a National Physical Fitness and Sports Foundation to carry out activities to support and supplement the mission of the President's Council on Physical Fitness and Sports.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE -- this Act may be cited as the "National Physical Fitness and Sports Foundation Establishment Act".

SECTION 2. ESTABLISHMENT AND PURPOSE OF FOUNDATION.

(a) ESTABLISHMENT. -- There is established the National Physical Fitness and Sports Foundation (hereinafter in this Act referred to as the "Foundation"). The Foundation is a charitable and nonprofit corporation and is not an agency or establishment of the United States.

(b) PURPOSES. -- The purposes of the Foundation are --

(1) in conjunction with the President's Council on Physical Fitness and Sports, to develop a list and description of programs, events and other activities which would further the goals outlined in Executive Order 12345 and with respect to which combined private and governmental efforts would be beneficial.

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- (2) to encourage and promote the participation by private organizations in the activities referred to in subsection (b)(1) and to encourage and promote private gifts of money and other property to support those activities. In establishing effective and imaginative methods for the solicitation and collection of funds, the Foundation shall nevertheless be cognizant of the need to avoid conflicts of interest and giving preferential treatment to any entity.
- (c) **DISPOSITION OF MONEY AND PROPERTY.** - At least annually the Foundation shall transfer, after the deduction of the administrative expenses of the Foundation, the balance of any contributions received for the activities referred to in subsection (b), to the United States Public Health Service Gift Fund pursuant to section 2701 of the Public Health Service Act (42 U.S.C.-300aaa) for expenditure pursuant to the provisions of that section and consistent with the purposes for which the funds were donated.

SECTION 3. BOARD OF DIRECTORS OF THE FOUNDATION.

- (a) **ESTABLISHMENT AND MEMBERSHIP.** -- The Foundation shall have a governing Board of Directors (hereinafter referred to in this Act as the "Board"), which shall

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consist of nine Directors each of whom shall be a United States citizen and

- (1) Three of whom must be knowledgeable or experienced in one or more fields directly connected with physical fitness, sports, or health promotion;
- (2) Six of whom must be leaders in industry with a strong interest in physical fitness, sports or health promotion.

The membership of the Board, to the extent practicable, shall represent diverse professional specialties relating to the achievement of physical fitness through regular participation in programs of exercise, sports and similar activities. The Assistant Secretary for Health shall be an ex officio, nonvoting member of the Board. Appointment to the Board shall not constitute employment by, or the holding of an office of, the United States for the purposes of any Federal law.

- (b) **APPOINTMENT AND TERMS.** -- Within 30 days from the date of enactment of this Act, the Secretary of Health and Human Services (hereinafter referred to in this Act as the "Secretary") shall appoint the Directors of the Board. The Directors shall serve at the pleasure of the Secretary and shall be appointed for terms of six years; except that the Secretary in making the initial appointments to the Board, shall appoint three Directors to a term of two years, three Directors to a term of four years and three Directors to a term of six

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years. A vacancy on the Board shall be filled within sixty days of said vacancy in the manner in which the original appointment was made, and shall be for the balance of the term of the individual who was replaced. No individual may serve more than two consecutive terms as a Director.

- (c) **CHAIRMAN.** -- The Chairman shall be elected by the Board from its members for a two-year term and will not be limited in terms or service.
- (d) **QUORUM.** -- A majority of the current membership of the Board shall constitute a quorum for the transaction of business.
- (e) **MEETINGS.** -- The Board shall meet at the call of the Chairman at least once a year. If a Director misses three consecutive regularly scheduled meetings, that individual may be removed from the Board and the vacancy filled in accordance with subsection 3(b).
- (f) **REIMBURSEMENT OF EXPENSES.** -- Members of the Board shall serve without pay, but may be reimbursed for the actual and necessary traveling and subsistence expenses incurred by them in the performance of the duties of the Foundation.
- (g) **GENERAL POWERS.**-- (1) The Board may complete the organization of the Foundation by--

(A) appointing officers and employees;

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- (B) adopting a constitution and bylaws consistent with the purposes of the Foundation and the provision of this Act; and
 - (C) undertaking such other acts as may be necessary to carry out the provisions of this Act.
- (2) The following limitations apply with respect to the appointment of officers and employees of the Foundation:
- (A) Officers and employees may not be appointed until the Foundation has sufficient funds to pay them for their service. Officers and employees of the Foundation shall be appointed without regard to the provision of title 5, United States Code, governing appointments in the competitive services, and may be paid without regard to the provisions of chapter 51 and subchapter 53 of such title relating to classification and General Schedule pay rates, except that no individual so appointed may receive pay in excess of the annual rate of basic pay in effect for [senior level position].
 - (B) The first officer or employee appointed by the Board shall be the Secretary of the Board who (i) shall serve, at the direction of the

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Board, as its chief operating officer, and
(ii) shall be knowledgeable and experienced
in matters relating to physical fitness and
sports.

SECTION 4. RIGHTS AND OBLIGATIONS OF THE FOUNDATION.

(a) IN GENERAL. -- The Foundation--

- (1) shall have perpetual succession;
- (2) may conduct business throughout the several
State, territories, and possessions of the
United States;
- (3) shall have its principal offices in or near
the District of Columbia; and
- (4) shall at all times maintain a designated
agent authorized to accept service of process
for the Foundation.

The serving of notice to, or service of process upon, the
agent required under paragraph 4(a)(4), or mailed to the business
address of such agent, shall be deemed as service upon or notice
to the Foundation.

(b) SEAL.-- The Foundation shall have an official seal
selected by the Board which shall be judicially
noticed.

(c) POWERS.-- To carry out its purposes under section
2, and subject to the specific provisions thereof,
The Foundation shall have the usual powers of a

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corporation acting as a trustee in the District of Columbia, including the power--

- (1) except as otherwise provided herein, to accept, receive, solicit, hold, administer and use any gift, devise, or bequest, either absolutely or in trust, of real or personal property or any income therefrom or other interest therein;
- (2) to acquire by purchase or exchange any real or personal property or interest therein;
- (3) unless otherwise required by the instrument of transfer, to sell, donate, lease, invest, reinvest, retain or otherwise dispose of any property or income therefrom.
- (4) to sue and be sued, and complain and defend itself in any court of competent jurisdiction, except for gross negligence;
- (5) to enter into contracts or other arrangements with public agencies and private organizations and persons and to make such payments as may be necessary to carry out its functions; and
- (6) to do any and all acts necessary and proper to carry out the purposes of the Foundation.

For purposes of this Act, an interest in real property shall be treated as including, among other things, easements

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or other rights for preservation, conservation, protection, or enhancement by and for the public of natural, scenic, historic, scientific, educational inspirational or recreational resources. A gift, devise, or bequest may be accepted by the Foundation even though it is encumbered, restricted or subject to beneficial interests of private persons if any current or future interest therein is for the benefit of the Foundation.

SECTION 5. VOLUNTEER STATUS.

The Foundation may accept, without regard to the civil service classification laws, rules, or regulations, the services of volunteers in the performance of the functions authorized herein, in the manner provided for under section 7(c) of the Fish and Wildlife Act of 1956 (16 U.S.C. 742f(c)).

SECTION 6. AUDIT, REPORT REQUIREMENTS, AND PETITION OF ATTORNEY GENERAL FOR EQUITABLE RELIEF

- (a) **AUDITS.** -- For purposes of the act entitled "An Act for audit of accounts of private corporations established under Federal law", approved August 30, 1964 (Public Law 88-504, 36 U.S.C. 1101-1103. the Foundation shall be treated as a private corporation under Federal law.
- (b) **REPORT.** -- The Foundation shall, as soon as practicable after the end of each fiscal year, transmit to the Secretary of the Department of Health and Human Services and to Congress a report of its proceedings and activities during such year, including a full and

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complete statement of its receipts, expenditures, and investments.

(c) RELIEF WITH RESPECT TO CERTAIN FOUNDATION ACTS OR FAILURE TO ACT.-- If the Foundation--

- (1) engages in, or threatens to engage in, any act, practice or policy that is inconsistent with its purposes set forth in section 2(b); or
- (2) refuses, fails, or neglects to discharge its obligations under this Act, or threaten to do so; the Attorney General of the United States may petition in the United States District Court for the District of Columbia for such equitable relief as may be necessary or appropriate.

SECTION 7. AUTHORIZATION OF APPROPRIATIONS.

For the (year, period) beginning on October 1, 19 , there are authorized to be appropriated [] to be made available to the Foundation for organizational costs.



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON DC 20004

AGENDA
April 13, 1994

- Relationship with President Clinton, First Lady, Vice President Gore and Mrs. Gore
- Our objective: To resurrect the profile of the President's Council on Physical Fitness and Sports to the level of the Kennedy Administration.
- American Attitudes Toward Physical Activity and Fitness - A National Survey
- National Physical Fitness and Sports Month
 - PSA
 - Media Run
 - Other Visibility Events
- Administration Initiatives
 - Crime Bill
 - Health Care Bill
 - Education
 - National Service
 - Welfare
- National Foundation on Physical Fitness and Sports

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

701 Pennsylvania Avenue, NW
Suite 250
Washington, DC 20004
202/272-3421



Florence Griffith Joyner
Co-Chair

Tom McMillen
Co-Chair

Sandra Perlmutter
Executive Director

ORIGIN AND MISSION

The President's Council on Physical Fitness and Sports (PCPFS) was established on July 16, 1956, by President Eisenhower after published reports indicated that American boys and girls were unfit compared to the children of Western Europe.

Originally named the President's Council on Youth Fitness, the Council has undergone two name changes and several reorganizations enroute to its present status as the federal agency responsible for promoting exercise, physical education, physical activity and fitness, amateur sport and sports medicine.

The first name change came in 1963 when President Kennedy changed the agency title to the President's Council on Physical Fitness in a move designed to clarify the Council's assignment and expand its mandate to include people of all ages. President Johnson added the words "and Sports" to the title as a means of emphasizing the importance of sports participation.

Throughout subsequent Administrations, the focus and mission of the PCPFS expanded so that today it serves as a leader and catalyst giving direction and greater momentum to public and private organizations in physical fitness and physical activity, sports, and sports medicine.

As an agency without grant programs or regulatory powers, the PCPFS through continuing contact with national governing bodies, federal, state, and local governments, schools, parks and recreation departments, professional associations, sports and medical groups, private business and industry and others, conducts programs, projects and campaigns emphasizing the importance of regular physical activity, fitness, and sports participation for all ages and in all segments of society.

At certain times throughout the history of the PCPFS, specific issues or populations have been targeted. Youth physical fitness has been a major focus of PCPFS efforts since the Council's inception.

To fully understand the Council, an examination of its function and mandate is essential. Throughout its thirty-seven year history, the Council has continued delivering fitness messages to the American people within the framework of Presidential Executive Orders. Over the years, the focus has been modified through the inclusion of additional directives but the prime function has always remained -- to alert the American people of the importance of being physically active and fit.

The most recent Executive Order, Executive Order 12345, as amended, follows in order to give an overview of the Council's Directives. Additional amendments are presently under Departmental review.

EXCERPTS FROM PRESIDENTIAL EXECUTIVE ORDER 12345, AS AMENDED

The Executive Order directs the Council to:

- **Enlist** the active support and assistance of individual citizens, civic groups, private enterprise, voluntary organizations, and others in efforts to promote and improve the fitness of all Americans through regular participation in physical fitness and sports activities.
- **Initiate** programs to inform the general public of the importance of exercise and the link which exists between regular physical activity and such qualities as good health and effective performance.
- **Strengthen** coordination of Federal services and programs relating to physical fitness and sports participation and invite appropriate Federal agencies to participate in an interagency committee to coordinate physical fitness and sports activities of the Federal establishment.
- **Encourage** State and local governments to emphasize the importance of regular physical fitness and sports participation.
- **Seek** to advance the physical fitness of children, youth, adults, and senior citizens by systematically encouraging the development of community recreation, physical fitness, and sports participation programs.
- **Develop** cooperative programs with medical, dental, and other similar professional societies to encourage the implementation of sound physical fitness practices and sports medicine services.
- **Stimulate** and encourage research in the areas of sports medicine, physical fitness and sports performance.
- **Assist** educational agencies at all levels in developing high quality, innovative health and physical education programs which emphasize the importance of exercise for good health.
- **Assist** recreation agencies and national sports governing bodies at all levels in developing "sports for all" programs which emphasize the value of sports to physical, mental, and emotional fitness.
- **Assist** business, industry, government, and labor organizations in establishing sound physical fitness programs to elevate employee fitness and to reduce the financial and human costs resulting from physical inactivity.

STRUCTURE OF THE PCPFS

The PCPFS is composed of twenty private citizens appointed by the President who serve as advisors to the President and the Secretary of the Department of Health and Human Services on issues associated with the promotion of physical activity and fitness, physical education, sports, and sports medicine. There are Co-Chairs and 18 Council members. Council members receive no compensation for their services and time other than reimbursement for travel and per diem expenses incurred in attending PCPFS Council meetings.

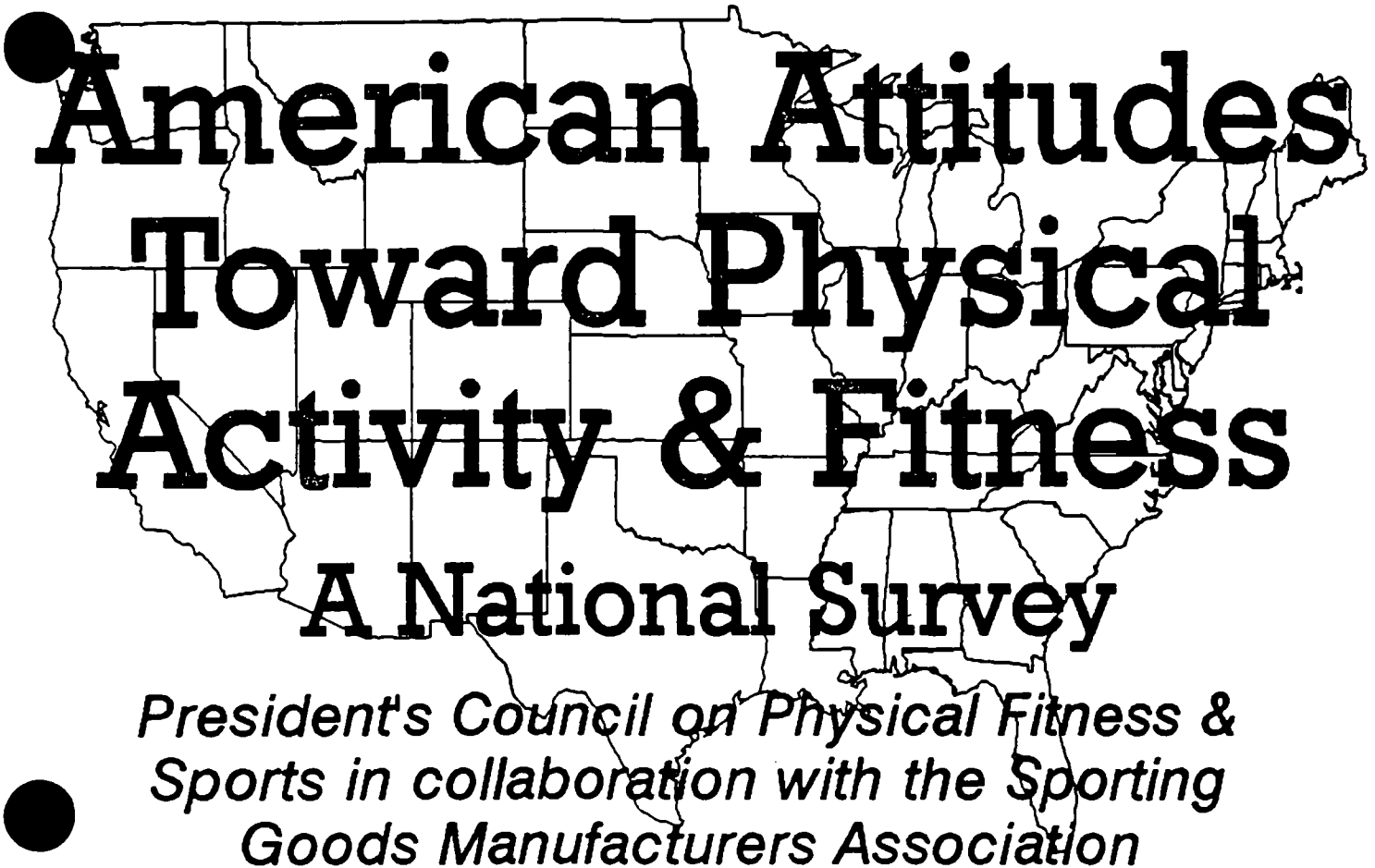
Implementation of the PCPFS Executive Order is carried out by the PCPFS staff consisting of 16 federal employees, headed by a political appointee, the Executive Director, and housed in the Office of the Assistant Secretary for Health, DHHS. The PCPFS staff functions consist of the Executive Director, four Program Directors, one of whom also operates as the Deputy Executive Director, a Press Secretary, an Administrative Officer and 9 support personnel. This staff of professionally trained and experienced leaders and support personnel provide administrative services to the Council members, initiate, develop, conduct, coordinate and evaluate national, state and local physical activity, fitness and sports programs with the public and private sectors, and conduct the day-to-day business of the PCPFS.

There are many component parts of an agency, even one as small as the PCPFS. The inter-relationship of the organization's unique structure, Presidential interest, responsiveness of the Secretary of the Department of Health and Human Services, Assistant Secretary for Health, the Surgeon General, the Chairman or as is today, Co-Chairs, Council members, Executive Director, professional staff, and special Council Consultants, together make up the working essence of the Council. These people, through the Council, work together as a team to accomplish their program goals.

The personal interest of each President has played a critically important role in the effectiveness of the Council throughout its history. Presidential interest can be measured in several different ways. Two principal elements are Presidents who have set an example of a physically active lifestyle, as depicted by President Clinton, and have used the Office of the Presidency to promote the goals of the Council through speeches, press releases and other public statements. The expansion and refinement of the goals of the Council through Executive Orders is another crucial element in the effectiveness of the Council.

A summary of ongoing major national programs is contained in the following tabs.

Peter D. Hart Research



American Attitudes Toward Physical Activity & Fitness

A National Survey

*President's Council on Physical Fitness &
Sports in collaboration with the Sporting
Goods Manufacturers Association*

Survey Overview

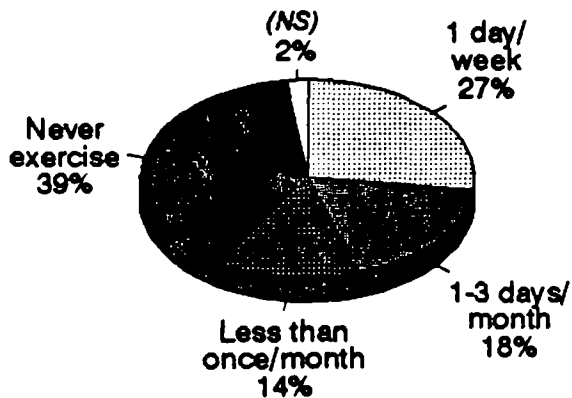
■ From October 15 to 20, 1993, Peter D. Hart Research Associates conducted a national telephone survey among a representative sample of 1,018 "Less Active" American adults age 18 and over, defined as those who exercise vigorously less than twice a week. In addition, a shorter interview was conducted for comparison purposes among 1,006 "More Active" adults, who engage in vigorous exercise at least two times a week. The screening and interviewing process found that Less Actives make up 43% of the overall adult population, while More Actives represent 57% of all adults.

■ The purpose of the survey was to explore the attitudes of Less Active adults toward physical activity and physical fitness. In particular, the survey examines Less Actives' level of interest in increasing their physical activity, the barriers they perceive to being active, and what kinds of information and changes might lead them to expand their level of activity. The survey also recorded standard demographic information, including gender, age, income, race, and occupation.

■ The survey was conducted on behalf of the President's Council on Physical Fitness and Sports, in collaboration with the Sporting Goods Manufacturers Association.

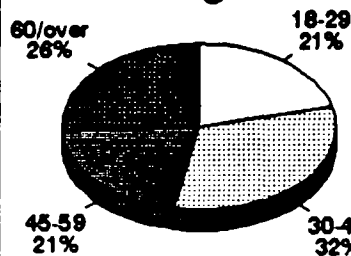
Fact Sheet 1: Levels of Activity

Less Actives' Level Of Vigorous Exercise

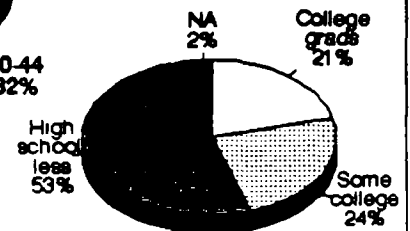


A Profile Of The Less Active

Age



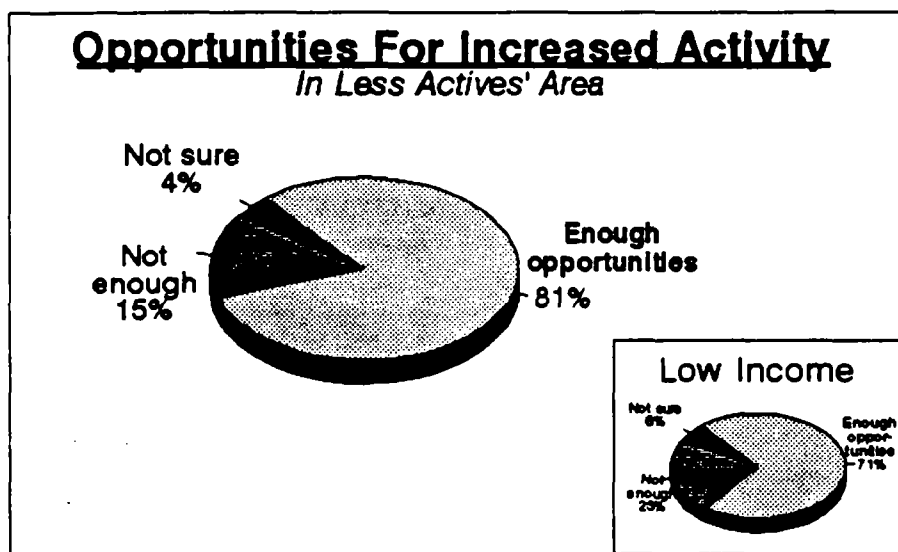
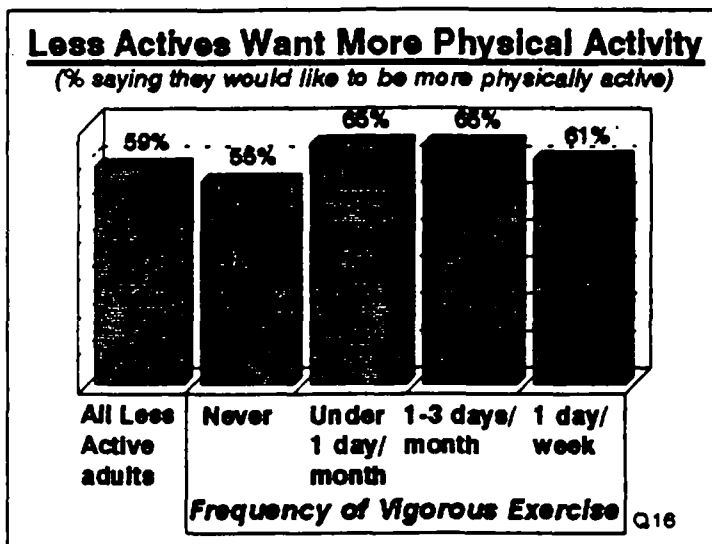
Education



■ The survey suggests that activity levels overall are not what they should be. Fully 43% of all adults qualify as "Less Actives," which means that they fail to engage in vigorous exercise even two times a week. Certain subgroups, such as women and lower-income Americans, are represented disproportionately in the Less Active group. More striking, however, is the extent to which low levels of activity can be found in all groups: young Americans as well as old, the better educated as well as the less educated. A majority of the Less Actives are under age 45, and 46% have attended college. Insufficient physical activity is not confined to pockets of our society--it is a nationwide problem.

Fact Sheet 2: Desire for Change

■ An encouraging 59% of Less Actives say they would like to be more physically active. This includes 68% of those under age 45, 71% of people holding desk jobs, and 74% of adults who are 20 pounds or more overweight. This inclination to increase activity is not limited to those who are already somewhat active, but is just as strong among those who are now very inactive. A cautionary finding, however, is that only 25% of Less Actives predict that they are certain or very likely to increase their level of activity in the next six months. Although the desire is there, most Less Actives currently do not expect to expand their activity.



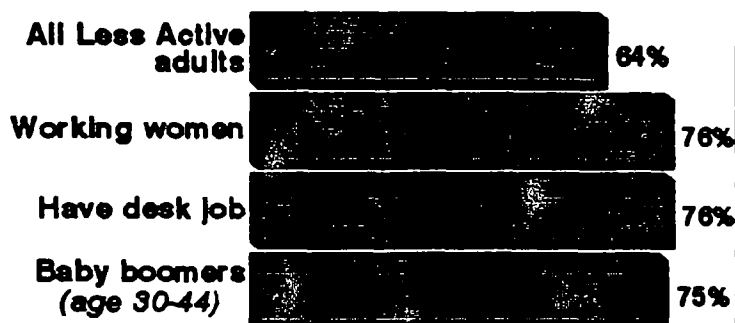
■ Less Actives, for the most part, do not face any insurmountable obstacles to increasing their activity. A resounding 81% report that there are enough opportunities in their area to get the kind of exercise they would want. Certain groups, such as members of low-income households and African-Americans, face greater obstacles—unsafe streets being a significant factor—yet large majorities of these groups nonetheless feel that they can get exercise. In addition, 49% of Less Actives feel it would be easy to increase their activity level.

Fact Sheet 3: Barriers & Incentives to Change

■ Their number-one reason for not being more active, Less Actives say, is time. In an open-ended question, 43% identify lack of time--and 15% cite family responsibilities--as barriers to increased physical activity. The proportion who mention time is far greater than those who volunteer a comment related to health, lack of motivation, access to facilities, or any other factor. Sixty-four percent of Less Actives agree with the statement, "I would like to exercise more, but I just can't find the time," including 75% of baby boomers, 76% of people with desk jobs, and 76% of working women.

"I Would Like To Exercise More, But I Just Can't Find The Time."

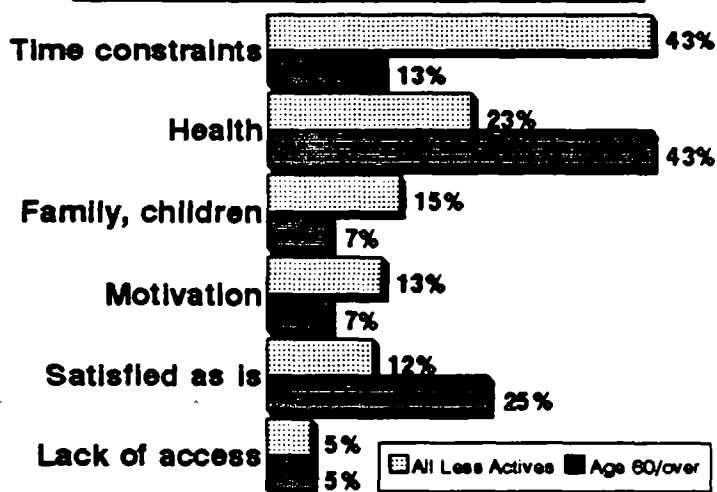
(% who agree with this statement)



Q.21

■ Older Americans face a different set of obstacles. Only 13% of Less Actives age 60 and over volunteer time as a limitation for them, while 43% cite health or physical problems. One-quarter of those age 60 and over say they simply cannot be physically active at all. However, the remainder demonstrate both interest in and a capacity for lower levels of physical activity: fully 62% engage in light physical activity at least twice a week (a figure that is only somewhat lower than the 76% of those age 18 to 59 who do so).

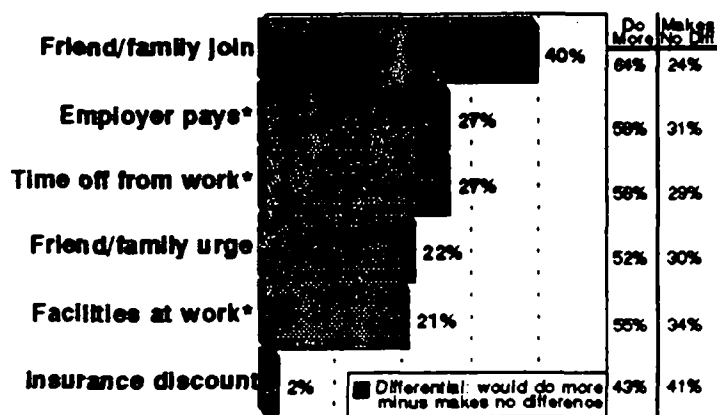
Why People Aren't More Active



Q.17,18

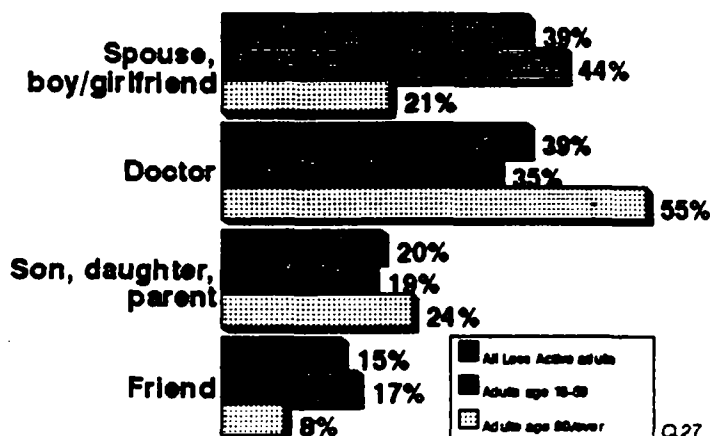
Fact Sheet 4: Agents of Change

The Encouragement Index



Q26

Who Would Be The Strongest Influence? *In Persuading The Less Active To Exercise*

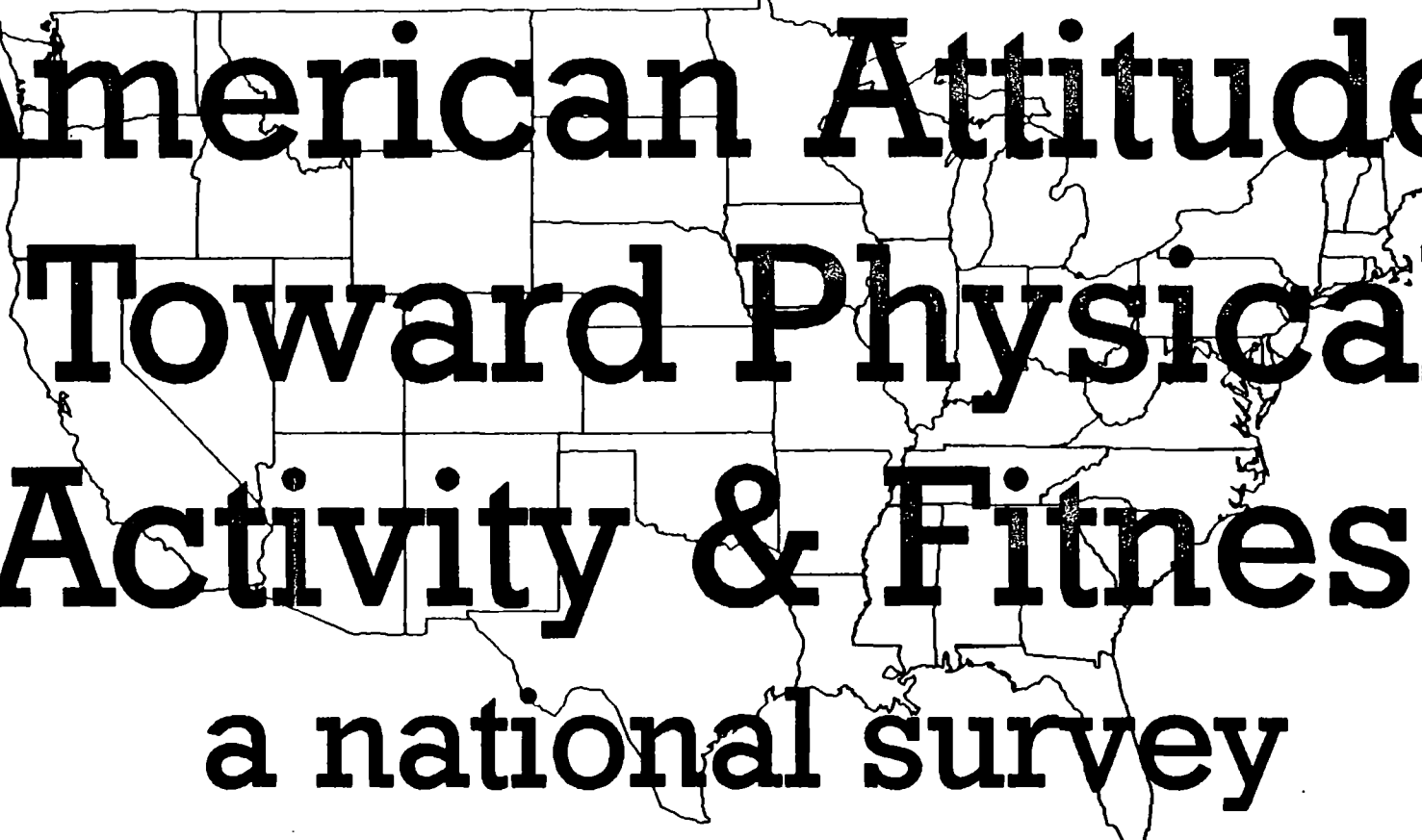


Q27

■ The survey identifies several actors, beyond the Less Actives themselves, who have significant roles to play in promoting physical activity. The most important agents of change: friends and family. For Less Active Americans, the single most effective encouragement for exercising more often is having a friend or relative offer to exercise with them, which earns a +40% rating on the encouragement index (+69% among the Prime Audience). Verbal encouragement also produces strong motivation, especially that from a spouse. Indeed, a spouse, boyfriend, or girlfriend is the strongest possible positive influence—well above doctors—for such key groups as the Prime Audience and Less Actives under age 45. Perhaps this is why Less Actives who have an active spouse are themselves much more likely to be active.

■ Employers also have a role to play, especially in the context of the time pressures cited by many Less Actives. Majorities of those who work outside the home say the following would certainly or probably lead them to exercise more frequently: if their employer paid for the cost of a fitness center (58%); if they got time off during the workday for exercise (56%); or if they had athletic facilities at their workplace (55%). Working women and the Prime Audience rank these encouragements particularly highly.

Peter D. Hart Research

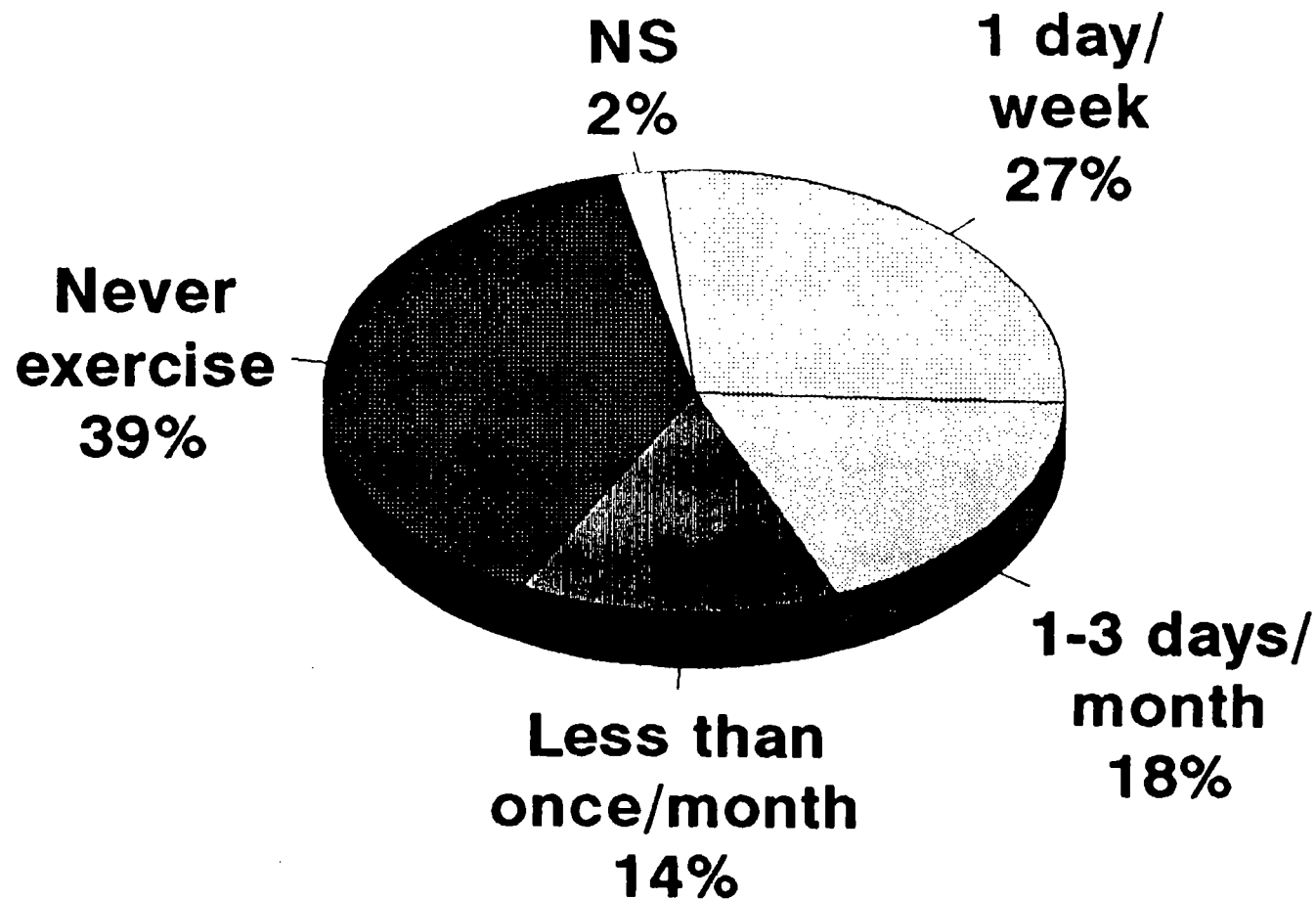
An outline map of the United States, showing state boundaries, serves as a background for the main title text.

American Attitudes Toward Physical Activity & Fitness

a national survey

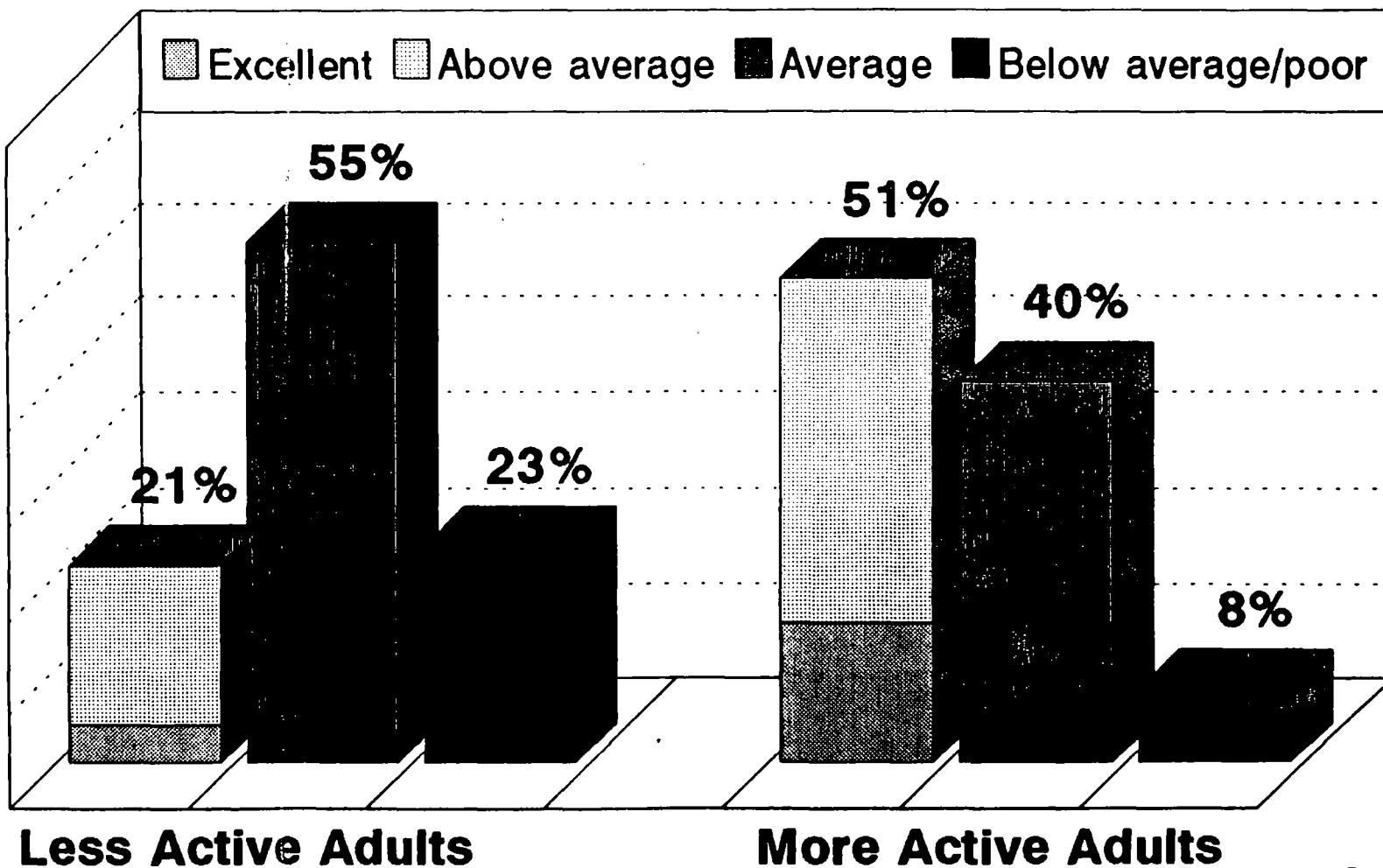
*President's Council on Physical Fitness & Sports
in collaboration with the Sporting Goods
Manufacturers Association*

Level Of Vigorous Exercise *Among Less Active Adults*

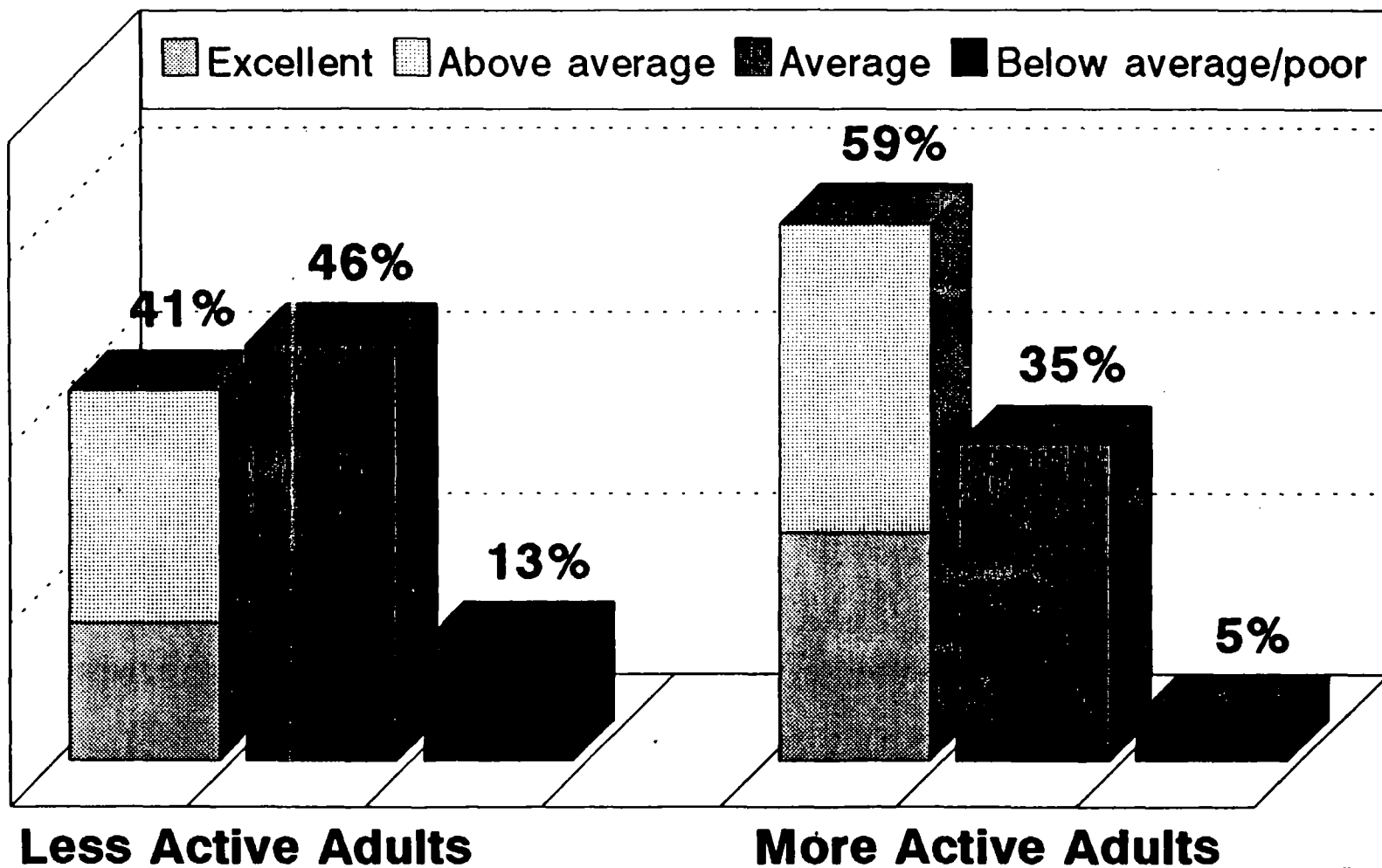


Q.1

Adults Rate Their Physical Fitness

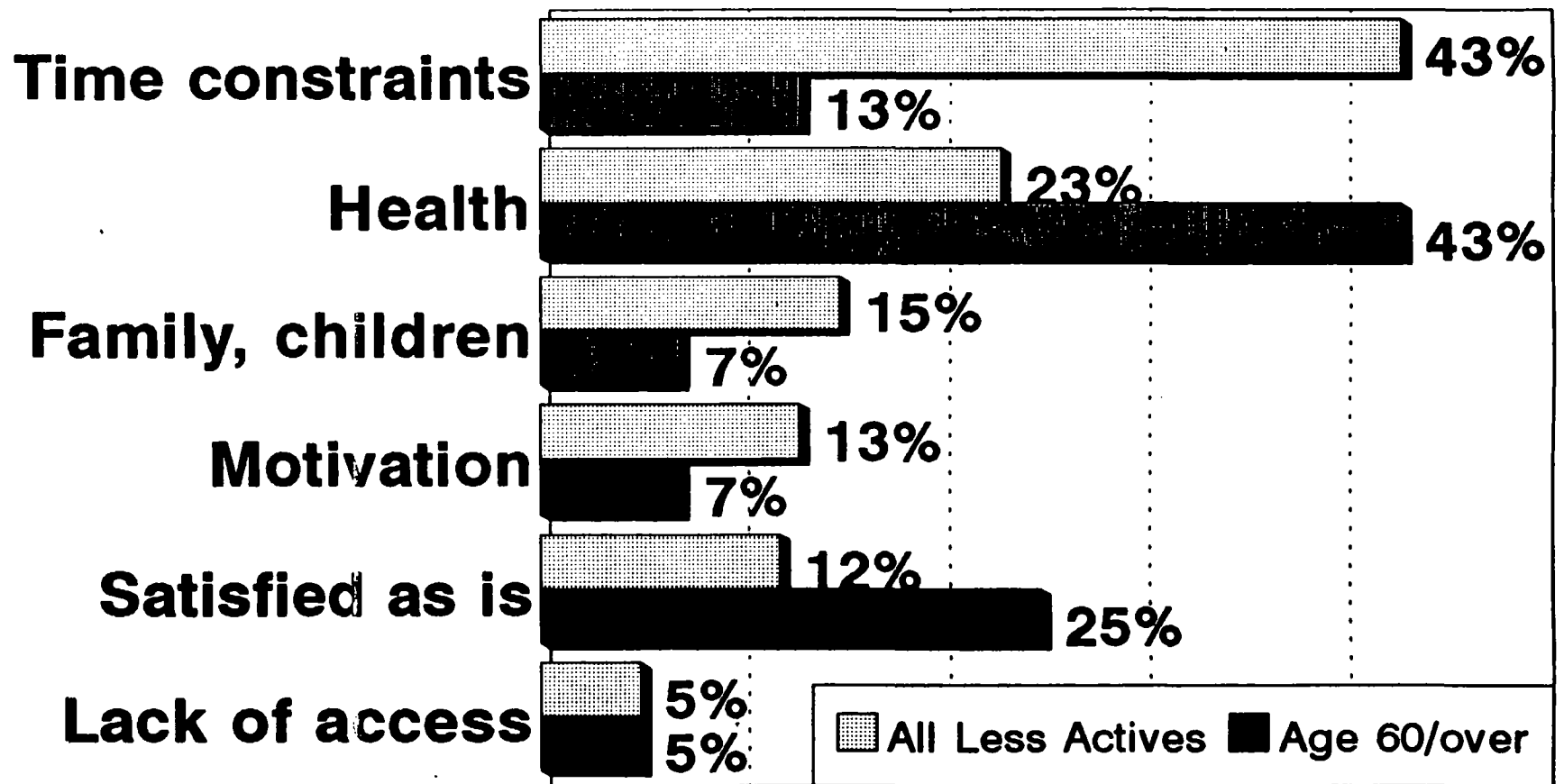


Adults Rate Their Overall Health



Q.3

Why People Aren't More Active



Potential For Increasing Activity Among Less Active Adults

They have the desire.

- ▶ 59% would like to be more active
- ▶ 29% say they get enough activity

They have the opportunity.

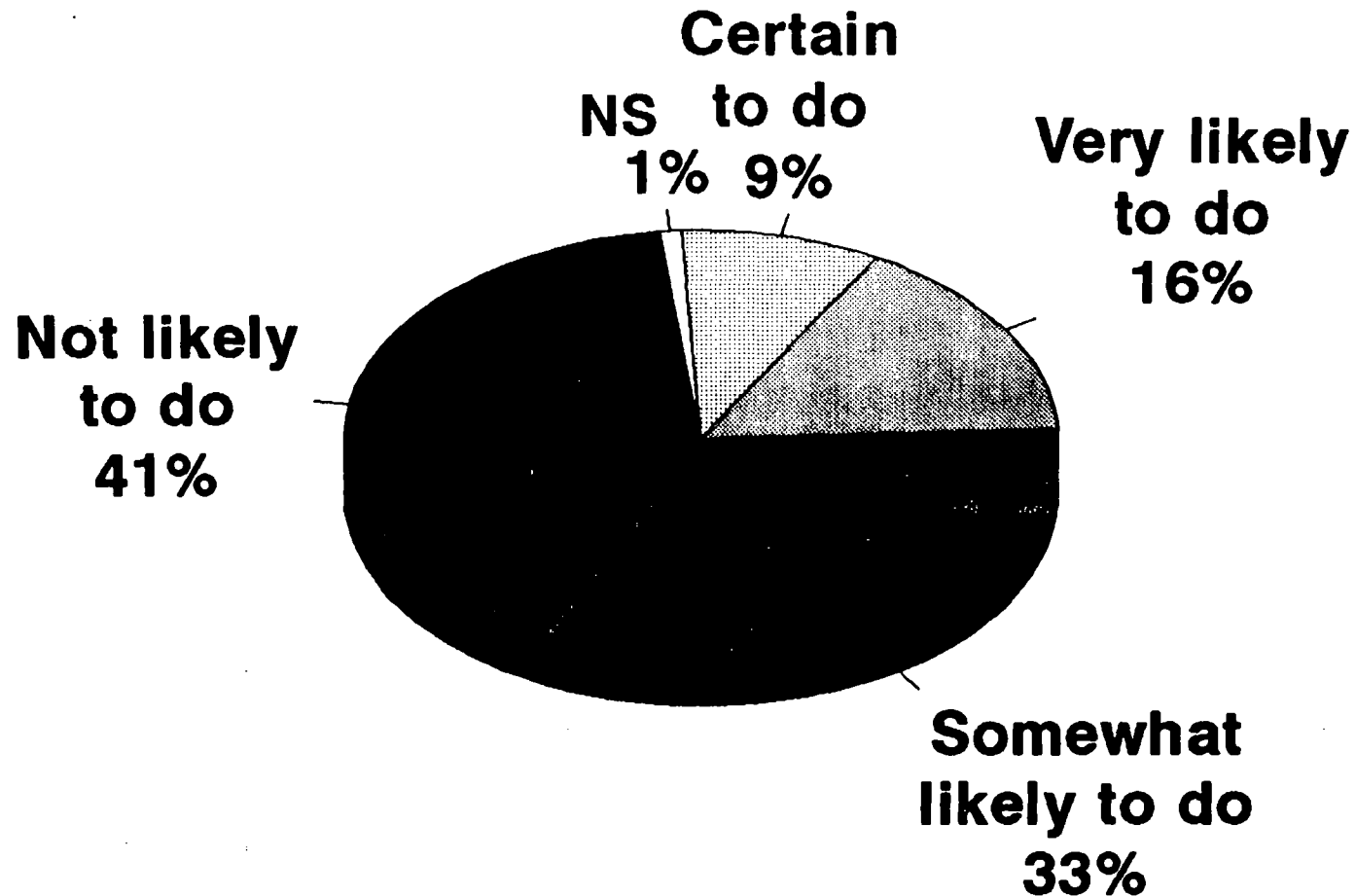
- ▶ 81% have enough opportunity nearby
- ▶ 49% say increasing activity easy to do

They enjoy it.

- ▶ 85% agree physical activity is fun

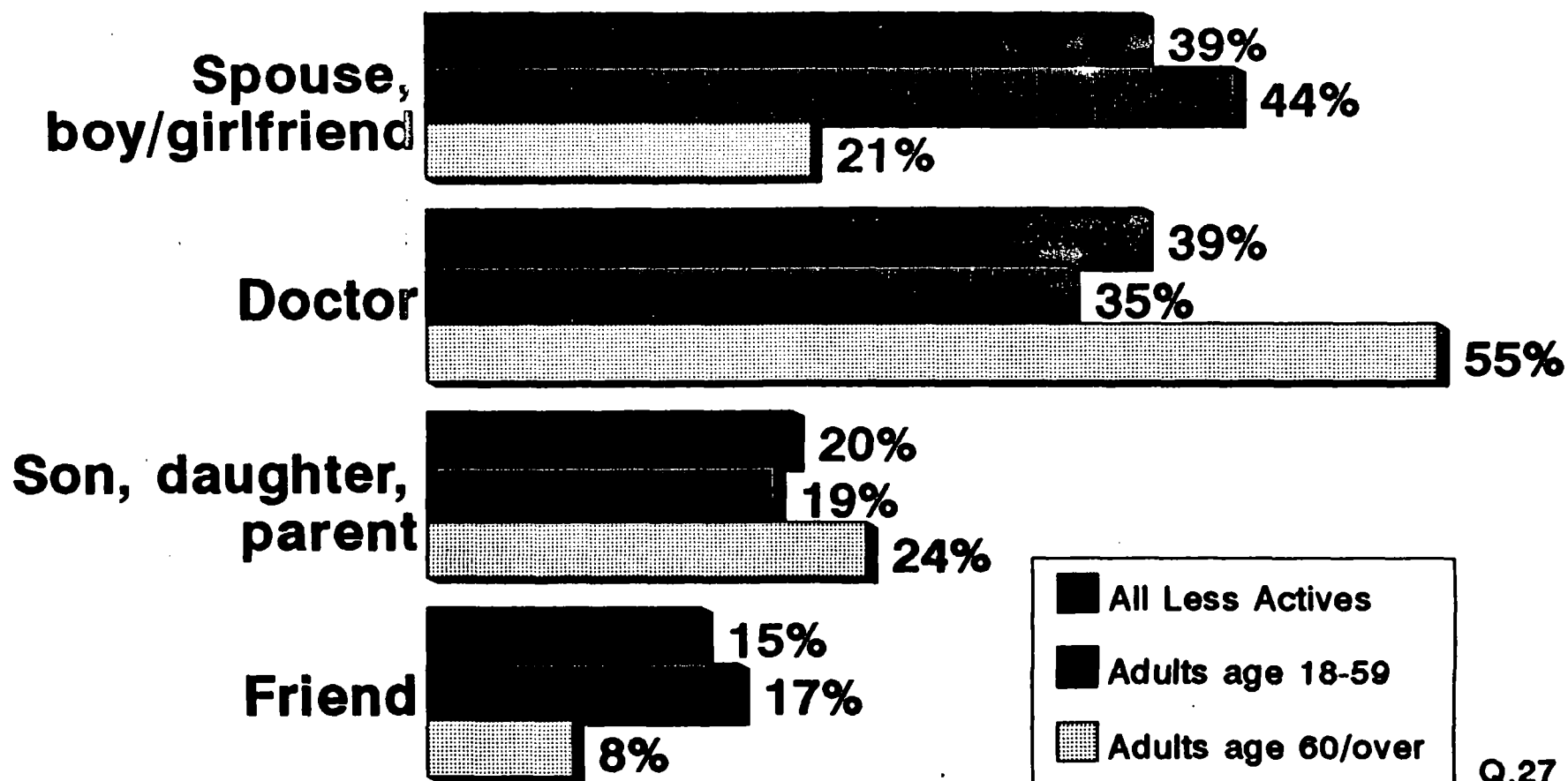
Less Active Adults' Predictions

On Increasing Their Physical Activity In Near Future



Who Would Be The Strongest Influence?

In Persuading The Less Active To Exercise



Q.27

The Top Four Motivations

% saying each is extremely strong motivation for exercise

**Even light exercise
can improve health
& performance**

61%

**Exercise reduces
tension & stress**

60%

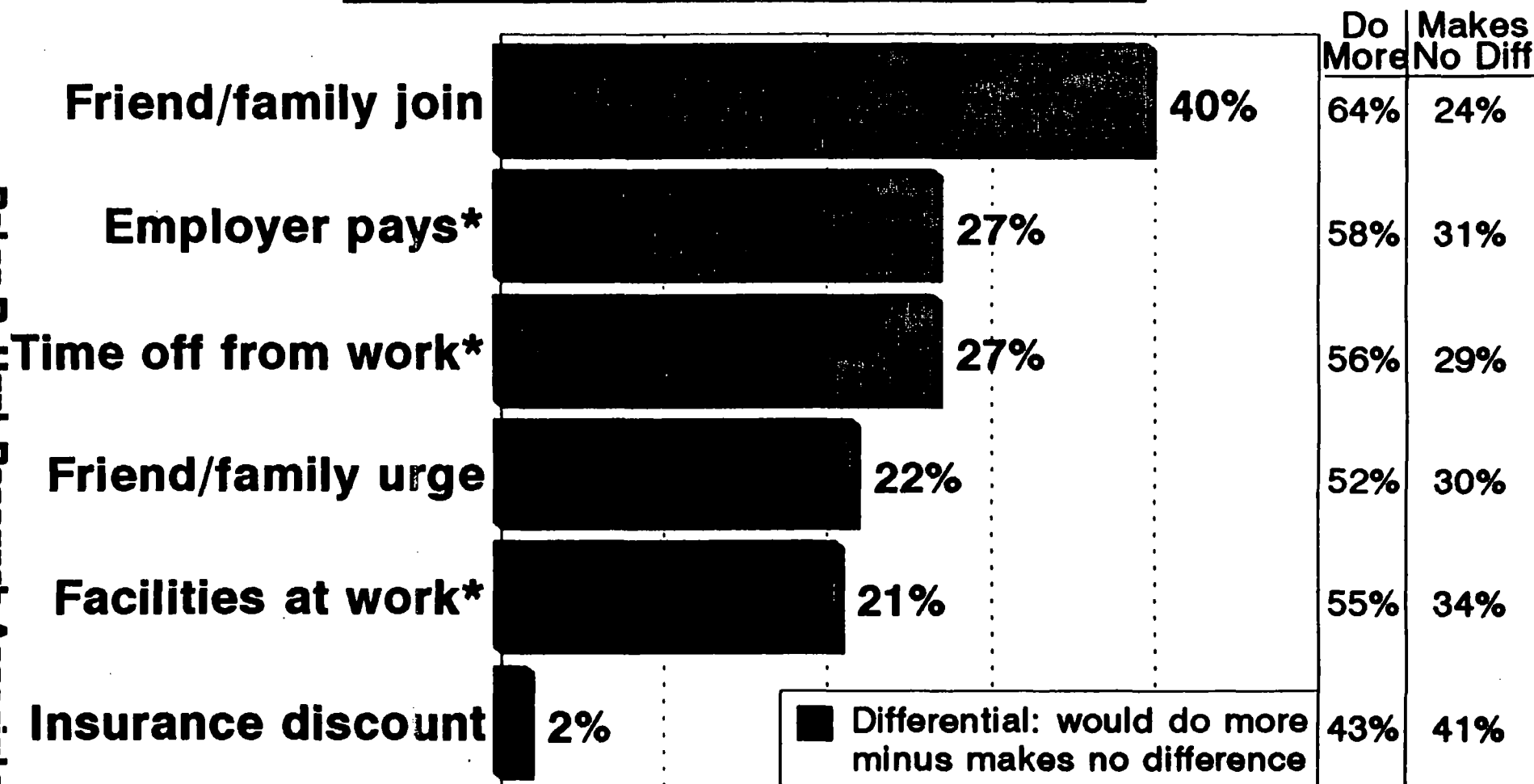
**Exercise provides
strength/energy for
all aspects of life**

59%

**Regular exercise
improves overall
quality of life**

57%

The Encouragement Index



* Among people who are employed

Q.28

Youth & Adolescent Fitness

YOUTH AND ADOLESCENT FITNESS

The PCPFS' latest national survey on youth fitness, the 1985 PCPFS National School Population Fitness Survey, was conducted through the University of Michigan's Institute for Social Research. Surveying 19,200 school children ages 6 to 17, the results indicated that youth fitness had not improved from 1975 to 1985 and in some cases, had declined. A 1995 evaluation is in the planning stages.

As a result of the 1985 study, the Council greatly increased its emphasis on youth fitness, instigated a number of new programs, and revised and expanded the President's Challenge Youth Physical Fitness Awards Program to make all children winners in fitness. Among the major initiatives in the youth fitness area:

President's Challenge Physical Fitness Awards Program

The PCPFS has expanded the President's Challenge Physical Fitness Awards Program to three awards: the Presidential (initiated by President Johnson in 1966), National and Participant Physical Fitness Awards - to encourage all children, able and disabled, ages 6-17, to be winners in fitness. Also, in conjunction with the state departments of education, three schools from each state receive the State Champion Award based on enrollment and numbers of Presidential Physical Fitness Award winners.

The test consists of five items that measure muscular strength and endurance, cardiorespiratory endurance, agility and flexibility. The President's Challenge is exhibited at national educational conventions and has an annual revised program packet mailed to over 110,000 schools each fall. An accurate accounting of the program was initiated in the 1987-88 school year when the Amateur Athletic Union was awarded a contract to administer the program. The latest report indicates that the program has grown considerably since that time.

On Your Mark

A motivational program to highlight the President's Challenge Physical Fitness Awards Program, "On Your Mark" is funded by the Sugar Association. This program has a 14-minute videotape featuring Bo Jackson and Pam Shriver which is designed to help motivate 4th, 5th and 6th grade students for the President's Challenge. It is available to schools free of charge.

School Demonstration Program

The demonstration center program is conducted in cooperation with state departments of education. States identify elementary and secondary schools that represent the highest quality of physical education programs within the state. The schools agree to exhibit their programs to visitors, serving as referrals for people interested in visiting model programs. They receive a demonstration center flag and a certificate signed by the Chairman of the PCPFS. The goal is to have demonstration centers identified in every state.

Presidential Sports Award

Established in 1972, the Presidential Sports Award (PSA) program encourages anyone age 6 and above to earn any one of 68 awards, from aerobic dance to wrestling.

Each year, more than 30,000 individuals and groups go after the awards which require four months to earn. Based on the honor system, the program encourages participants to engage in regular exercise, follow safety considerations and to do so at all ages. Given the wide range of activities, the PSA program is accommodating of disabilities and also encourages inter-generational participation through the Family Fitness Award.

4-H Citizenship Workshop Program

The National 4-H, in cooperation with the PCPFS and the USDA's Extension Service, each year conducts workshops on aerobic rhythmic activity, fun and fitness and stress relaxation at the National 4-H Congress. In past years, 4-H leaders and youth participated in exercise programs at the Citizenship Washington Focus (CWF) program and leadership conferences.

National 4-H has 5.6 million youth ages 9-19 involved in local projects. With more than half of the membership no longer living on a farm or in a rural environment, the nature of membership has changed and, for the first time, youth ages 6-8 as well as those who are age 20 and above will have opportunities to continue to learn from chapter programs.

This is the 9th year in the partnership and more than 1,500 youth and several hundred adult volunteers experienced a lively, educational program on exercise and stress management at the 72nd National 4-H Congress in December 1993.

National Youth Fun and Fitness Program

Developed in 1989 in cooperation with the National Recreation and Park Association, the program is promoted by 3,000 recreation and park departments nationally. Youth ages 6-12 participate in a series of physical activities for six weeks during summer months. The program objective is to introduce youth to physical activities at a young age in hopes of developing lifelong participation habits.

Hershey Youth Program (Track and Field)

The PCPFS was a founding participant in this program. Since it's inception this program has emphasized physical development as a major component. There are over 100,000 volunteers and the program is conducted in more than 200 school districts and 3,000 communities across America. More than 500,000 youth ages 9-14 participate annually. This 16 year-long national award-winning Program serves as a model of cooperation between professional, governmental and business organizations and has been sponsored by Hershey Foods.

Ideas for Action

The PCPFS, in partnership with the National Association of Sport and Physical Education (NASPE) and the Sporting Goods Manufacturers Association (SGMA) (Fitness Products Council), has created an instructional kit on innovative ideas for promoting physical activity for youth in a variety of settings, including schools' comprehensive health and physical education, recreation and sports.

This three-year project has proved so successful that a second, similar project focused on older adults has been approved and funded. A search is now underway to bring in the Older Americans Network for input and use.

The project assembled input from numerous states' outstanding teachers of the year and will be updated annually over three years.

Fitness Express Video and Teacher's Guide

Perhaps one of the most successful distributions of an instructional video project, the PCPFS Fitness Express, featuring past Chairman Arnold Schwarzenegger, reached more than 90,000 schools through USA Network, the Athletic Institute (SGMA) and Blockbusters. Each classroom also received free materials including a wall poster, book covers and teacher's guide.

Consisting of two motivational exercise segments, the videos were designed to be copied and supported the message on the importance of quality physical education.

"Hip to be Fit" and the California Raisins Video

A partnership of the California Raisin Advisory Board, the PCPFS, the American Dietetic Association (ADA) and Olympic Gold Medalist Kristi Yamaguchi, the Hip to be Fit video is the most recent project to address the health and fitness habits of youth and families. Some 50,000, 18-minute free videos containing segments on exercise, the basic food pyramid and the essential relationship of fitness to nutrition as well as a narrative on Healthy People 2000 and guidance from the U.S. Surgeon General were disseminated.

To date, free videos and guidance materials have been sent to the National 4-H Congress, the ADA convention, Native American communities, DOD Dependent Schools and State Department Schools.

Past projects included family fitness games, great raisin' youth fitness challenges and high visibility celebrity media tours.

National Guard Youth Challenge Program

The National Guard Bureau and the PCPFS, together with state leaders in education and Governors' representatives, have joined in a landmark pilot program to reach high school dropouts, offering them an opportunity to earn their G.E.D.'s and learn discipline, teamwork and what physical fitness is all about.

To date, ten pilot sites have demonstrated the program's potential, and the program will expand to additional states in 1994.

Kids in Action/Healthy Start Project

The PCPFS, in cooperation with Kellogg's and Giant Foods supermarkets, developed a booklet called Kids in Action to provide parents and others with exercise routines for pre-schoolers. Some 60,000 booklets were distributed and are currently in distribution as part of a pilot project under the national Healthy Start project partnership of the American Academy of Pediatrics, the American Dietetic Association and the Food Marketing Institute.

In addition to the booklet and Healthy Start core materials, Giant developed a Kid's Corner physical activity guide for children ages 2-6 which will be reviewed for possible national use.

Kids Get Fit Community Outreach

A partnership between the PCPFS, Jazzercise, the National Fitness Leaders Association and others enabled nearly a million youth to get some much-needed exercise in their schools in 1993.

Kids Get Fit brings Jazzercise instructors to the schools as a free community service. In 1991, the program reached 100,000 youngsters; in 1992, the numbers jumped to half a million and nearly a million were reached in 1993.

Positioned to support, not replace, quality physical education in the schools, Kids Get Fit utilizes 5,000 established, credentialed instructors nationwide to create more opportunities for exercise.

Adult Programs

ADULT PROGRAMS

The PCPFS, led by Co-Chairs Florence Griffith Joyner and Tom McMillen, conducted a highly successful **PCPFS Physical Fitness and Sports for All Strategic Planning Forum** on November 9-10, 1993. The Forum convened several hundred observers and the active participation of 38 physical fitness and health professionals, bringing together a coalition of leadership with their experiences, successes and lessons learned to aid the PCPFS Co-Chairs in assessing national fitness priorities.

Prior to the Forum, the PCPFS, in collaboration with Sporting Goods Manufacturers of America, held a press conference highlighting the results of a national opinion survey, entitled "American Attitudes Toward Physical Activity and Fitness." The poll was conducted in mid-October, 1993, by Peter D. Hart Research Associates.

Over 200 recommendations were gathered, underscoring the potential that physical activity, fitness and sports have to serve as a key anchor in the dialogue on Health Care Reform, the implementation of the newly enacted National Service Program and as a counterbalance to crime and violence throughout the country.

Many issues that are vital to the PCPFS mission were discussed at the PCPFS Physical Fitness and Sports for All Strategic Planning Forum. The recommendations provide insight into gaps and barriers which may need to be addressed and, hopefully, will initiate more intense cooperation between the public and private sectors to improve and expand current efforts. The 1993 poll found that while less active adult Americans understand the direct link between regular physical activity and improved health and physical appearance, more than 4 out of 10 (41%) say they are not likely to increase their physical activity in the near future. The PCPFS hopes to get **all** Americans moving.

Some of the PCPFS on-going initiatives in the Adult Fitness area are:

NATIONAL PHYSICAL FITNESS AND SPORTS MONTH

Established in 1981, the observance is a nation-wide campaign to promote physical fitness and sports. The Council distributes more than 10,000 promotional kits annually to schools, recreation departments, governor's councils, health providers and worksite programs. In 1993, 5,000 events were promoted and more than 15 million Americans participated in those events. For the first time, in 1994 the PCPFS will use the month to encourage all the

various organizations and constituencies who highlight their messages during May to work together under a "Presidential Fitness Partners in May" banner.

The month is also observed as Older Americans Month, National High Blood Pressure Education Month, National Mental Health Month, as well as week and day observances where increased physical activity could be a common theme.

PRESIDENTIAL SPORTS AWARD

Established in 1972, the Presidential Sports Award (PSA) program encourages anyone age 6 and above to earn any one of 68 awards, from aerobic dance to wrestling.

Each year, more than 30,000 individuals and groups go after the awards which require four months to earn. Based on the honor system, the program encourages participants to engage in regular exercise, follow safety considerations and to do so at all ages. Given the wide range of activities, the PSA program is accommodating of disabilities and also encourages inter-generational participation through the Family Fitness Award.

THE PHYSICIAN'S RX: EXERCISE

One of the "Physical Activity and Fitness Objectives" of Healthy People 2000 seeks to encourage more physicians and health care providers to take an exercise history from their patients and to counsel them on appropriate exercise. In order to facilitate this, the PCPFS, in collaboration with the American College of Sports Medicine, developed the RX: Exercise brochure. This was produced as a public service by Wyeth-Ayerst Laboratories. To date, approximately 600,000 brochures have been disseminated to private physicians throughout the country, as well as a sizeable amount forwarded to VA hospitals, clinics, etc. The brochures are available free of charge upon physician request.

Healthy American Fitness Leader Awards Program

Established in 1982 to recognize ten outstanding Healthy American Fitness Leaders (HAFL) each year, in partnership with corporate sponsor Allstate Life Insurance, and the U.S. Junior Chamber of Commerce, this is one of the longest running PCPFS cooperative programs.

More than 120 individuals have been honored at the prestigious blacktie banquets hosted in different cities. Recipients represent many professions, from former presidents to community activists and business leaders.

Past HAFL winners have formed a group called the National Fitness Leaders Association (NFLA) which supports PCPFS goals and serves as a speakers bureau to promote national fitness objectives.

Silver Eagle Corps Campaign

To encourage greater physical activity among the age 50-plus population, the PCPFS initiated a campaign to recognize individuals and institutional leadership and generally focus on older adults as a priority area. The campaign is a collaborative program that has received the endorsement of many national groups such as the American Heart Association (AHA), the American Association of Retired Persons (AARP), the National Council on Aging (NCOA), and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).

The marketing plan calls for those who are recognized to be incorporated into a leadership corps that will continue to work toward improving the fitness and health of more than 52 million older adults.

MARINE CORPS MARATHON - SPECIAL OLYMPICS MINI-MARATHON

For 18 years, the PCPFS has endorsed the Marine Corps Marathon which is put on by the U.S. Marine Corps. Known as The People's Race, it attracts more than 13,000 runners to the Washington, DC, area. There are no prize monies and more than half of each year's entrants are running their first marathon.

The Marine Corps Marathon was one of the first national races to come on board with a drug-free policy and it is internationally recognized as one of the best-run marathons.

To encourage greater sports participation and exercise, the Marine Corps, the PCPFS and Special Olympics each year present a mini-marathon in conjunction with the full marathon. Each athlete receives a medal and certificate bearing the PCPFS seal -- similar to what is presented to the marathoners.

ACE: ADVANCING THE COMMITMENT TO EDUCATION

A minority tennis outreach program administered by the U.S. Professional Tennis Registry in cooperation with the PCPFS, the American Tennis Industry Federation, the U.S. Tennis Association, Adidas and Tennis Magazine, this program holds clinics around the country wherein adult leaders receive free instruction so that they can, in turn, commit to community service lessons in their cities.

Each year, more than 40 clinics are conducted.

ACROSS AMERICA TENNIS DAY

Coinciding with May as National Physical Fitness and Sports Month as well as some of the other celebrations held within the month that relate to exercise -- Older Americans Month, Bike Month, High Blood Pressure Month, Mental Health Month, and several others -- one day is set aside to encourage all Americans to get into the sport of tennis.

Each year, the teaching professional members of the U.S. Professional Tennis Association conduct more than 2,000 clinics, from Guam to Puerto Rico and Alaska to Florida. More than 60 clinics host special populations such as Native Americans, the military, the disabled, older adults, youth, Hispanics and African-Americans.

On the day, the White House has participated by conducting a clinic on the tennis court adjacent to the President's Office.

May 14, 1994, is the anticipated date for this next event and some 100 special sites will be added to the list of 2,000.

THE NATIVE AMERICAN INITIATIVE

The PCPFS, in partnership with the U.S. Indian Health Service (PHS), Governor's Councils on Physical Fitness and Sports, and the various tribal communities across the nation, have developed a number of events to promote greater awareness of and participation in exercise programs.

Among these events the PCPFS has endorsed or conducted are: Women's Wellness I-IV (in 1993, more than 2,000 Native American women attended the conference in Phoenix); Native American Men's Wellness I, II; the Northwest Youth Summit on Physical Fitness and Sports with the Yakima Nation and 32 nearby Indian communities; the Navajo Nation Youth Summit (more than 10,000 youth and their families came to see then Chairman Schwarzenegger) and workshops with more than 40 tribal units elsewhere in the country.

Beginning in 1992, the PCPFS, in cooperation with the fitness products industry, has arranged to donate exercise equipment to tribal nations as followup to its workshop.

The Southwest Youth Wellness and Sports Summit was held in Mesa, AZ, January 5-7, 1994, with over 500 Indian youth in attendance to hear the fitness message of PCPFS Co-Chair Florence Griffith Joyner.

NATIONAL EMPLOYEE HEALTH AND FITNESS DAY

Each year, the National Association of Governor's Councils on Physical Fitness and Sports, together with the PCPFS, the Association for Worksite Health Promotion and other National employee representative groups, celebrate one day in May as National Employee Health and Fitness Day. Tens of thousands of employees join in fitness activities, health fairs and other events promoting productive performance, health and general well being.

This is one of several recurring events that make use of existing partnerships through individual state governor's councils and corporate worksites.

The next celebration will be held May 18, 1994, across the U.S.

INTERNATIONAL CONFERENCE ON NUTRITION AND FITNESS

Beginning in 1988, the PCPFS, together with the international fitness and nutrition community presented a conference on these subjects in Greece with an understanding that other conferences would follow every four years.

The Second International Conference on Nutrition and Fitness held at the Olympic Athletic Center in Athens, May 23-25, 1992, resulted in a document entitled The Declaration of Olympia on Nutrition and Fitness. This document, which has now appeared in more than 25 languages, established broad goals promoting universal understanding of the need for physical activity and sound nutrition.

The next conference is scheduled to be held in the Spring of 1996 in Ancient Olympia, Greece.

COMMIT TO GET FIT AND THE CLUB INDUSTRY

Each year, the PCPFS and IRSA--The Association of Quality Clubs conduct the Commit to Get Fit campaign during May, National Physical Fitness and Sports Month, to encourage the 2,300 member clubs to reach out with community service.

Clubs use this campaign to assist schools in conducting testing, visit retirement communities and lead exercise classes, raise awareness of Healthy People 2000 and promote the Presidential Sports Award.

2Several clubs have begun to help schools in their physical education programs by making their certified fitness instructors available for the annual health/fitness assessments. These instructors also receive certification in administering the President's Challenge.

PHYSICAL ACTIVITY AND FITNESS RESEARCH DIGEST

The purpose of the Physical Activity and Fitness Research Digest is to synthesize scientific knowledge pertaining to specific fitness and exercise science topics for physical fitness practitioners. As the importance of the health benefits of physical activity and fitness grows, it is hoped the Digest will keep the professional abreast of the rapid accumulation of research in this field. Chiquita has agreed to produce 25,000 copies of eight issues of the Digest as a public service. Four issues of the Digest were disseminated in 1993 and dealt with the following topics: health benefits of physical activity; physical activity and intrinsic motivation; physical fitness and low back pain; and heredity and health-related fitness.

EXERCISE AND OLDER ADULTS

One of the most popular booklets on exercise instruction for adults ages 50 and above, Pep Up Your Life, is now being distributed as a partnership between the American Association of Retired Persons (AARP) and the PCPFS. This revised booklet, featuring current recommended exercises for different skill levels, is based on one of the most successful publications ever presented by the AARP. Tied to the PCPFS Silver Eagle Corps marketing campaign, this booklet has been proven effective in self-motivation and classroom instruction at several levels of proficiency, from beginner to more advanced.

Approximately 60,000 booklets are distributed each quarter.

**Federal Interactions
and Initiatives**

FEDERAL INTERACTIONS AND INITIATIVES

The broad mission of the PCPFS includes the coordination and oversight of physical activity, fitness and sports programs that affect and impact on not only Public Health Service Agencies, but also other Departments within the federal government, such as the Department of Defense, Education, Veterans Administration, U.S. Trade Representative, National Service, etc. The PCPFS carries out this function via several avenues. One major responsibility entails the PCPFS designation as the coordinator for the "Physical Activity and Fitness Objectives" of **Healthy People 2000** which encompasses an active role in providing technical assistance to other PHS agencies and other federal departments, as well as serving on appropriate federal task forces.

Physical Activity and Fitness Objectives of **Healthy People 2000**

Physical Activity and Fitness tops the list of 22 priority areas in the DHHS nationwide initiative, **Healthy People 2000**. Specifically, 12 physical activity and fitness objectives have been established for significant improvement by the year 2000. Public and private sector involvement has been initiated to develop implementation strategies and a Steering Committee of nine government and private organizations formed to begin developing a National Strategic Plan. To date, major programmatic efforts to achieve the objectives have been collated into a draft report.

As the coordinator for the "Physical Activity and Fitness Objectives" of **Healthy People 2000**, the PCPFS works closely with the Centers for Disease Control and Prevention (CDC), science advisor for that priority, as well as the institutes at the National Institutes of Health (NIH), Maternal and Child Health Bureau at Health Resources and Services Administration (HRSA) and the Indian Health Service (IHS), to highlight activities to make Americans more fit and healthy.

National Service

The PCPFS has encouraged various national state and local groups to consider a partnership in applying for seed money through AmeriCorps and the Corporation for National and Community Service. A 1993 pilot program, featuring volunteer scholar athletes from the University of Maryland, demonstrated a PCPFS initiative in this area. More than 1,200 inner-city youth were instructed on basic fitness during summer camps conducted at local churches.

Some 160 youth even earned the prestigious Presidential Physical Fitness Award through this pilot which will be expanded in 1994.

The Federal Interagency Health and Fitness Council (FIHFC)

Established in 1978 by the leadership within the PCPFS and the Office of Personnel Management, the FIHFC brought together those individuals and agencies with an interest in facilities and programs across the federal sector.

The PCPFS, in response to Presidential Executive Order #12345, as amended, continues to play a leadership role in maintaining the FIHFC and periodically presents regional workshops and conferences to encourage the development of sound programs with facilities.

One major event each year has been Federal Fitness Day which is now celebrated in conjunction with National Employee Health and Fitness Day in May. In past years, more than 7,000 employees in the Washington, DC, area participated in annual fun runs and walks while thousands celebrated in federal employee communities from Guam to Puerto Rico.

The next Federal Fitness Day will be held May 18, 1994.

Native Americans and Alaskan Natives

A long-term partnership exists between the Native American and Alaskan Native communities through a special initiative featuring youth councils summits, resource allocations and training workshops. At least three communities established individual councils on physical fitness and sports and Indian Health Service programs facilitate a greater sharing of knowledge through PCPFS contacts.

The PCPFS serves on the following task forces and committees:

Interagency Committee on School Health - The mission of the Interagency Committee on School Health is to facilitate communication and collaboration among organizations with the ability to improve the health and educational achievement of children through school-linked and school-based programs. This national effort brings together the U.S. Department of Education, the U.S. Department of Health and Human Services and nongovernmental organizations to support quality comprehensive school health programs in the nation's elementary and secondary schools.

Federal Interagency Ad Hoc Committee on Health Promotion through the Schools - the workgroup, chaired by the Office of Disease Prevention and Health Promotion, was formed to discuss and share information and resources concerning school health. A resource guide highlighting available materials was disseminated in 1993.

Healthy People 2000 PHS Steering Committee - oversees process associated in monitoring achievement of Healthy People 2000 objectives.

Minority Health Network - through the Office of Minority Health, shares information on physical activity and fitness with state minority health contacts.

PHS Coordinating Committee on Women's Health Issues - addresses those health conditions that are unique, more prevalent or more serious to women.

Ad Hoc Committee of Federal Information Center Project Officers - examines developments in information technology and policy and the health information referral network, as well as key management issues.

PCPFS serves as expert consultant on major national studies:

National Advisory Panel to Develop Guidelines on Promotion of Physical Activity in Youngsters - project supported by the Division of Adolescent and School Health, CDC.

National School Health Study - contract awarded by Division of Adolescent and School Health, CDC, to Macro International, Inc. The purpose of the project is to design, conduct and report on a national survey of school policies and programs that support comprehensive school health education in grades K-12.

Public Information services:

The annual public information campaign includes the distribution of a PCPFS newsletter and a series of public service announcements that are distributed to approximately 300 television stations, 2,500 radio stations and 1,500 print outlets nationwide. In addition, PCPFS responds to more than 50,000 public inquiries each year. Ongoing projects include a series of fitness tips developed for radio stations to use daily during May, National Physical Fitness and Sports Month, and posters for schools on the President's Challenge Physical Fitness Award Program. New and revised booklets, projects and films are continually being developed. A free-loan video, titled "A Nation of Winners," has been produced to emphasize participation in the Presidential Sports Award (PSA). A free-standing, full-page insert also appeared as a public service in over two million newspapers nationwide, promoting National Physical Fitness and Sports Month and the Presidential Sports Award (PSA).

**Key Organizational
Liaisons**

KEY ORGANIZATIONAL LIAISONS

In addition to an active, on-going relationship with the Consortium members of **Healthy People 2000**, the PCPFS has enjoyed a productive liaison with many national physical fitness and sports organizations to develop national programs which would improve America's physical fitness status. Of special note, are the following liaisons:

AMERICAN ALLIANCE ON HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE (AAHPERD)

The PCPFS works closely with all of the associations within AAHPERD as regards such areas as physical education, lifetime physical fitness, research information, etc. AAHPERD serves as a member of the Steering Committee on the Physical Activity and Fitness Working Group.

AMERICAN COLLEGE OF SPORTS MEDICINE (ACSM)

The PCPFS relies on the American College of Sports Medicine for science-based information dealing with sports medicine, exercise science, exercise physiology, etc. The **Rx: Exercise** brochure was produced in collaboration with ACSM; the Executive Vice President, ACSM, is a Steering Committee member on the Physical Activity and Fitness Working Group.

WOMEN'S SPORTS FOUNDATION (WSF)

PCPFS supports WSF and collaborates in efforts for all girls and women to have the sports experience opportunity and to realize their full sports potential. PCPFS is an integral player in the annual celebration of National Girls and Women in Sports Day on Capitol Hill.

SOCIETY OF STATE DIRECTORS OF HEALTH, PHYSICAL EDUCATION, RECREATION

Professional association whose members supervise and coordinate programs in health, physical education, recreation and related fields within state departments of education. PCPFS liaisons with these members to exchange information on physical activity programs and to enhance cooperative endeavors in health and physical education for our nation's youth.

AMERICAN DIETETIC ASSOCIATION (ADA)

In 1993, the PCPFS co-sponsored a conference, entitled "Building Alliances to Communicate Food, Nutrition and Fitness Information to the Public." The overall goals of the conference were to bring together the leadership of broad-based organizations and government agencies concerned with food, nutrition and fitness to share information on programs already underway and to determine future needs. The conference also served to develop a sense of direction for the nation in support of Healthy People 2000 and other long-range planning. Proceedings and a newsletter are currently being developed for nationwide dissemination.

The theme for March, Nutrition Month, has been expanded to nutrition and fitness.

A subgroup of ADA which is active with the PCPFS is Sports and Cardiovascular Nutritionists (SCAN).

AMERICAN HEART ASSOCIATION (AHA)

The PCPFS has been asked to serve on the AHA Physical Activity Subcommittee in order to recommend to AHA's Education and Community Program Committee by June 1994, a strategic plan for the risk factor of physical inactivity in new and existing education programs. The plan will address both children and adults without identified cardiovascular risks. In addition, the PCPFS has endorsed the Hearts at Work program which is directed toward worksite health promotion and other employee assistance initiatives.

NATIONAL RECREATION AND PARK ASSOCIATION (NRPA)

PCPFS cooperates with NRPA on a number of projects including National Youth Fun and Fitness Program, the National Fitness and Wellness Coalition, physical fitness and physical activity clinics and special projects. NRPA represents 4,500 recreation and park departments which serve over 75 percent of all Americans. NRPA is a driving force behind Healthy People 2000 initiatives in the recreation and park community. The NRPA and the PCPFS are striving to deter crime and violence by increasing accessibility to and availability of safe facilities and by providing a variety of sports, recreation and parks programs.

AMERICAN VOLKSSPORT ASSOCIATION (AVA)

An alliance of some 560 clubs nationally, the AVA promotes a series of physical activities such as volksmarches, cross-country skiing, swimming and cycling. PCPFS relationship involves promoting over

500 walking events throughout the month of May in cooperation with National Fitness Month.

UNITED STATES WATER FITNESS ASSOCIATION

Promotes a series of water fitness physical activities and cooperates with PCPFS by promoting the third week of May as Water Fitness Week.

NATIONAL ASSOCIATION OF GOVERNORS' COUNCILS ON PHYSICAL FITNESS AND SPORTS (NAGCPFS)

Affiliate organization of all Governors' Councils, the PCPFS was instrumental in forming this organization to assist it's mission at the state and local level. At present, thirty-nine states have councils and the PCPFS goal is to have a council in every state by the year 2000.

NATIONAL ALLIANCE OF YOUTH SPORTS

An affiliate organization of youth sports coaches, this organization provides programs and services to over 3 million. The primary objective is to improve and upgrade the quality of youth sports coaching and programs. PCPFS is involved with conditioning and fitness aspects of coaching certification.

BOY SCOUTS OF AMERICA

For over 20 years, the PCPFS has worked with the Boy Scouts by insuring that the standards of physical fitness are maintained in all programs of the Scouting movement. The Council has conducted special programs as part of the Explorer Olympics and National Jamboree. The Council is also represented on the Health and Safety Committee and the Sports and Fitness Sub-committee.

BOYS AND GIRLS CLUBS

PCPFS supports the physical activity, testing and sports initiatives of this organization. This provides PCPFS with broad presence and exposure in urban and inner city areas. Over 200,000 youth are served annually through a series of sports, cultural and educational programs.

SPORTS MEDICINE TEAM

Interaction with numerous medical and sports organizations that have an interest in sports medicine. Second meeting was held in February 1994 in Washington, DC, with an emphasis on the physical activity and fitness objectives of Healthy People 2000 and health care reform.

U.S. OLYMPIC COMMITTEE (USOC)

The PCPFS, as a nonvoting member of the USOC Board of Directors, maintains liaison with the national governing bodies for amateur sports and cooperates in sports medicine and other training center activities under USOC sponsorship.

SPECIAL OLYMPICS

Special Olympics, as well as other special populations such as disabled athletes, has developed partnerships through such programs as Mini-Marathon Adaptive Fitness Instructor certifications and the Commit to Get Fit initiatives. The PCPFS has maintained a proactive policy in response to the Americans With Disabilities Act (ADA) and mainstreams special populations into community programs whenever possible.

MILITARY HEALTH AND FITNESS

As followup to the 1990 National Conference on Military Health and Fitness, co-sponsored by the PCPFS and the National Defense University, the PCPFS has established a Military Fitness Roundtable with DOD to enhance communications between the Services' MWR (morale, welfare and recreation), operations/training and health promotion communities.

The next quarterly meeting of the Roundtable will take place on May 3, 1994, in Washington, DC.

LAW ENFORCEMENT

The PCPFS maintains liaison with the protective services through such programs as LEO (Law Enforcement Olympics) and the Federal Interagency Health and Fitness Council.

ASSOCIATION FOR WORKSITE HEALTH PROMOTION (AWHP)

Created in partnership with the PCPFS as the American Association of Fitness Directors in Business and Industry, then the Association

for Fitness in Business, AWHP serves as a catalyst and forum for the promotion of health programs, including exercise impacting on performance, safety and morale.

Each year the PCPFS plays a major role in AWHP's conventions and serves as a partner in implementing guidelines for business and industry.

THE U.S. SPORTS ACADEMY (USSA)

One of the most active sports education institutions in the nation with significant international contact, the USSA and PCPFS have joined to serve as a catalyst in youth sports by presenting a youth sports coaches standards summit in March, 1994.

NATIONAL FITNESS COALITION

This Coalition between the PCPFS and the National Recreation and Parks Association provides for the exchange of information, encourages local recreation and parks systems to make fitness promotion a priority, increases public awareness of the role of the local systems in fitness and stimulates cooperative programs and demonstration projects.

Publications

PUBLICATIONS

Benefits of Regular Exercise, IRSA's Guide to the Benefits of Regular Exercise. Published in cooperation with IRSA, The Association of Quality Clubs.

Building a Healthier Company, informational and instructional booklet for use in setting up a company fitness program. Prepared in the interests of better health with Blue Cross Association, Blue Shield Association, American Association of Fitness Directors in Business and Industry (presently Association for Worksite Health Promotion).

Fitness Fundamentals, a brochure which provides guidelines for personal exercise programs. Printed as a Public Service by GEICO.

Kids in Action, a booklet containing ideas for use by parents in encouraging their children to be physically active, with particular note given to the President's Challenge. Developed in partnership with Giant Food, Inc., and Kellogg USA.

Pep Up Your Life, a booklet which recommends appropriate exercise with pictorial demonstrations for the 50+ population. Prepared in cooperation with the American Association of Retired Persons.

Physical Activity and Fitness Research Digest, published quarterly, 8-page newsletter addressing specific fitness and exercise science topics. Provided as a public service by Chiquita.

Physical Fitness Demonstration Centers, a brochure which provides the state departments of education with the criteria to qualify schools as physical fitness demonstration centers. Published in cooperation with the state departments of education.

Physician's Rx: Exercise, a general exercise-related brochure and accompanying prescription pad to be used by the physician in recommending exercise for patients. Provided as a public service by Wyeth-Ayerst Laboratories.

Spring Into Action, a brochure and accompanying poster encouraging everyone's participation in May is National Physical Fitness and Sports Month. Provided as a public service by Tang Fruit Box.

Wake Up! to Family Fitness with the California Raisins, a brochure which encourages family fitness by recommending family fitness activities, with particular note given to the Presidential Sports Award (PSA). Produced in cooperation with CALRAB, the California Raisin Board.

SAMPLE PROCLAMATION

Whereas, The President's Council on Physical Fitness and Sports has designated the month of May (date) and (year) as National Physical Fitness and Sports Month; and

Whereas, National Physical Fitness and Sports Month is our country's celebration of fitness and sports. Many agencies have initiated fitness programs designed to improve our quality of life. The opportunities they provide have been instrumental in influencing millions of Americans to participate in fitness and sports activities and encouraging more people to; and

Whereas, National Physical Fitness and Sports Month is a time when we can do something special to direct deserved national attention to this extraordinary effort. The events sponsored will participate in physical fitness programs and activities:

Now, therefore, I (name) (governor) or (mayor) of the (name of city or state), do hereby proclaim the month of May (date) and (year) as "Physical Fitness and Sports Month" in (city) or (state) and urge our community to promote activities in recognition of this month.

FITNESS MONTH FOLLOW-UP

Coordinators are encouraged to send us news clippings and releases. A summary of our efforts in the national campaign will then be compiled and distributed.

Coordinators may request assistance from the Council for planning and implementing events. For further information contact:



President's Council on Physical Fitness and Sports
701 Pennsylvania Avenue, N.W., Suite 250
Washington, D.C. 20004
Telephone: (202) 272-3424

Spring Into Action

May is Fitness Month



May is National Physical
Fitness & Sports Month
National Physical Education &
Sports Week: May 1 Thru 7

Provided as a
public service by
TANG
TRAVEL & TOURS

PURPOSE

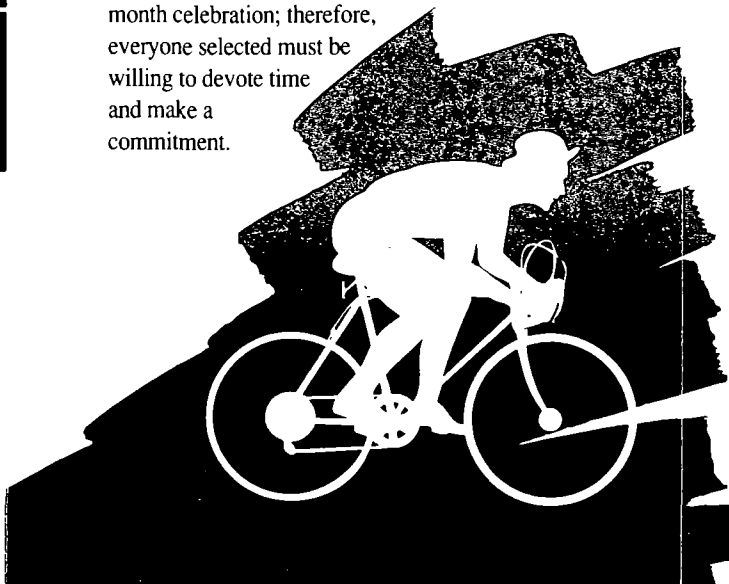
In 1983 the President proclaimed May as National Physical Fitness and Sports Month to encourage broader promotion of physical fitness activities and programs in schools, park and recreation departments, employee associations, hospitals, and other agencies involved in fitness.

Every agency should participate in the "Celebration Of Fitness" to help people become aware of the local fitness programs and services available. Each participating agency should highlight those services it can provide on a long-term basis. An underlying objective must be to service as many people as possible on a continuous basis.

This brochure contains useful tips and guidelines for planning special events to commemorate National Physical Fitness and Sports Month.

HOW TO GET STARTED

One agency in your area such as a school, park and recreation department, or YMCA should assume leadership and pull together representatives from other local agencies to help. A series of planning and organizing meetings should be held to discuss responsibilities. Committees such as publicity, program development, fund-raising, etc., should be selected. Keep them small and efficient. A lot of work is required to stage a successful fitness month celebration; therefore, everyone selected must be willing to devote time and make a commitment.



FINANCING THE CELEBRATION

It has been demonstrated that a two- or three-day program can be staged effectively with little cost. The effort would certainly be helped if each cooperating agency would provide some financing for preliminary planning purposes. Additional funds may be solicited from local businesses.

The following guidelines may make a fund-raising solicitation more productive.

1. Develop an itemized budget plan with full explanation.
2. Select/appoint a committee of no more than three people to execute the fund solicitation plan.
3. Select a list of companies to be solicited from the local telephone business directory.
4. Contact these businesses early. Ask each to contribute an equal percentage of the total budget.
5. Establish and maintain a bank account and expense ledger for these funds.
6. Offer some type of benefit to each contributor, such as recognition in the official program and in public advertisements.

THE PLAN

A National Physical Fitness and Sports Month event plan should include the following elements:

1. Begin planning far enough in advance.
2. Get early commitments on location and space, particularly in areas such as shopping malls.
3. Decide which activities will be included.
4. Develop a schedule of events.
5. Obtain official proclamations from the governor and/or the mayor or appropriate officials.
6. Solicit the assistance of as many local organizations as possible.
7. Form committees and delegate responsibilities.
8. Solicit sponsorship and financial support from local business and industry.
9. Include the media in all planning and provide frequent and continuous information on progress.
10. Work closely with the media and try to get as much publicity as possible.

SUGGESTED EVENTS

Here is a sample of fitness events which other community agencies have sponsored.

1. Fitness Fair - A special celebration with participating groups such as the local medical association, heart association, chamber of commerce, business and industry, educational institutions, YM/YWCA. It may be conducted at local malls, in shopping centers, schools, or designated recreation centers.
2. Fitness Festival - An organized series of fitness activities involving school, recreation, business and industry, and/or other sports and fitness agencies. Outstanding fitness activities may be highlighted or new fitness programs introduced to the public, that can then be carried out on a long-term basis.
3. Fitness Talks/Lectures/FilmShowings/Television - Create increased awareness of and participation in local fitness activities by inviting national/state experts, local physicians, health officials, and fitness professionals to participate in talk and lecture programs, film discussions, and/or television shows.
4. Distance/Fun Runs/Fitness Walks - Many agencies and groups promote such events as part of their regular fitness programs, and these may be tied into Fitness Month. Assistance may be available from local running clubs or such groups as the National Road Runners of America. It is extremely important, however, that necessary precautions for emergency care be observed in planning and conducting distance runs.
5. Social Events - Include community fun days, combinations of multiple events, proclamation-signing or reading ceremonies by the governor, mayor, etc., at the end or beginning of an event. This can be done by calling a press conference and inviting media personnel to cover the initial day or the opening of each agency's celebration.

6. Sports For All Day - Agencies/organizations may wish to schedule a series of sports events, tournaments, and other athletic activities highlighting their participation in the celebration.
7. Fitness/Sports Testing - Assistance should be enlisted from local medical groups, universities, and/or fitness/sports experts.
8. Other Suggestions - Take this opportunity to launch your community's Presidential Sports Award Program or assist your school and others who conduct the National Youth Fitness Test (top achievers are eligible for the Presidential Physical Fitness Award).

Aspects of the program may include a focus on youth fitness, employee fitness, fitness for special populations, and events of special emphasis such as 10K runs, volksmarches, walking tours, fitness assessment, and sporting events.

PROMOTION AND PUBLICITY

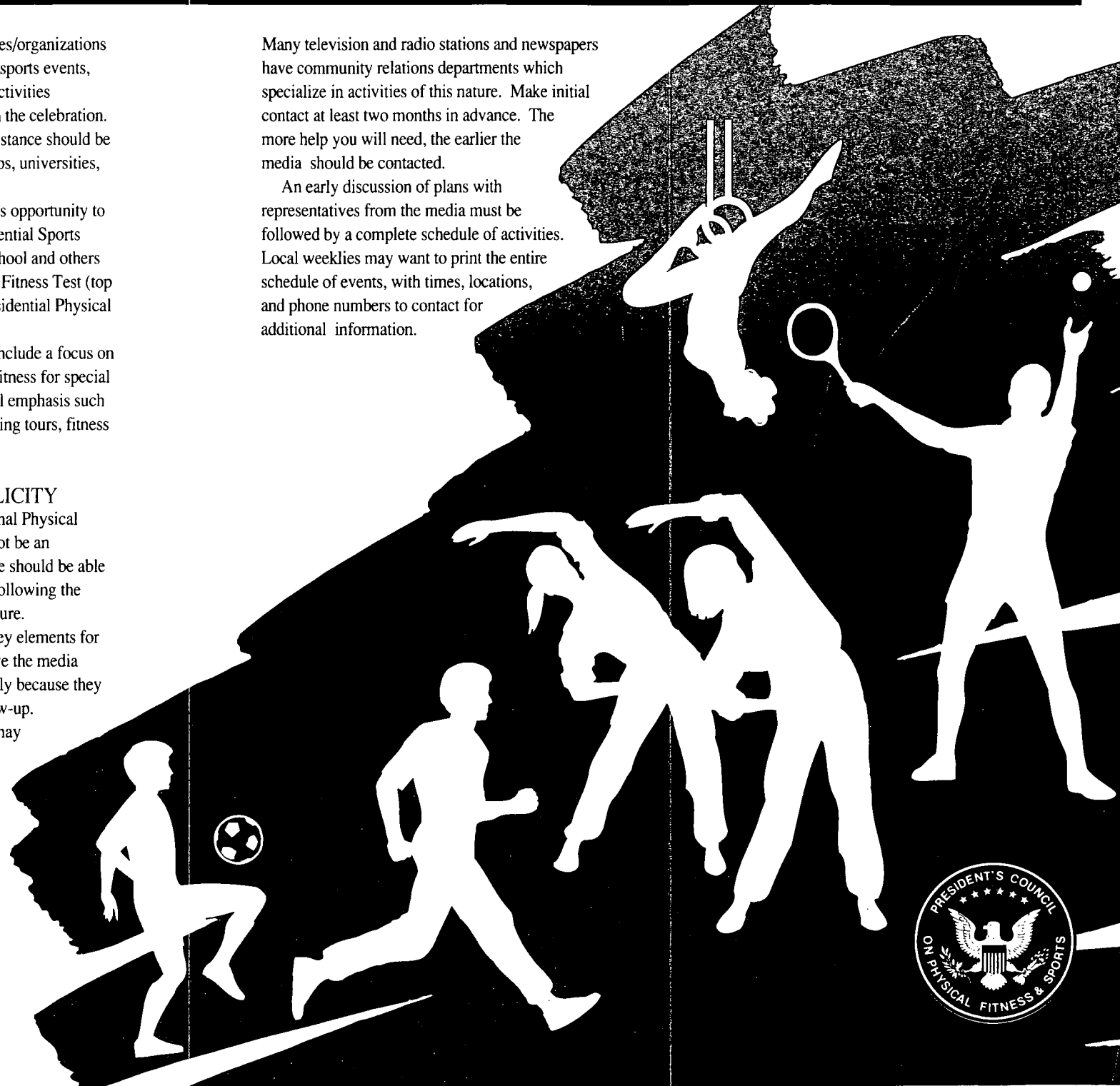
An event to commemorate National Physical Fitness and Sports Month need not be an overwhelming endeavor. Anyone should be able to put on a respectable show by following the guidelines suggested in the brochure.

Promotion and publicity are key elements for maximizing participation. Involve the media (television, radio, newspaper) early because they may provide assistance and follow-up.

A committee of three people may be established to handle this aspect. A face-to-face meeting will help to establish a good relationship.

Many television and radio stations and newspapers have community relations departments which specialize in activities of this nature. Make initial contact at least two months in advance. The more help you will need, the earlier the media should be contacted.

An early discussion of plans with representatives from the media must be followed by a complete schedule of activities. Local weeklies may want to print the entire schedule of events, with times, locations, and phone numbers to contact for additional information.



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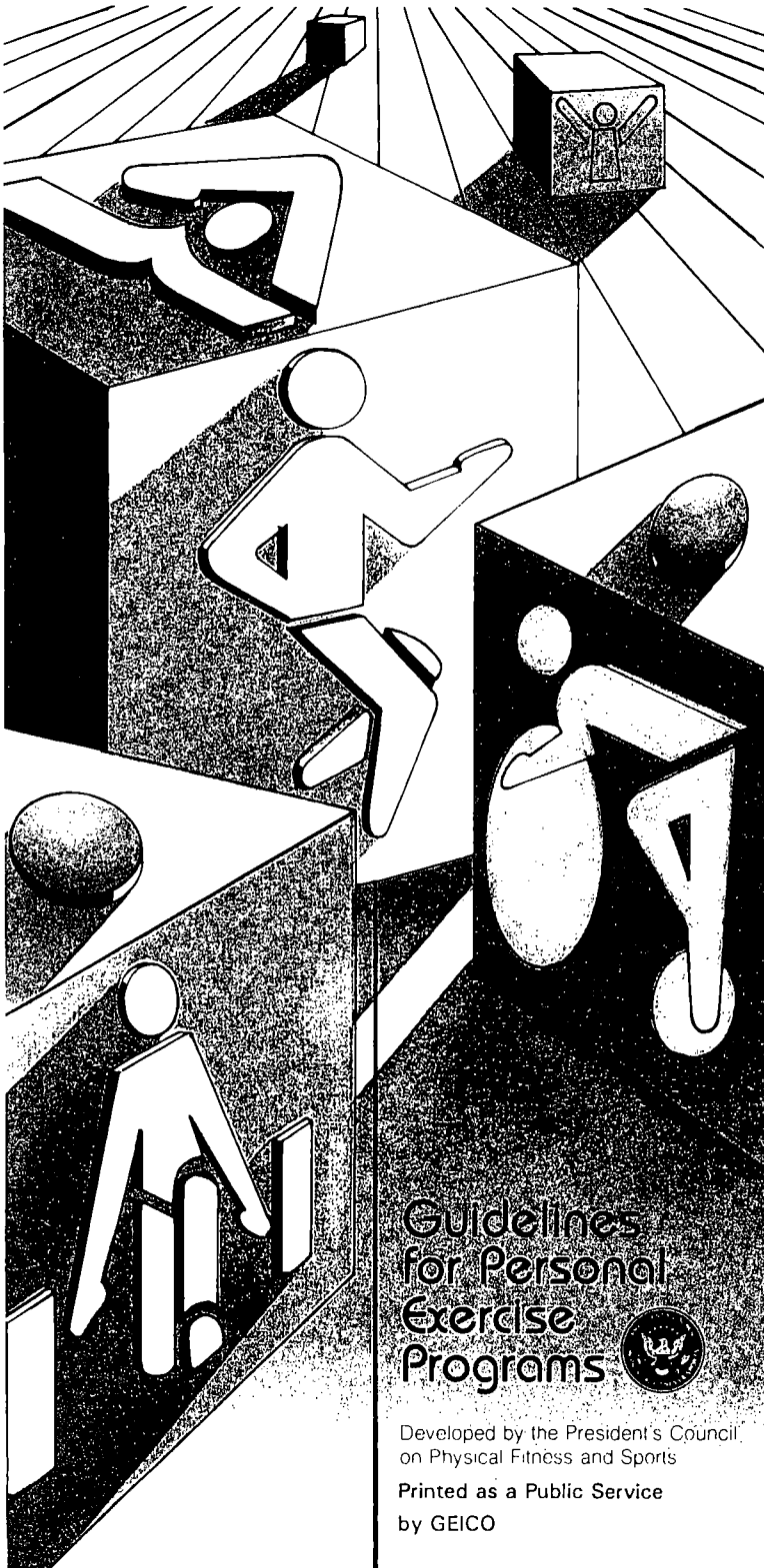
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Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.

Fitness Fundamentals
Guidelines for Personal
Exercise Programs
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FITNESS

FUNDAMENTALS



Guidelines for Personal Exercise Programs



Developed by the President's Council
on Physical Fitness and Sports

Printed as a Public Service
by GEICO

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Presidential Sports Award
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Presidential Sports Award

A Program of the President's Council on
Physical Fitness and Sports

Administered by the Amateur Athletic Union

We Challenge You!

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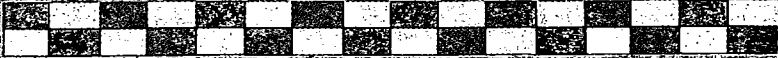
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Get Fit! A Handbook for
Youth Ages 6-17 [Booklet]

44 pages



GET FIT!

A HANDBOOK FOR YOUTH AGES 6-17

How to get in shape to meet The President's Challenge

Program of the President's Council
on Physical Fitness and Sports

