

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	Organizational Reviewers; RE: phone number [partial] (1 page)	11/27/2000	P6/b(6)
002. paper	Meeting: Roosevelt Room; RE: phone number [partial] (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Anna Richter
OA/Box Number: 23736

FOLDER TITLE:

Physical Fitness Meeting November 29, 2000

2011-0638-S

msl61

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

Freedom of Information Act - [5 U.S.C. 552(b)]

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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

**White House Meeting of Secretary Shalala and Secretary Riley with NGOs on
Promoting Better Health for Young People Through Physical Activity and Sports
November 29, 2000**

DRAFT AGENDA (9/27)

I. Welcome / Introduction

A. Secretary Riley

On June 21st of this year, President Clinton issued an Executive Memorandum asking Secretary Shalala and me to deliver a report to him that would identify strategies for promoting better health for young people through participation in physical activity and sports. The President specifically asked that the strategies identified include an emphasis on promoting the renewal of PE in our schools, as well as the expansion of after-school programs that offer physical activities and sports in addition to enhanced academics and cultural activities. He requested that the report encourage participation by private sector partners and promote greater coordination of existing public and private resources to encourage youth participation in physical activity and sports.

With a great deal of assistance from the organizations that you represent, we completed the report and delivered it to the President on time. The President was pleased with our efforts, and the White House is releasing the report this morning. President Clinton will be mentioning the Report in his remarks welcoming the US Olympic team at the White House this afternoon, a ceremony to which you are all invited.

2. Secretary Shalala

The release of the report is also being announced this morning at the National Chronic Disease Prevention Conference, which has brought advocates of physical activity from around the nation together here in Washington this week. The report will also be a key source of ideas for action at next week's Surgeon General's listening session on obesity, which is the beginning of the development of a national action plan to address the obesity epidemic that is plaguing our nation, including our young people.

We're delighted to have this opportunity to be with you this morning, so we can thank you in person for the invaluable input that you provided during the development of this report.

We're particularly delighted to have this opportunity to hear your ideas on where we ought to go from here...on how we can begin working together to implement the strategies recommended in this report. Your participation, your leadership is absolutely essential for our Nation to have success in implementing the recommendations of this report.

II Participants are asked to briefly introduce themselves and their organizations

III. Overview of Report

1. Secretary Shalala

We'd like to take some time to discuss the report and its recommendations. This report builds on the growing science base that demonstrates the health benefits of physical activity. What makes this report unique is that it focuses on the needs of young people and brings together for the first time in one document a comprehensive agenda for action to promote physical activity and sports among young people. It outlines practical strategies to promote physical fitness through a wide range of settings, including families, schools, after-school care programs, youth sports and recreation programs, community design, and the media.

The report's recommendations are broad—because all sectors of society need to be involved to recreate our culture into one in which physical activity is encouraged and not discouraged. The recommendations are ambitious—because the health and happiness of our young people are at stake. Secretary Riley and I believe that these recommendations are completely achievable, given the will and commitment of many partners, including those represented by your organizations.

2. Secretary Riley

We'd like to review for you the 10 strategies featured in this report, so that we can then have a good discussion of what we can all do to get these strategies implemented. I'll take the first five:

- 1) Include education for parents and guardians as part of youth physical activity promotions initiatives.
 - 2) Help all children, from prekindergarten through grade 12, to receive quality, daily physical education. This involves helping all schools to have the qualified staff and resources, facilities, equipment, and supplies to deliver quality physical education.
 - 3) Publicize and disseminate tools to help schools improve their physical education and other physical activity programs.
 - 4) Enable state education and health departments to work together to help schools implement quality, daily physical education, and other physical activity programs with a full-time state coordinator, as part of a coordinated school health program, and with support from relevant governmental and nongovernmental organizations.
 - 5) Enable more after-school care programs to provide regular opportunities for active, physical play.
3. Secretary Shalala
- 6) Help provide access to community sports and recreations programs for all young people.
 - 7) Enable youth sports and recreation programs to provide coaches and recreation staff with training they need to offer developmentally appropriate, safe and enjoyable physical activity experiences for young people.
 - 8) Enable communities to develop and promote the use of safe, well-maintained, and close-to-home sidewalks, crosswalks, bicycle paths, trails, parks, recreation facilities, and community design featuring mixed-use development and a connected grid of streets.
 - 9) Implement an ongoing media campaign to promote physical education as

- important components of quality education and life-long health.
- 10) Monitor youth physical activity, physical fitness, and school and community physical activity programs in the nation and each state.

IV. Discussion

1. Secretary Riley

- We have seen a great decline in physical activity and a great increase in obesity among young people in recent decades. Unless we make a concerted effort to implement the kinds of strategies recommended by this report, these trends almost certainly will get worse.

- To make that kind of an effort, we're going to need the involvement of partners in the private and public sectors, at the national, state, and community level. We're going to need the active involvement of individuals like you and organizations like yours. To make the vision of this report into reality, we will need your help – your expertise, your resources, and your commitment to the well-being of our Nation's young people.

2. Secretary Shalala

- I'd like to begin our discussion by asking you to describe how you think this report can be most effectively used to promote our vision of increased youth participation in physical activity and sports?

4. Additional questions to be asked by either Secretary

- How can your organization help bring us closer to full implementation of specific strategies identified in the report?

- What can be done by your organization, or others, to implement the strategies related to school programs, particularly increasing the percentage of schools that provide quality physical education to students on a daily basis?

- What can be done by your organization, or others, to implement the national media campaigns to promote youth physical activity that are recommended in the report?

4. Final question

- It's clear that we can make a lot more progress working together than we can working apart. It's also clear that the vision of this report is shared by all the organizations represented in this room. Our final questions are: What should be the next step? How can we maintain the momentum generated by this report? How can we intensify our collaboration and work together to implement the report's recommendations?

III. Participants introduce themselves (15 minutes)

- Asked to identify themselves, their organizations, who their constituents are, and what role their organization and its constituents could play in implementing the report's recommendations

V. Conclusion – Secretary Shalala and Secretary Riley

3. It's clear that we need to work together to make the vision of this report into a reality for our children. With the commitment and effort of all the organizations

represented here, and many others, we can make a difference.

4. Clearly, we all need to discuss these issues at greater length and roll up our sleeves and get to work on implementing this report.
5. The CDC, PCPFS, Dept. of Education, and NCPPA have agreed to convene the next meeting of this group to start that process. We are delighted by the leadership they have shown.
6. We thank you again for all your help in making this such an excellent report, and we look forward to seeing the progress you will make in the years to come in implementing its recommendations.

Dear _____

In the year 2000 Olympics games, athletes from around the United States competed so well that our nation once again placed at the top, bringing home 95 individual and team medals, 39 of them gold.¹ Physical activity and participation in sports are central to the overall health and well-being, not only of these elite athletes, but for all of our nation's children and adults. Unfortunately, for every determined, highly trained Olympic athlete, there are millions of American youth who are inactive, unfit, and increasingly overweight. It is on their behalf that I bring to your attention the new report being released from my office today, *Promoting Better Health for Young People Through Physical Activity and Sports*. The report was compiled at my request by the Secretary of Health and Human Services and the Secretary of Education, and your organization generously and thoughtfully contributed to its development.

As outlined in the report, the percentage of young people who are overweight has *doubled* since 1980. Meanwhile, physical activity in the nation's schools has dropped dramatically:

- More than one in three high school students don't participate regularly in vigorous physical activity.
- Nearly half of American high school students don't play on any sports teams during the year.
- Nearly half of high school students are not even enrolled in a physical education class.

NOT FOR CITATION

The impact of inactivity is far-reaching, affecting both immediate and long-term health. Furthermore, it deprives our children of vital life skills such as teamwork, self-discipline, and sportsmanship. The release of *Promoting Better Health for Young People Through Physical Activity and Sports* could not be more timely.

Through research, we know that healthy, physically active children learn better, are happier, and live longer. Regular physical activity reduces stress and offers a positive way to make new friends, gain self-discipline, and develop leadership skills.

OR DISTRIBUTION

Not every child can become an Olympic athlete, but everyone can benefit, throughout life, from physical activity and sports. I urge you to adopt this key report, which outlines ten Strategies for Promoting Participation in Physical Activity and Sports Among Young People. These realistic, achievable strategies can and will make a difference. I thank you again for your insightful and generous assistance in developing this report, and urge you to be alert to many existing opportunities, as well as emerging efforts, that will promote physical activity among youth in your schools and communities. Together, we can build a healthier, happier, and more successful future for all of our nation's children.

¹Sydney Olympics web site, <http://www.olympics.com/eng/>

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Organization: wers 11/27/2000

Will Review?	Recd	Organization	Contact	Title	HHS Contac	Phone
Yes	Yes	American Academy of Pediatrics	Howard Taras	Dr.	Sarah	619/685-4825 *VM 619/681-0665
Yes	Yes	American College of Sports Medicine	Jim Whitehead		Sarah	317/637-9200
Yes	Yes	American Heart Association	Brian Williams	Govt Relations Mgr	Sarah	202/785-7908
Yes	Yes	American School Health Association	Susan Woolley	Executive Director	Sarah	330/678-1601 X120
Yes	Yes	Association of State and Territorial Chronic Disease Program Directors	Joan Ware		Sarah	801/538-6228
Yes	Yes	Association of State and Territorial Directors of Health Promotion and Public Health Education	Rose Marie Matulionis		Sarah	202-312-6460
						P6/(b)(6)
Yes	Yes	Association of State and Territorial Directors of Health Promotion and Public Health Education	Donna Nichols	Past President	Sarah	512/458-7261
Yes	Yes	Boys and Girls Clubs	Mr. Robbie Calloway	Sr VP	PCPFS	301/251-6676
Yes	Yes	Council of Chief State School Officers	Nora Howley	Project Dir	Sarah	202/336-7033
Yes	Yes	National Association for Health and Fitness	Cindy Porteous		Sarah	317/237-5630
Yes	Yes	National Association of State Boards of Education	Jim Bogden	Sr Proj Assoc	Howell	703/684-4000

[100]

Yes	Yes	National Association for Sport and Physical Education	Judy Young		Howell	703/476-3412

Will Review?	Rcvd	Organization	Contact	Title	Contact	Phone
Yes	Yes	National Collegiate Athletics Association	Ed Thiebe		Sarah	317/917-6333
		Natl Youth Sports Prog.				Michelle 317/917-6334
Yes	Yes	National Conference of State Legislatures	Louise Bauer	Program Mgr	Sarah	303/830-2200 X205
Yes	Yes	National Governors' Association	Mark Ouellette		Sarah	202/624-5359
			or Victoria Duran			(4 then HAYE)
Yes	Yes	National Recreation and Park Association	Kathy Spangler		Charlene	(703)858-2162
Yes	Yes	National School Boards Association	Brenda Greene		Howell	703/838-6756
Yes	Yes	Robert Wood Johnson Foundation	Michael McGinniss		Sarah	609/452-8701
Yes	Yes	State Society of Directors of Health, Physical Education, and Recreation	Bill Datema	Exec Dir	Howell	703/476-3402
Yes	Yes	Sporting Goods Manufacturers' Association	Tom Cove		PCPFS	202/775-1762
Yes	Yes	United States Olympic Committee	Stephen Bull		PCPFS	202/466-3399

Yes	Yes	Young Women's Christian Association	Alexine Jackson		PCPFS	212/273-7800

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619/681-0666	htaras@ucsd.edu
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703/683-7590	bgreene@nsba.org
609/243-5894	mncginn@rwjf.org
703/476-9527	bdatema@aahperd.org
202/296-7462	?
202/466-5068	bullst@worldnet.att.net

212/465-2281	?

Organization	Address	Overnight Mail Address	Initial Briefing	
AAP			SM msg 8/9, 8/10	
ACSM	401 W. Michigan St.	same	SM 08/10/2000	
	Indianapolis, IN 46202-3233			
AHA	7272 Greenville Ave.		SM msg 8/10	
	Dallas, Texas 75231		out til 8/14	
	Kent, OH 44240			
ASHA	7263 State Route 43 PO Box 708	same	SM 8/10/2000	
	Kent, OH 44240			
ASTCDPD	Bureau of Chronic Disease	288 N. 1460 W.	SM 8/11/2000	
	PO Box 142107 Salt Lake City, UT 84114-2107	Salt Lake City, UT 84116		
ASTDHPPE	750 First St., NE, Ste. 1050		SM 8/10/2000	
	Washington, DC 20002			
ASTDHPPE			SM 8/10/2000	
Boys and Girls Clubs	600 E. Jefferson St., Ste. 401		PCPFS	
	Rockville, MD 20852			
	Dallas, TX 75230			
CCSSO	One Massachusetts Ave., NW	same	SM 08/10/2000	
	Washington, DC 20001-1431			
NAHF	201 S. Capitol Ave., Ste. 560	same	SM 08/10/2000	
	Indianapolis, IN 46225			
NASBE	277 S. Washington St		HW, 8/7/00 -	

NASPE	1900 Association Dr.		HW, 8/7/00 -	

Organization	Address	Overnight Mail Address	Initial Briefing	
NCAA				
NCSL	1560 Broadway, Ste. 700		SM msg 8/10	
	Denver, CO 80202-5140			
NGA	444 N. Capitol St., Ste 267		SM msg 8/10	
	Washington, DC 20001		out til 8/14	
	Palo Alto, CA 94301-2443			
NRPA	22377 Belmont Ridge Road			
	Ashburn, VA 20148			
NSBA	1680 Duke St.			
	Alexandria, VA 22314			
	Washington, DC 20201			
RW Johnson Foundat.	PO Box 2316	Rte. 1 College Rd. East Princeton, N	10-Aug	
	Princeton, NJ 08543-2316			
SSDHPER	1900 Association Dr.		HW. 8/7/00	
	Reston, VA 20191-1599			
SGMA	1150 17th St., NW, Ste 407			
	Washington, DC 20036			
	Washington, DC 20006			
USOC	1150 18th St., NW, Ste 300			
	Washington, DC 20036			
	Chicago, IL 60606			

YWCA	350 Fifth Ave., Ste 301			
	New York, NY 10118			

Christina S. Ho

11/27/2000

02:51:16 PM

Record Type: Record

To: Sarah E. Gegenheimer/WHO/EOP@EOP

cc: Anna Richter/OPD/EOP@EOP, Andrea Kane/OPD/EOP@EOP

Subject: reporters interested in physical fitness

Nancy Hellmich, USA Today, 703-276-6516

NY Times education reporter, Richard Rothstein

FYI, these two reporters have been very interested in the physical fitness report that the President will be releasing on Wednesday, and are making inquiries at HHS. Nancy wanted to write for Wednesday, since apparently USA Today usually does something on health/fitness on Wednesdays in their Lifestyle section. I don't think anyone's told her that the Secretaries Shalala and Riley will be conducting a roundtable before the Olympic event here in the Roosevelt Room to discuss how the report's recommendations can be carried forward. The Departments have asked if either of these two interested reporters would be able to attend the meeting and cover it, or if they can at least be invited to a stakeout after the meeting, and perhaps join the WH press at the Olympic event. Let us know what we could do to best utilize their interest!

Karin Kullman

11/17/2000 02:49:31 PM

Record Type: Record

To: Anna Richter/OPD/EOP@EOP

cc:

Subject: priority list of organizations to invite

----- Forwarded by Karin Kullman/OPD/EOP on 11/17/2000 02:49 PM -----

Christina S. Ho

11/17/2000

01:51:31 PM

Record Type: Record

To: Kim B. Widdess/WHO/EOP@EOP, Andrea Kane/OPD/EOP@EOP, Karin Kullman/OPD/EOP@EOP, Anne W. Bovaird/WHO/EOP@EOP

cc:

Subject: priority list of organizations to invite

This is a list of 16 organizations who have contributed significantly to the President's Physical Activity report (trimmed down from the 27 total contributing organizations). We would love if they could be included in the list for the Olympic event, but if you need to cut, I'd suggest the bottom 5 groups.

We're still seeing if a meeting of these groups, perhaps conducted by the Secretaries, is still an option earlier in the day--we'll let you know if that pans out, because it seems that, if possible, none of the folks attending this potential meeting should be left off the list for the Olympic event. Thanks everyone, and let me know if you have any questions!

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swooley@ashaweb.org

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[002]

Meeting: Roosevelt Room (or Indian Treaty Room)

Shalala

+ Riley 10-11:30

1. Get in room w/ principles
expressing interest to carry out
recommendations of report

Report to President from

[What's the President's Role?]

Q:

Press: Open Press?
meeting -

Sarah Gieghenheimer -
[Time Reporter]

Press Paper
1 or 2

[if it's easier for meet's guest]

[26 people will be @ mtg]

P6/(b)(6)

Investment

12:00 - 1:30 pm

November 29th - Olympic Event

800 Athletes

Team Arrive - load onto buses

POTUS makes Remarks

POTUS Presented w/ jersey from an athlete

1 Photo Op (Mrs Clinton & Chelsea?)

Receiving Line w/ Clintons

Audience:

USOC officials

Athletes & families

MoCs relevant

President's Committee on

Physical

Fitness

— Report on Importance of Physical Activity: Promoting Physical activity —

HHS

DoEd

+

27 organizations collaborated

— put report out on paper + have President could do in remarks —

what about a meeting?

maybe w/ Shalala + Riley & Group / Committee on Physical Fitness

NCAA

sporting goods manufacturers

other companies & non-profit groups

[drop by by POTUS?]

U.S. Women's

Wrestler

Woman Weight Lifter

Maria Jones

Maurice Green

Swimmer

October 19, 2000

Mr. Jack M. Mills
Mills Communications, Inc.
210 Business Park Boulevard
Columbia, South Carolina 29203

Dear Jack:

Thank you very much for the great shirts. Your continued thoughtfulness and friendship mean a lot to me.

Thanks, too for your letter. As you know, members of my staff are looking into the possibility of a White House Physical Fitness Forum, and I've passed along your correspondence to Christina Ho in my Domestic Policy Council for review. I'm deeply grateful for all your hard work as a member of my Council on Physical Fitness and Sports, and I send my best to you and your family. Keep in touch.

Sincerely, **BILL**

BC/RJZ/DA/DC/bws-lynn (Corres. #7309320)
(10.mills.jm)

cc: Betty Currie, 1FL/WW
cc: John Wertman, 97
cc: WH Gifts, 457
cc: w/ine Christina Ho, 224

Xeroxed copy of personally signed original to NH through Lisel Loy

CLEAR THRU LISEL LOY

PRESIDENT TO SIGN

Send w/
attached photo
for POTUS
sig —

THE WHITE HOUSE
WASHINGTON

copied
Ricchetti
Echaveste
Street

June 6, 2000

Jack M. Mills
Mills Communications, Inc.
Post Office Box 23259
Columbia, South Carolina 29203

Dear Jack:

Thank you for your letter and for sending the wonderful article by John Kennedy. I will keep in mind your idea and also your offer to be of assistance with a White House Forum on Physical Education.

I appreciate your great leadership on this issue. Hope to see you again soon.

Sincerely,

Bill

I wish we showed
Dorthea

Steve R / Maria

 Barbara Chow
06/21/2000 09:25:36 AM

Record Type: Record

To: Andrea Kane/OPD/EOP@EOP
cc: Jennifer E. McGee/OPD/EOP@EOP
Subject: Re: physical education

fyi

----- Forwarded by Barbara Chow/OMB/EOP on 06/21/2000 09:25 AM -----

 Maria Echaveste 06/20/2000 05:35:02 PM

Record Type: Record

To: Loretta M. Ucelli/WHO/EOP@EOP
cc: Barbara Chow/OMB/EOP@EOP
bcc:
Subject: Re: physical education 

let me double check with john but this looks like a possibility
Loretta M. Ucelli

Loretta M. Ucelli 06/20/2000
05:29:08 PM

Record Type: Record

To: Maria Echaveste/WHO/EOP@EOP
cc:
Subject: physical education

to follow up on earlier discussion, joe thinks the white house forum is a good idea-- in either august or post november. he also had a couple of ideas on how to structure which you and i should discuss in more detail. barbar chow is checking to see what we can do substance-wise-- guidelines, curriculum, whatever -- and will fill us in tomorrow. if we want to announce a forum on friday in la at the olympic event we should make a decision to go ahead in the next day or so. i think it's a good idea and we can get something out of it. let me know how you want to proceed. maybe discuss at 7:45? thanks

cc:

Andrea -

I think B. Chow put Christina
in a call to you
about this.

KK



CHIEF OF STAFF TO THE PRESIDENT

6/17/00

Bruce Horvath

What does Frank about
the President's desire for
a bill from an official education
who else should be in?

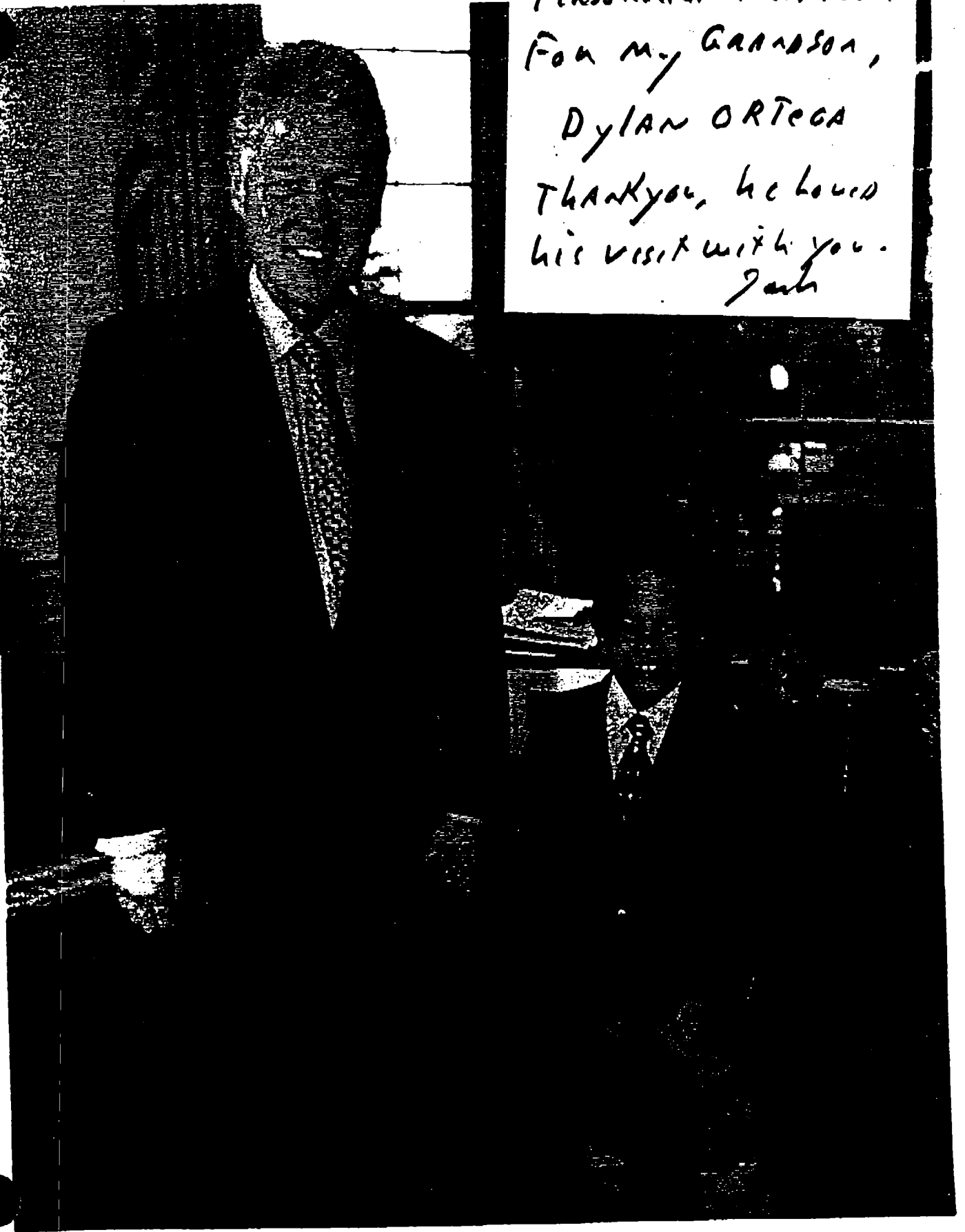
Mark

Kevin
Kullman

Room 222

Please copy +
give copies Room 222
to Kevin Kullman
and Andrea Kane

Would you please
Personalize this Photo
For my Grandson,
Dylan ORTEGA
Thankyou, he loved
his visit with you.
Jan



To Dylan Ortega

With best wishes

Tim Pearson

MILLS communications, inc.

EB
Calligraphy
photo to
go on also

President Bill Clinton
The White House
Washington, D. C.

Dear President Clinton,

It was great to see you at the ceremony honoring the WNBA. I enjoyed being there.

I was delighted when you told me you were working on having the Sporting Goods Manufacturers to the White House for a forum on Physical Education. As I stated in my recent proposal to you the coming together of this group, the Presidents Council on Physical Fitness & Sports and with your participation will send the strongest message we could put together. The publicity generated will be super. I will assist you if I may on any items I can to schedule this.

I have attached something else for your review. This article written in 1960 by President Elect Kennedy still holds true today. What if you wrote something for Sports Illustrated on the same subject, maybe referring to the 40 years ago publication and state today's needs from your prospective?

I believe an article by you plus the Physical Fitness Forum will be powerful, give some energy to the Presidents Council and add some nice publicity to your remaining term and beyond. (I can't believe 7 1/2 have passed.)

MILLS **communications, inc.**

I know how you admire President Kennedy, (as do I) I hope some of these ideas will interest you. I will help with anything I can to promote Physical Fitness.

I like your stand on gun control, hang with them.

Regards,

Josh M. Mills

MILLS **communications, inc.**

President Bill Clinton
The White House
Washington D. C.

Dear President Clinton,

We at the Presidents Council on Physical Fitness and Sports are continuing to work on the support of Physical activity in the United States, especially in our schools.

Your directive to the Secretaries of Education, Health and Human Services, the USOC and Presidents Council has created a lot of activity. I believe the reports when they are completed will be informative and hopefully give us all a greater initiative to pursue in the future.

I still hope we can have the Physical Fitness Forum at the White House in the near future. The impact of such an assembly will be tremendous.

I had a discussion recently with Secretary Shalala and will be meeting with Secretary Riley on Tuesday September 19 to discuss Physical Education, the P. E. P bill and other issues relating to the directive. Maybe there are some programs supporting P. E. that could be funded during your administration.

I was glad you were able to visit the U. S. Open, I was an Officer there for several years and was very involved in the construction of the new stadium which you were in. I was at the event a few days after labor day but came home prior to the day you were there, I would love to have been there during your visit, I know you enjoyed it.

210 business park boulevard
columbia, south carolina 29203

post office box 23259
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803-736-1141
fax 803-788-1051



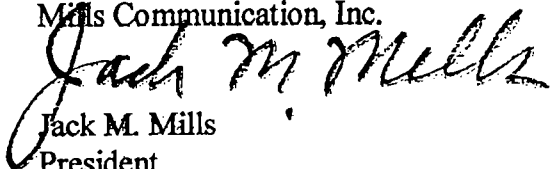
MILLS

communications, inc.

Enclosed are some shirts I hope you can use, my friend at Wilson gave them to us.

I look forward to reviewing the final reports requested in your directive, I will
stay in touch on this.

Regards,
Mills Communication, Inc.



Jack M. Mills
President

***Promoting Better Health for Young People Through Physical Activity and Sports:
A Report to the President from the Secretary of Health and Human Services and the Secretary
of Education (Fall 2000)***

DISTRIBUTION LIST FOR REPORT

Note: All copies will be black and white.

Work Group

DHHS/CDC/DASH - 200 copies

DHHS/CDC/DNPA - 100 copies

DHHS/CDC/TIESB - 20 copies

DHHS/Office of the Secretary/Office of Public Health and Science - X copies

DHHS/President's Council on Physical Fitness and Sports - X copies

DOE/Office of Elementary and Secondary Education/Safe and Drug-Free Schools Program - X
copies

received [Organizational Reviewers ("consultants") - 20 copies to designated person
report [National Association for Sport and Physical Education (NASPE)
National Recreation and Parks Association (NRPA)
Society of State Directors for Health, Physical Education and Recreation (SSDHPER)

Organizational Reviewers - 2 copies to designated person

American Academy of Pediatrics (AAP)

American College of Sports Medicine (ACSM)

American Heart Association (AHA)

American School Health Association (ASHA)

Association of State and Territorial Chronic Disease Program Directors (ASTCDPD)

Association of State and Territorial Directors of Health Promotion and Public Health Education
(ASTDHPPE)

Boys and Girls Clubs

Council of Chief State School Officers (CCSSO)

National Association for Health and Fitness (NAHF)

National Association of State Boards of Education (NASBE)

National Collegiate Athletic Association (NCAA)/National Youth Sports Program

National Conference of State Legislatures (NCSL)

National Governors' Association (NGA)

National Heart, Lung, and Blood Institute (NHLBI)/NIH

National Institute of Diabetes and Digestive and Kidney Disease (NIDDK)/NIH

National School Boards Association (NSBA)

ODPHP

Robert Wood Johnson Foundation

Sporting Goods Manufacturers Association (SGMA)

United States Olympic Committee (USOC)

YWCA of the USA

Other relevant organizations - 2 copies to designated person or Executive Director

Academy for Educational Development (AED)

Amateur Athletic Union (AAU)

American Academy of Family Physicians

American Association for Active Lifestyles and Fitness (AAALF)

American Association for Health Education (AAHE)

American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD)

American Cancer Society (ACS)

American Council on Exercise (ACE)

American Diabetes Association (ADA)

American Medical Association (AMA)

American Public Health Association (APHA)

Association for Worksite Health Promotion (AWHP)

Boys Scouts of America

Center for Science in the Public Interest (CSPI)

Cooper Institute for Aerobics Research (CIAR)

Education Development Center (EDC)

Girls Scouts of America

IDEA, The International Association of Fitness Professionals

International Health, Racquet, and Sportsclub Association (IHRSA)

International Life Sciences Institute (ILSI)

National Alliance for Youth Sports

National Association of City and County Health Officials (NACCHO)

National Association of Elementary School Principals (NAESP)

National Association of Girls and Women in Sports

National Association of Secondary School Principals (NASSP)

National Athletic Trainers Association (NATA)

National Center for Bicycling and Walking (NCBW)

National Coalition for Promoting Physical Activity (NCPPA)

National Education Association (NEA)

National Federation of State High School Associations (NFSH)

National Foundation for the Centers for Disease Control and Prevention (NFCDC)

National High School Athletic Coaches Association

National Middle School Association (NMSA)

National PTA (NPTA)

National Public Health Information Coalition (NPHIC)

Shape Up America!

Society for Public Health Educators (SOPHE)

The Sugar Association

U.S. Conference of Mayors

U.S. Department of Agriculture

U.S. Department of Defense

U.S. Department of Transportation

U.S. National Park Service

Women's Sports Foundation
YMCA of the USA

CDC's state-level constituents

state DOH physical activity contacts - 50 (DNPA)
state DOH chronic disease directors - 60 (DNPA)
program directors for obesity states - 6 (DNPA)
program directors for CVH states - 25 (DNPA from DACH)
State health education leaders - 60 (DASH)
school health leaders in DOH and SEA - 60 (DASH)
school health leaders in other states - 40 (DASH)
state DOE coordinated school health coordinator - 150 (DASH)
state DOE health education staff - 200 (DASH)
state DOH adolescent health coordinators - 60 (DASH)
state DOH coordinated school health coordinator - X (DASH)
local education agencies funded for coordinated school health - X (DASH)
physical education leaders in state agencies - 40
CDC Prevention Research Centers - 25
SSDHPER members - 150

state Governor's Council coordinators - 40
NCPPA state coalition chairs - 50

Others

Members of the Children's Health Media Coalition - X copies
Olympic athletes attending White House event - X copies of six-pager (cover, acknowledgments, and Executive Summary)
Participants at Surgeon General's listening session - X copies

Promoting Better Health for Young People Through Physical Activity and Sports

EXECUTIVE SUMMARY

Enhancing efforts to promote participation in physical activity and sports among young people is a critical national priority.

Our nation's young people are, in large measure, inactive, unfit, and increasingly overweight. In the long run, this physical inactivity threatens to reverse the decades-long progress we have made in reducing death from cardiovascular diseases and to devastate our national health care budget. In the short run, physical inactivity has contributed to an unprecedented epidemic of childhood obesity that is currently plaguing the United States. The percentage of young people who are overweight has doubled since 1980.

Physical activity has been identified as one of our nation's leading health indicators in *Healthy People 2010*, the national health objectives for the decade. Enhancing efforts to promote participation in physical activity and sports among young people is a critical national priority. That is why, on June 23, 2000, President Clinton issued an Executive Memorandum directing the Secretary of Health and Human Services and the Secretary of Education to work together to identify and report within 90 days on "strategies to promote better health for our nation's youth through physical activity and fitness." The President concluded his directive: "By identifying effective new steps and strengthening public-private partnerships, we will advance our efforts to prepare the nation's young people for lifelong physical fitness."

To increase their levels of physical activity and fitness, young people can benefit from

- **Families** who model and support participation in enjoyable physical activity.
- **School programs**—including quality, daily physical education; health education; recess; and extracurricular activities—that help students develop the knowledge, attitudes, skills, behaviors, and confidence to adopt and maintain physically active lifestyles, while providing opportunities for enjoyable physical activity.
- **After-school care programs** that provide regular opportunities for active, physical play.
- **Youth sports and recreation programs** that offer a range of developmentally appropriate activities that are accessible and attractive to all young people.

- **A community structural environment** that makes it easy and safe for young people to walk, ride bicycles, and use close-to-home physical activity facilities.
- **Media campaigns** that help motivate young people to be physically active.

Strategies

The following strategies are all designed to promote lifelong participation in enjoyable and safe physical activity and sports.

1. Include education for parents and guardians as part of youth physical activity promotion initiatives.
2. Help all children, from prekindergarten through grade 12, to receive quality, daily physical education. Help all schools to have certified physical education specialists; appropriate class sizes; and the facilities, equipment, and supplies needed to deliver quality, daily physical education.
3. Publicize and disseminate tools to help schools improve their physical education and other physical activity programs.
4. Enable state education and health departments to work together to help schools implement quality, daily physical education and other physical activity programs
 - With a full-time state coordinator for school physical activity programs.
 - As part of a coordinated school health program.
 - With support from relevant governmental and nongovernmental organizations.
5. Enable more after-school care programs to provide regular opportunities for active, physical play.
6. Help provide access to community sports and recreation programs for all young people.
7. Enable youth sports and recreation programs to provide coaches and recreation program staff with the training they need to offer developmentally appropriate, safe, and enjoyable physical activity experiences for young people.
8. Enable communities to develop and promote the use of safe, well-maintained, and close-to-home sidewalks, crosswalks, bicycle paths, trails, parks, recreation facilities, and community designs featuring mixed-use development and a connected grid of streets.
9. Implement an ongoing media campaign to promote physical education as an important component of a quality education and long-term health.

10. Monitor youth physical activity, physical fitness, and school and community physical activity programs in the nation and each state.

Implementation

Full implementation of the strategies recommended in this report will require the commitment of resources, hard work, and creative thinking from many partners in federal, state, and local governments; nongovernmental organizations; and the private sector. Only through extensive collaboration and coordination can resources be maximized, strategies integrated, and messages reinforced. Development or expansion of a broad, national coalition to promote better health through physical activity and sports is an important first step toward collaboration and coordination. A foundation to support the promotion of physical activity could complement the work of the coalition and play a critical role in obtaining the resources needed to help our young people become physically active and fit. The 10 strategies and the process for facilitating their implementation described in this report provide the framework for our children to rediscover the joys of physical activity and to incorporate physical activity as a fundamental building-block of their present and future lives.