

**FIRST LADY HILLARY RODHAM CLINTON
REMARKS FOR SHAPE UP AMERICA!
THE WHITE HOUSE
DECEMBER 6, 1994**

[Acknowledgements: Members of the President's Council on Physical Fitness and Sports; representatives from the Department of Health and Human Services, the Department of Agriculture, the National Academy of Sciences; and M.R.C. Greenwood, science director of the Office of Science and Technology Policy]

INTRODUCTION

It's always a special honor for me to share the stage with Dr. Koop. I have never met anyone so deeply committed to bettering the health of all Americans.

Encouraging healthy behavior on the part of Americans is an issue the President and this Administration care deeply about because it's really at the root of how we build and sustain a healthy, vibrant, globally competitive society.

If you're a child who's not healthy you can't learn in school. If you're an adult who's not healthy you can't work to your fullest or fulfill your family responsibilities as well as you'd like. Good health is the key to a good life. And if we aren't healthy and productive as individuals, we can't be healthy and productive as a nation.

PREVENTIVE CARE IS THE BACKBONE OF ADMINISTRATION INITIATIVES

Preventive care is the backbone of many Administration initiatives to promote better health. One of our goals is to ensure that every child is immunized against childhood diseases. Through it's "School Meals Initiative for Healthy Children," the Department of Agriculture has launched an unprecedented nutrition awareness campaign that not only brings more meals into our public schools, but teaches kids healthy eating habits. The Department of Health and Human Services has led the way to mandated food labeling on nearly all foods -- a vital consumer information program. HHS also puts out federal dietary guidelines and has established an obesity education initiative, along with a weight-control information network.

Under our federal health care leaders, a landmark report has been commissioned that will summarize the scientific evidence we have about the benefits of moderate, but regular, physical activity.

The report will be completed in the spring of 1996, just in time for the United States to host the Olympic Games in Atlanta.

We hope this report will heighten awareness about the importance of physical fitness.

And of course, the President's Council on Physical Fitness and Sports is involved with many efforts to educate the public about fitness, nutrition, and health.

But these initiatives won't make any difference in our lives if we don't also take responsibility for our own health.

Many health problems are avoidable through a program of moderate exercise and good nutrition. Heart disease, high blood pressure, elevated cholesterol, osteoporosis, to name a few. And yet, so often we opt for an unhealthy lifestyle that turns out to be painful, disabling, costly and in some cases fatal.

I realize it's not always easy to exercise as much as we'd like and to cut down on foods we shouldn't eat in excess. I certainly know the challenges we all face in trying to moderate our diets -- especially during this holiday time of year.

[Personal story about you or the President's food weaknesses, or frustrations at not getting enough exercise]

Personal responsibility is the key here. It's something Dr. Koop talked about whenever he spoke about health care reform during the past year. And it's something he asks of us because he cares so deeply about the health and well-being of every man, woman, and child in America.

That ethos of personal responsibility is embodied in the lives of our co-chairs of the President's Council on Physical Fitness and Sports. You simply can't compete as a world-class athlete without extraordinary self-discipline, desire, and emotional and mental tenacity.

If you didn't know it already, you might have guessed from looking at him that former Congressman Tom McMillen was a basketball player -- an all-America at the University of Maryland and for many years a fixture in the NBA. This is not Tom's first time serving on the Council. He was a member as a high school student in 1970 -- chosen by President Nixon. We're lucky to have him back for another tour of duty.

Most Americans know track star Florence Griffith Joyner not only as the winner of three Gold and one Silver medal at the 1988 Olympics, but as a woman who always competed with unparalleled style, grace, and charisma. As a person who always strives for excellence -- in school, in sports, in work, and in life -- she is a role model for millions of young Americans.

Flo-Jo has spent much of her life helping others achieve

their dreams, and we are thrilled to have this athlete-mother-wife -- -and first woman appointed to co-chair the President's Council -- helping us spread the word about fitness and sports.

[Flo-Jo and McMillen speak]

[You return to the podium to introduce Dr. Koop]

I'm sure you remember that, as our nation's Surgeon General, Dr. Koop awakened us to the seriousness of the AIDS crisis, the dangers of smoking, the epidemic of youth violence plaguing our communities. For many years he has spoken out for primary and preventive care, universal coverage, and ways to control health care costs. He has helped spawn a new philosophy of medical education that teaches doctors how to communicate better with their patients. And most important, he always reminds us to be more responsible for our own health.

Given his extraordinary commitment to public health issues, it's no surprise that he is now turning some of that boundless energy to another worthy cause: physical fitness. And he is joined in that effort by all of you who have devoted so much of your time and energy to educating Americans about the benefits of fitness, nutrition, and health.

Today we are pleased to recognize *Shape Up America!* as a critical and private undertaking that demonstrates Dr. Koop's leadership in the health field and mirrors the Administration's concerns about the promotion of good health and personal responsibility.

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

FLORENCE GRIFFITH JOYNER

Florence Griffith Joyner has elevated women's track to a new level with her three Gold and one Silver medal-winning performance in the 1988 Summer Olympics. Her still-standing World Record times in the 100- and 200-meter events have rightly earned her the title "World's Fastest Woman."

To that impressive list Joyner recently added political appointee, as she and ex-basketball player Tom McMillen have been chosen by President Clinton to replace Arnold Schwarzenegger as chair of the President's Council on Physical Fitness and Sports. "While the president continues to find ways to reduce our national debt, I'll be helping Americans trim the fat off their diets," says Joyner. "Preventing illness is the first and best step toward reforming our health care system, and I hope to do my part by encouraging healthy eating habits and regular exercise among all Americans." Florence is the first woman ever appointed to this position.

Born and raised in Watts, she was the seventh of eleven siblings raised by a divorced mother who instilled in her children the values of independence and individualism. Florence began running at the age of seven under the auspices of the Sugar Ray Robinson Youth Foundation. By adolescence, she had become an accomplished long jumper and one of the top runners in California. Joyner did not seclude herself in athletics however; a straight-A student, she enrolled as a business major at Cal State/Northridge before earning a scholarship to UCLA, where she studied psychology. Joyner's track and field skills blossomed under UCLA coach Bob Kersee where she first qualified for the Olympic trials in 1980.

The turning point came in 1984, when Joyner earned the Silver medal in the 200-meter track event at the Los Angeles Summer Olympics. 1988 proved a year of fruition for Florence Griffith Joyner, the first American woman to win four medals - three Gold and one Silver - in one Olympic year. The toast of Seoul, Joyner opened a floodgate of honors in the wake of her performance: U.S. Olympic Committee's Sportswoman of the Year, Track and Field Magazine's Athlete of the Year, Associated Press Sportswoman of the Year, UPI Sportswoman of the Year, Jesse Owens Outstanding Track and Field Athlete, Tass News Agency's Sports Personality of the Year...And that was just 1988! As amateur athletics go, there is no higher honor than receiving the Sullivan Award. In 1989 that became a reality for Florence.

Recipient of a Distinguished Service Award from the United Negro College Fund, Joyner remains in increasing demand as a spokeswoman for such worldwide concerns as Project Eco-School (a resource center for environmental education), The American Cancer Society and The Multiple Sclerosis Foundation.

Joyner also encourages goal-setting and achievement through the Florence Griffith Joyner Youth Foundation, a non-profit foundation helping disadvantaged youth which she co-founded this year with her husband, Olympic Gold medalist Al Joyner. The Foundation provides youth with the necessary financial, emotional and educational support in achieving their expressed goals, promoting self-esteem and social interaction while involving family and friends in the process. With its emphasis on positive self-image, the Foundation has been invited to become part of the national DARE PLUS (Play Learning Under Supervision) program.

With strong belief in God and family, Joyner and her husband recently welcomed into the world a daughter, Mary Ruth Joyner, affectionately dubbed "Mo Jo" by the media.



**THE PRESIDENT'S COUNCIL
ON PHYSICAL FITNESS
AND SPORTS**

CHARLES THOMAS McMILLEN

Tom McMillen, who served three consecutive terms in the U.S. House of Representatives from the 4th Congressional District of Maryland from 1987 to 1993, was named by President Clinton to co-chair the President's Council on Physical Fitness and Sports in 1993.

Mr. McMillen began his involvement with the Council as a high school student in 1970 when he was selected by President Nixon as a member of the Council. He received a Bachelor of Science degree, Phi Beta Kappa, in chemistry (pre-med) in 1974 from the University of Maryland, and had the honor of delivering his class commencement address. While he attended the University, he was a three-time All-American in basketball, an academic All-American, and was a member of the 1972 U.S. Olympic Team. McMillen is the first University of Maryland student to be awarded a Rhodes Scholarship, on which he received a Master of Arts in politics, philosophy, and economics from Oxford University in 1978.

In the 1974 National Basketball Association draft, McMillen was the first selection by the Buffalo Braves. He subsequently played for 11 years in the N.B.A. with the New York Knicks, Atlanta Hawks, and the Washington Bullets, when he retired to run for Congress in 1986.

In Congress, Mr. McMillen served on the Energy and Commerce Committee and the Science, Space and Technology Committee. He was unanimously elected as President of the Democratic Freshman class of the 100th Congress. While in Congress, Mr. McMillen held the Maryland record for consecutive House floor votes, casting 2,050 votes in a row during his first five years in office. He served as Chairman of the Congressional Chesapeake Bay Caucus, Co-Chairman of the Congressional Biotechnology Caucus, and Vice-Chairman of the Federal Government Task Force.

Mr. McMillen serves as chairman and president of the Complete Wellness Centers, Inc., a health care clinic management company.

In May, 1988, Mr. McMillen was inducted into the GTE Academic All-American Hall Fame and is a charter member. He served on the Knight Foundation's Commission on Intercollegiate Athletics that investigates abuses within college sports. Mr. McMillen is the co-author of a book on sports and ethics in America, entitled Out of Bounds.

Mr. McMillen serves on the Board of Visitors of the University of Maryland School of Public Affairs and is National Chairman of the University of Maryland Presidents Club. He is an Advisory Council Member of the Paul Nitze School of Advanced International Studies of the Johns Hopkins University and is a member of the Board of Directors of the International Visitors Center.

FEDERAL NUTRITION, HEALTH AND FITNESS INITIATIVES

The Surgeon General's Office

Through the leadership of Surgeon General Elders, the first "Surgeon General's Report on Physical Activity and Fitness" has been commissioned in coordination with the Centers for Disease Control and Prevention and the President's Council on Physical Fitness and Sports. The report will summarize scientific evidence demonstrating the wide range of health benefits that stem from even modest amounts of regular physical activity. The anticipated release date of the report is spring 1996.

The President's Council on Physical Fitness and Sports

The President's Council has a series of programs and projects designed to encourage physical fitness and sports participation for all Americans. For example, over 28,000 schools around the country last year participated in "The President's Challenge," a school-based fitness recognition program. Over 2 million awards were distributed to children ages six to 17, including children with special needs (see attached memo for more information).

The Department of Agriculture

Food Stamps -- The Mickey Leland Childhood Hunger Relief Act, which was included in the 1994 budget, expands food stamp benefits to millions of needy Americans, especially families with children. The legislation increased program funding by \$2.5 billion over five years, and will extend benefits to approximately 260,000 participants by FY 1997.

The Special Supplemental Program for Women, Infants and Children -- Participation in the WIC program has more than doubled since 1985 from 3.1 million to 6.4 million. The Administration expects to reach its goal of full funding by 1996. The 1995 appropriation of \$3.5 billion will add 600,000 more women, infants and children to the program -- an expected total of 7 million per month in 1995. At full funding, WIC is expected to serve 7.5 million.

USDA's School Meals Initiative for Healthy Children -- Last June, USDA introduced the "School Meals Initiative for Healthy Children," a comprehensive, integrated framework for action including a proposed regulation to update and improve the nutritional standards for school breakfast and lunches. The proposal requires that school meals meet the standards of the Dietary Guidelines, with no more than 30 percent of calories from fat and 10 percent from saturated fat. The initiative was included in the Child Nutrition Reauthorization legislation passed by Congress in October 1994.

School Breakfasts -- The Administration is committed to increasing the number of

schools that offer the School Breakfast program. The federal government's Breakfast Outreach grants have provided \$23 million to 44 states since 1990. As a result, 4,000 new schools have been added to the program, allowing over 800,000 low-income children to have access to a nutritious breakfast. The outreach grants were recently extended and expanded in the reauthorization legislation passed in October.

The Department of Health and Human Services and the National Institutes of Health

HHS (FDA)/USDA Nutrition Facts Label--Mandated nutrition labeling on nearly all foods implemented in 1994 after 4 years of preparation and rulemaking; label enables informed, healthy food choices by consumers; FDA and USDA also sponsor the National Exchange for Food Labeling Education, a public-private collaboration to increase use of the food label.

HHS /USDA Dietary Guidelines for Americans---Key statement of Federal dietary guidance policy first published in 1980, revised every five years, and currently being revised for publication in 1995; contains recommendations for maintain healthy weight through diet and exercise and recommendations for healthy dietary patterns, including choosing diets that are low in fat, saturated fat and cholesterol, and with plenty of fruits, vegetables, and grains.

National Five-a-day for Better Health Campaign--National joint project of the Produce for Better Health Foundation and the NIH's National Cancer Institute to increase Americans' intakes of fruits and vegetables

Child and Adolescent Trial for Cardiovascular Health (CATCH)--Addresses improved diet, physical activity and smoking behavior through changes in school health education and physical education curricula, school food services, policies for school tobacco use, and structured activities for the families of CATCH students. Funded by the NIH National Heart, Lung and Blood Institute.

Obesity Education Initiative--Launched by the NIH's National Heart, Lung, and Blood Institute in 1991 to educate professionals and the public on the relationship of overweight to heart disease and impaired lung function.

Weight-Control Information Network--Established by the National Institute of Diabetes and Digestive and Kidney Diseases to foster transfer of scientific knowledge about obesity to patients, health professionals, and the general public. The NIDDK also sponsors the National Task Force on Prevention and Treatment of Obesity.

Head Start Program of the HHS Administration for Children and Families

Home Delivered Nutrition Services -- Funded by HHS' Administration on Aging and USDA to provide congregate and home-delivered nutrition services, including meals, nutrition educations, nutrition counseling and counseling.

Healthy People 2000 Health Promotion and Disease Prevention

Objectives--National goals and objectives that include physical activity and nutrition as first two of 22 priority areas.

**DRAFT TALKING POINTS FOR TOM MCMILLEN FOR SHAPE UP AMERICA
EVENT AT WHITE HOUSE 12/6/94 (REV 12/5 1:05 PM)**

MRS. CLINTON, ~~(SECRETARY SHALALA, DR. KOOP, OTHERS?)~~ HONORED GUESTS.

TODAY WE ARE GATHERED IN THE WHITE HOUSE TO FOCUS ATTENTION ON PHYSICAL ACTIVITY AND HEALTHY WEIGHT TO COUNTERBALANCE THE GROWING PROBLEMS OF OBESITY AND SEDENTARY LIFESTYLES, AND WHAT CHOICES EACH OF US HAS WITHIN OUR POWER TO MAKE.

CONSIDER THE FOLLOWING:

- APPROXIMATELY 58 MILLION ADULTS--32 MILLION WOMEN AND 26 MILLION MEN ARE OBESE OR OVERWEIGHT.
- 27% OF CHILDREN AGES 6 TO 11, AND 22% OF TEENAGERS ARE SIGNIFICANTLY OVERWEIGHT OR OBESE.
- FOR ADULT AMERICANS, THE NUMBERS CONTINUE TO GROW--FROM 25% OF IN 1980 TO 34% TODAY.
- OBESITY-RELATED CONDITIONS ARE THE SECOND LEADING CAUSE OF DEATH IN THE U.S., RESULTING IN ABOUT 300,000 LIVES LOST EVERY YEAR.

THESE STATISTICS ALONE SHOULD BE UNSETTLING ENOUGH TO MAKE PEOPLE LEAP INTO ACTION TO TRY TO IMPROVE THEIR HEALTH. BUT THEY ARE NOT. THE PROBLEM IS GETTING WORSE, NOT BETTER.

EVERY AMERICAN, BUT ESPECIALLY THOSE WHO ARE OVERWEIGHT OR OBESE, NEEDS TO TAKE ACTION IN ORDER TO REVERSE THIS EPIDEMIC. THE QUESTIONS ARE: HOW TO BEGIN, AND HOW TO REACH THOSE MOST IN NEED OF INFORMATION AND OPPORTUNITIES THAT CAN HELP TO CHANGE THEIR LIFESTYLES, AND THEIR LIVES.

HOW DO WE MAKE PHYSICAL ACTIVITY AND HEALTHY WEIGHT PRIORITY CONCERN FOR ALL AMERICANS? HOW DO WE PREVENT OUR CHILDREN FROM SINKING DEEPER INTO THE QUICKSAND TRAP OF SEDENTARY LIFESTYLES THAT SURROUNDS THEM? HOW DO WE GET AMERICA MOVING?

WE'VE GOT TO START AT THE GRASSROOTS. TO ENCOURAGE AND SUPPORT GRASSROOTS SPORTS AND RECREATION PROGRAMS THAT ARE PART OF THE

FABRIC OF LOCAL COMMUNITIES, REACHING PEOPLE WHERE THEY LIVE. WE NEED TO ENCOURAGE DAILY PHYSICAL EDUCATION CLASSES FOR ALL OUR CHILDREN. WE NEED TO ENCOURAGE WORKPLACE FITNESS CENTERS AND INCENTIVE PROGRAMS FOR HEALTHY WEIGHT AND GOOD HEALTH. WE NEED TO ENCOURAGE AND SUPPORT COMMUNITY-BASED PHYSICAL FITNESS PROGRAMS. WE NEED TO TEACH AND PRACTICE GOOD NUTRITION IN OUR SCHOOLS.

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS IS WORKING EVERY DAY TO PROMOTE PHYSICAL ACTIVITY AND FITNESS ACROSS THE COUNTRY, BUT OUR EFFORTS ALONE ARE NOT ENOUGH. WE NEED MORE INVOLVEMENT, ESPECIALLY AT THE GRASSROOTS LEVEL TO COMBAT THE OVERWEIGHT PROBLEM THAT IS THREATENING OUR NATIONAL HEALTH.

AND JUST SOME FIVE WEEKS AGO, THE SURGEON GENERAL ANNOUNCED, IN COLLABORATION WITH THE CENTERS FOR DISEASE CONTROL AND PREVENTION THE PRESIDENT'S COUNCIL, A SURGEON GENERAL'S REPORT ON PHYSICAL ACTIVITY AND HEALTH, WHICH WE EXPECT TO BE COMPLETED IN THE SPRING OF 1996

WORKING FROM THE GRASSROOTS MEANS HELPING PEOPLE TO DEVELOP HEALTHY HABITS FOR A LIFETIME. WE NEED TO CONSIDER ALL POSSIBLE OPPORTUNITIES ON THE ROAD TO A HEALTHY NATION.

THIS IS NOT ABOUT BEING THIN AND LOOKING GLAMOROUS. THIS IS ABOUT SERIOUS MATTERS OF HEALTH THAT ARE BOTH IMMEDIATE AND LONG-TERM THREATS. PEOPLE ARE NOT JUST A LITTLE SHORT OF ENERGY BECAUSE OF OBESITY —THEY ARE BECOMING SERIOUSLY ILL. SOME ARE DYING.

THE RESPONSIBILITY FOR MEETING THIS CHALLENGE REST AT ALL LEVELS: FROM INDIVIDUAL AMERICANS TAKING PERSONAL RESPONSIBILITY FOR THEIR HEALTH, FROM LOCAL, STATE AND FEDERAL GOVERNMENTS, FROM SCHOOLS, FROM PARKS AND RECREATION CENTERS, FROM BUSINESSES. EVERYONE HOLDS THE KEY. EVERYONE HAS THE POWER TO CHOOSE. THIS THREAT WILL NOT VANISH BY ITSELF, NOR DOES IT AFFECT ONLY A SMALL SEGMENT OF SOCIETY.

THE MESSAGE NEEDS TO BE LOUD AND CLEAR, AND WE NEED EVERYONE'S HELP TO SPREAD THE WORD. WE NEED TO HELP MOTIVATE ALL AMERICANS TO CONSIDER THE ALTERNATIVES TO THE CERTAIN REALITIES OF A

SEDENTARY LIFESTYLE AND UNHEALTHY WEIGHT. AND REALIZE THAT THIS CHANGE WILL LEAD TO A HEALTHIER, MORE PRODUCTIVE, STRONGER NATION.

I APPLAUD PRESIDENT CLINTON, THE FIRST LADY, VICE PRESIDENT GORE AND MRS. GORE FOR THEIR SERIOUS AND PERSONAL INVOLVEMENT IN PHYSICAL ACTIVITY. AND OF COURSE, DR. KOOP FOR TAKING THE PERSONAL RESPONSIBILITY TO DEVELOP AND LAUNCH THIS CAMPAIGN, *SHAPE UP AMERICA!*

EACH OF US, BY TAKING PERSONAL RESPONSIBILITY TO BECOME MORE PHYSICALLY ACTIVE WITH FAMILY OR FRIENDS, AND BY FOCUSING ON LIFE'S SMALL LUXURIES — LIKE ELEVATORS AND ESCALATORS WHEN STAIRS WILL DO, AND NEARBY PARKING SPOTS THAT SHORT- CHANGE US OF WHAT LITTLE PHYSICAL ACTIVITY MANY ALREADY GET — THERE ARE COUNTLESS OPPORTUNITIES IN EVERYDAY LIFE THAT ANYONE CAN TAKE ADVANTAGE OF.

IF WE DO TAKE ADVANTAGE OF THEM, OUR ONLY REWARD WILL BE BETTER HEALTH, LOWER WEIGHT, MORE ENERGY, AND A REALIZATION THAT FOR MOST OF US, THE POWER TO CONTROL OUR LIVES — AND OUR WAISTLINES — IS WITHIN OUR REACH, AND AT OUR FEET.

THANK YOU.



THE PRESIDENT'S COUNCIL
ON PHYSICAL FITNESS
AND SPORTS

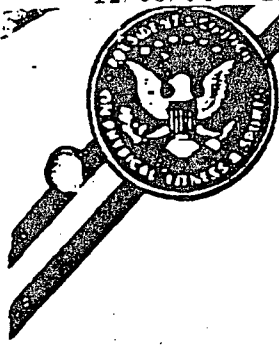
December 5, 1994

Note to Liz:

In addition to the attached memo, our Executive Director, Sandy Perlmutter inadvertently forgot to give "top billing" to the following: Through the leadership of Surgeon General Joycelyn Elders, the very first landmark **Surgeon General's Report on Physical Activity and Fitness** has been commissioned in coordination with the Centers for Disease Control and Prevention and the President's Council on Physical Fitness and Sports. The anticipated release date is the spring of 1996.

Please do not hesitate to call me or John O'Leary on 272-3432 if you have further questions.

Chris



THE PRESIDENT'S COUNCIL
ON PHYSICAL FITNESS
AND SPORTS

PCPFS PROGRAMMATIC UPDATE

November 1994

- **Healthy People 2000**—The PCPFS has been identified as the coordinator of the Physical Activity and Fitness objectives of the DHHS nationwide initiative, Healthy People 2000. Physical Activity and Fitness tops the list of 21 priority areas.
- **Building Alliances to Communicate Food, Nutrition and Fitness Information to the Public**—The PCPFS, the American Dietetic Association (ADA), and the International Food Information Council (IFIC) continue to pool resources in holding a second conference in Washington next March emphasizing the importance of physical activity, nutrition and good health. This event also marks the release date for the important Gallup Poll Survey on Children's Attitudes Toward Nutrition and Physical Activity sponsored by the ADA and IFIC in cooperation with the PCPFS.
- **Presidential Fitness Partners In May**—National Physical Fitness and Sports Month was established in 1983 and has evolved into a nationwide observance to promote physical fitness and sports. The Council has sought to promote a partnership with more than 25 organizations that wish to contribute by holding events and/or educational campaigns. (The PCPFS was grateful to have your participation and assistance in making a public service announcement last year in support of this effort.)
- **The Nolan Ryan Fitness Guide**—With the assistance of Nolan Ryan and the partnership of the Advil Forum on Health Education, the PCPFS developed the Nolan Ryan Fitness Guide which will be distributed free of charge to more than one million Americans.
- **Advertising Council Campaign**—It is the hopes of the PCPFS that September 95 will be the kick-off of a major Advertising Council campaign that will span over a three year period.
- **The Silver Eagle Corp**—Encourages and recognizes individuals/organizations among the 50-plus population for commitment to ongoing physical activity.
- **The Presidential Sports Award**—This Presidential award recognizes individuals 6 years of age and older for commitment (four months or more) to physical activity with a choice of participation in 68 different categories (including family fitness).

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PHONE: 202-272-3421 FAX 202-504-2064

- **The Native American Initiative**—The PCPFS, in partnership with the U.S. Indian Health Service, continues to endorse and conduct projects such as Women's Wellness I-IV (more than 2,000 Native American Women attended this conference in 1993), the Native American Men's Wellness conference, and the Southwest Youth Wellness and Sports Summit in early 1994.
- **The President's Challenge Physical Fitness Awards Program**—The PCPFS' longest-standing school based program for children, ages 6 to 17, which recognizes all levels of individual achievement. Also, in conjunction with the Department of Education, the PCPFS annually recognizes three schools in each state which had the highest number of Presidential Physical Fitness Awards. Last year, approximately 4 million children received recognition for their efforts.
- **4-H Citizenship Workshop Program**—This is the 10th year in partnership with the 4-H when PCPFS continues to coordinate projects, clinics, and will soon participate in the 73rd annual National 4-H congress.
- **Channel One**—The PCPFS is currently in the process of developing a program through Channel One/Whittle Communications to reach over 18 million high school students monthly.
- **Flexing the Nation's Muscle: Presidents, Physical Fitness, and Sports in the American Century - A traveling exhibition**—The PCPFS and the National Archives are currently developing an exhibition that will take a rare glimpse of the American Presidency. This exhibit will highlight the increasing role of our presidents in promoting physical activity and sports. It will draw from the collection of the National Archives, the Presidential Libraries, and other institutions. Opening in Washington (late 1995), it will travel to eight presidential libraries - with a stop at the Carter Library during the 1996 Olympic Games in Atlanta.
- **PCPFS Physical Activity and Fitness Research Digest**—This digest synthesizes scientific knowledge pertaining to specific fitness and exercise science topics for physical activity practitioners nationwide. It is published quarterly and is distributed to more than 10,000 professionals in schools, parks and recreation sites, doctors offices, etc.
- **PCPFS Newsletter**—This is a quarterly report of Council activities, updates and member profiles. The PCPFS distributes more than 15,000 each quarter.

Allen Haas. 720 7711
and Sherry

Lissa -
More shape up info.
Note speaking order.
-Kathy

PROGRAM

- 9:00 Guests arrive at the East Appointments Gate. List to be cleared thru WAVES by Nancy Burke (X66307) in the Social Office on Monday, December 5th.
- 9:00 Dr. Koop (and Mrs. Koop), the two Co-Chairs of President's Council (Florence Griffith Joyner and Tom McMillen) and the Executive Director of the President's Council (Sandra Perlmutter) arrive at Northwest Gate and proceed to West Lobby, where they will be met by Nicole Rabner and escorted to the Diplomatic Reception Room.
- 9:15 HRC has event briefing in Map Room. (Contact: Melanne Verveer) After event briefing, HRC proceeds to Dip Room to greet Dr. Koop, Ms. Joyner and Mr. McMillen.
- 9:25 Mrs. Koop and Sandy Perlmutter are escorted to reserved seats.
- 9:30 HRC, Dr. Koop, Ms. Joyner and Mr. McMillen are announced from Dip Room and proceed to stage.

Speaking order:

- HRC welcomes and makes remarks (10 min)
- McMillen and FloJo make remarks (3 min)
- HRC intros Dr. Koop (3 min)
- Dr. Koop makes remarks (5 min)
- HRC closes ceremony, exits stage and works ropeline

- 10:00 ?? After speaking program, Dr. Koop and the two Co-Chairs are escorted to the North Grounds for interviews???

*** Remarks to be coordinated by Lissa

All guests exit SE gate

NOTE: Tours will be occurring inside the Residence.

CHECK/CONFIRM:

- 4 chairs on stage
- 130 seats for guests
- Have Neel check arrangement Monday (stage, backdrop, etc.)
- Weather??
- Reserved seating:
 - 5 members of President's Council (4 members plus one escort for handicapped member)
 - 2 seats for Sandy Perlmutter and Mrs. Koop
 - 5 (?) additional seats

PRESCRIPTION FOR AMERICA

C. Everett Koop, M.D.
Former U.S. Surgeon General

Rx

✓ Eat Sensibly

✓ Exercise Regularly

✓ Drop a Few Pounds

Shape Up

HRC / Shape Up

Adm believes in preventive measures

gd health

gd health care

Land Loop for taking this on

Every time we talked abt reform we talked abt
personal responsibility

Adm. activities

* Ask Melonae > Elders + her report due in '96

SPEECH

SHAPE UP AMERICA!

THE WHITE HOUSE

WASHINGTON, DC

DECEMBER 6, 1994

C. EVERETT KOOP

NOT FOR DISTRIBUTION

WHEN I'M THROUGH, I HOPE THAT "SHAPE UP AMERICA!"
WILL BE A HOUSEHOLD SLOGAN, AND THAT "SHAPE UP
AMERICA!" WILL BE PART OF THE PERSONAL LIFESTYLE OF
MOST AMERICANS.

TODAY I AM PLEASED TO ANNOUNCE THE BEGINNING OF A
CAMPAIGN. NOT A NEW POLITICAL CAMPAIGN, BUT A NEW
HEALTH CAMPAIGN THAT IS JOINED BY BOTH A COALITION
OF SOME OF OUR MOST IMPORTANT HEALTH
ORGANIZATIONS AND ASSOCIATIONS AND MANY OF OUR
NATION'S MOST-RESPECTED CORPORATE LEADERS
AND SOMETHING I'D LIKE YOU TO GIVE AS MUCH
ATTENTION TO AS YOU DID TO SMOKING WHEN I WAS
SURGEON GENERAL.

THIS CAMPAIGN CAN CHANGE THE SHAPE OF AMERICA, OR
REALLY, CHANGE THE SHAPE OF AMERICANS.

BECAUSE, THE SHAPE OF AMERICANS IS NOT GOOD. TO PUT
IT SIMPLY, TOO MANY AMERICANS ARE.....TOO BIG.

WE NEED TO SHAPE UP AMERICA, FOR A HEALTHY WEIGHT
NOW.

I KNOW YOU HAVE ALL HEARD ABOUT THE DISCOVERY OF THE OBESITY GENE WHICH SEEMS TO INDICATE THAT SOME FOLKS ARE DESTINED TO BE FAT. THE RESEARCH OPPORTUNITIES THIS DISCOVERY HAS STIMULATED ARE MOST SIGNIFICANT.

BUT LET ME PUT THIS IN PERSPECTIVE. IN THE WORDS OF DR. PHILIP GORDON, WHO FOUNDED THE STUDY REPORTED ON DECEMBER 1:

"THIS IS A MAJOR BREAKTHROUGH, BUT IT IS VERY IMPORTANT THAT PEOPLE UNDERSTAND THAT IT WILL NOT HAVE ANY IMMEDIATE APPLICATION. THE TREATMENT AND PREVENTION OF OBESITY STILL RESTS WITH DIET AND EXERCISE."

INACT)

AMERICA IS SUFFERING FROM A NEW EPIDEMIC, AN EPIDEMIC OF DISEASE, DISABILITY AND DEATH ALL TRACED TO THE PLAIN FACT THAT TOO MANY AMERICANS ARE TOO BIG, THAT TOO MANY AMERICANS ARE OVERWEIGHT, THAT TOO MANY AMERICANS ARE SEDENTARY OR RELATIVELY INACTIVE.

NOW, WE DON'T LIKE THE WORD -- OBESE -- SO WE AVOID IT, OR APPLY IT TO OTHER PEOPLE AND NEVER TO OURSELVES. BUT, WE NEED TO DEAL WITH BEING OVERWEIGHT, WE NEED TO DEAL WITH A NATION SUFFERING FROM AN EPIDEMIC OF OBESITY.

IF I HAD BEEN ABLE TO DO ONE MORE THING DURING MY
TENURE AS SURGEON GENERAL, IT WOULD HAVE BEEN TO
LAUNCH A CAMPAIGN AGAINST TWO THINGS THAT HAVE
BECOME TOO MUCH A PART OF THE AMERICAN CULTURE:
EXCESSIVE WEIGHT GAIN AND DECREASED PHYSICAL
ACTIVITY. THERE WERE REASONS FOR ME TO BE
CONCERNED ABOUT THIS TREND IN THE HEALTH OF
AMERICANS IN 1989 WHEN I LEFT OFFICE, BUT NOW THE
EVIDENCE IS EVEN MORE STRIKING.

AT THAT TIME, THE NATIONAL ESTIMATES OF OVERWEIGHT IN THE UNITED STATES WERE IMPRESSIVE [BASED ON DATA FROM THE SECOND NATIONAL HEALTH AND NUTRITION EXAMINATION SURVEY (NHANES II) OF 1976-1980.] NOW, WE HAVE NEW NATIONAL ESTIMATES FOR THE PREVALENCE OF OVERWEIGHT [FROM STAGE ONE OF THE THIRD NHANES STUDY (NHANES III) OF 1988-1991.] WE NOT ONLY HAVE IT FOR THE ENTIRE ADULT POPULATION, BUT ALSO FOR SEX, AGE, RACE, AND ETHNIC GROUPS. OVERWEIGHT IS ASSOCIATED WITH A NUMBER OF ADVERSE HEALTH SITUATIONS AND, BECAUSE OF THAT, BEING OVERWEIGHT BURDENS THE UNITED STATES HEALTH CARE SYSTEM.

THIS IS A MOST IMPORTANT WEEK FOR AMERICA. YESTERDAY, THE INSTITUTE OF MEDICINE OF THE NATIONAL ACADEMY OF SCIENCES RELEASED ITS REPORT ON OBESITY. THE REPORT IS SOUND, SOLID SCIENCE DRAWING UPON THE EXPERTISE OF MANY IN THIS COUNTRY INVOLVED WITH HEALTH, DIET, NUTRITION, AND PHYSICAL EXERCISE, AND STATISTICS AVAILABLE FROM THE NATIONAL CENTER FOR HEALTH STATISTICS AND OTHER DOCUMENTING AGENCIES.

THE REPORT FROM THE INSTITUTE OF MEDICINE AND "SHAPE UP AMERICA!" ARE TOTALLY COMPLEMENTARY, THE INSTITUTE OF MEDICINE'S REPORT BEING THE SCIENCE AND "SHAPE UP AMERICA!" BEING A CAMPAIGN TO CHANGE THE EATING HABITS AND LIFESTYLES OF OVERWEIGHT AMERICANS.

I DON'T WANT TO OVERLOAD YOU WITH NUMBERS; THEY ARE IN YOUR PRESS KITS. BUT LET ME JUST ACQUAINT YOU WITH SOME OF THE MORE IMPORTANT FACTS -- [THESE ARE GLEANED FROM THE NHANES STUDIES OF THE NATIONAL CENTER FOR HEALTH STATISTICS.]

* TO BE DESIGNATED AS OVERWEIGHT, MEASUREMENTS OF BODY-MASS INDEX, THE TECHNIQUE USED FOR THESE STATISTICS, WAS 20% OR MORE ABOVE THE NORM.

* 1/3 (33.4%) OF ADULTS IN THE UNITED STATES ARE ESTIMATED TO BE OVERWEIGHT. THE PREVALENCE OF OVERWEIGHT WAS ABOUT THE SAME FOR NON-HISPANIC WHITE MEN [(32.3%)] AND NON-HISPANIC BLACK MEN [(30.9%)] BUT WAS HIGHER FOR MEXICAN-AMERICAN MEN [(35.5%)] BY MORE THAN THREE PERCENTAGE POINTS.

*** IN WOMEN, THE DIFFERENCES AMONG THE RACE
AND ETHNIC GROUPS WERE LARGER.**

**THESE STARTLING NUMBERS SEEM TO INDICATE
THAT ABOUT ONE-HALF OF ALL ADULT NON-
HISPANIC BLACK AND MEXICAN-AMERICAN WOMEN
IN THE UNITED STATES ARE OVERWEIGHT.**

*** FOR BOTH MEN AND WOMEN, OVERWEIGHT
WAS PROGRESSIVELY HIGHER WITH EACH TEN
YEAR INCREMENT IN AGE, UNTIL AGE 60 WHEN
IT BECAME PROGRESSIVELY LOWER.**

* THE DISTRIBUTION OF BODY FAT IS DIFFERENT
IN CERTAIN MINORITY POPULATIONS COMPARED
TO WHITES. SPECIFICALLY, THERE IS A
GREATER TENDENCY TOWARD UPPER BODY
OBESITY -- WHICH BRINGS A GREATER HEALTH
RISK THAN FAT CARRIED IN THE LOWER BODY.

WITH THE RELEASE OF THE SURGEON GENERAL'S REPORT
ON NUTRITION AND HEALTH DURING MY TENURE IN 1988,
THE GOVERNMENT DECLARED FOR THE FIRST TIME THAT
THERE WAS A CONCLUSIVE LINK BETWEEN DIET AND THE
FIVE LEADING CAUSES OF DEATH AND DISABILITY IN THIS
COUNTRY:

- * CORONARY HEART DISEASE
- * HIGH BLOOD PRESSURE
- * STROKE
- * DIABETES
- * SOME CANCERS

EVEN BACK THEN IN 1988, WE SET A NATIONAL GOAL TO
"ACHIEVE AND MAINTAIN A DESIRABLE BODY WEIGHT."

TO REDUCE CALORIC INTAKE, WE CALLED FOR LIMITING THE
CONSUMPTION OF FOODS RELATIVELY HIGH IN CALORIES
AND FATS; MINIMIZING ALCOHOL INTAKE, AND INCREASING
THE EXPENDITURE OF CALORIES THROUGH REGULAR AND
SUSTAINED PHYSICAL ACTIVITY.

AFTER SMOKING, WHICH CAUSES AN ESTIMATED 500,000 DEATHS ANNUALLY, OBESITY-RELATED CONDITIONS ARE THE SECOND LEADING CAUSE OF DEATH IN THE UNITED STATES, RESULTING IN ABOUT 300,000 LIVES LOST EACH YEAR. SINCE NEW GOVERNMENT SURVEYS FIND THAT OBESITY RATES ARE CONTINUING TO RISE, IT IS LIKELY THAT DEATH RATES RELATED TO UNHEALTHFUL BODY WEIGHT WILL ESCALATE AS WELL IN THE YEARS AHEAD. [FOR COMPLETENESS AND COMPARISON, DEATHS DUE TO ALCOHOL RANK THIRD. WITH 200,000 DEATHS ANNUALLY.]

OF EQUAL CONCERN IS THE SIGNIFICANT INCREASE IN CHILDHOOD OBESITY WHICH, UNFORTUNATELY, PERSISTS. FAT CHILDREN BECOME FAT ADOLESCENTS WHO BECOME FAT ADULTS WITH THE ATTENDANT INCREASE IN RISK FOR CERTAIN CHRONIC DISEASES LATE IN LIFE.

THE NUMBER OF CHILDREN CONSIDERED "OVERWEIGHT" ROSE BY 42%: 28% OF WHITE CHILDREN, 46% OF AFRICAN-AMERICAN, AND 56% OF HISPANIC CHILDREN WERE AT AN UNHEALTHY WEIGHT.

**THESE FINDINGS CLEARLY SHOW THAT NEXT TO
SMOKING, THE COMBINED PROBLEMS OF UNHEALTHY
WEIGHT AND INACTIVITY HAVE THE MOST DEVASTATING
CONSEQUENCES FOR THE HEALTH OF AMERICANS TODAY.**

AMONG SOME ADOLESCENT GIRLS AND YOUNG WOMEN, THE
IDEAL OF BEING LEAN GOES BEYOND THAT WHICH IS
NORMAL. I HAVE A VERY SPECIAL MESSAGE FOR YOUNG
WOMEN WHO ARE THINKING THAT THEY MIGHT BE
OVERWEIGHT. IF YOU ARE A YOUNG WOMAN WHO IS 5'5"
TALL, AND WEIGH 130 POUNDS OR LESS, THIS MESSAGE IS
NOT FOR YOU.

LET ME SAY A FEW WORDS ABOUT SOME SPECIFIC DISEASES

DIABETES:

**ABOUT 90% OF NON-INSULIN DEPENDENT TYPE II
DIABETES IS ASSOCIATED WITH BEING OVERWEIGHT.**

*** CHILDREN'S WEIGHT IS PREDICTIVE OF THE
LIKELIHOOD OF DEVELOPING DIABETES.**

*** OVERWEIGHT ADULTS AGED 20-24 HAVE A
FOURFOLD INCREASED RISK OF DEVELOPING
TYPE II DIABETES.**

*** 60% OF DIABETES IN MEN UNDER 45 YEARS OF
AGE IS DUE TO OBESITY**

HYPERTENSION:

*** ABOUT A THIRD OF ALL CASES OF
HYPERTENSION ARE THOUGHT TO BE DUE TO
OBESITY.**

*** A 10% WEIGHT GAIN INCREASES BLOOD
PRESSURE BY SIX AND A HALF POINTS.**

*** A 15% DECREASE IN BODY WEIGHT IS FOLLOWED
BY A 10% DROP IN SYSTOLIC BLOOD PRESSURE.**

*** SEDENTARY PEOPLE HAVE A 35-52% GREATER
RISK OF HIGH BLOOD PRESSURE.**

*** EVEN MODERATE EXERCISE CAN DRAMATICALLY
INCREASE THE CHANCES OF SURVIVAL FOR
PEOPLE WITH HYPERTENSION AND RESULT IN
IMMEDIATE HEALTH BENEFITS.**

CORONARY HEART DISEASE:

- * 57-70% OF CORONARY HEART DISEASE IS ASSOCIATED WITH OBESITY.**

*** WOMEN WHO GAIN 45 POUNDS OR MORE DURING
YOUNG ADULT YEARS HAVE A THREE TIMES
GREATER PROBABILITY OF DYING FROM
CARDIOVASCULAR DISEASE WHEN COMPARED TO
WOMEN WHO MAINTAINED A STABLE WEIGHT.**

*** A 10% GAIN IN BODY WEIGHT IS ASSOCIATED
WITH A 12% RISE IN CHOLESTEROL LEVEL.**

* THE LINK BETWEEN LACK OF PHYSICAL EXERCISE AND CORONARY HEART DISEASE APPEARS TO BE AS STRONG AS THE RELATIONSHIP BETWEEN DEVELOPING THE DISEASE AND SMOKING, SERUM CHOLESTEROL AND HYPERTENSION.

CANCER:

*** CANCER MORTALITY INCREASES IN OVERWEIGHT PATIENTS, ESPECIALLY WOMEN.**

*** IN A TWELVE YEAR PROSPECTIVE STUDY OF 750,000 PATIENTS, OVERWEIGHT MEN HAD A HIGHER INCIDENCE OF COLORECTAL AND PROSTATE CANCERS WHEREAS OVERWEIGHT WOMEN HAVE HIGHER RATES OF ENDOMETRIAL, GALLBLADDER, CERVICAL, OVARIAN AND BREAST CANCERS.**

*** AMONG POST-MENOPAUSAL WOMEN, 11% OF BREAST CANCER IS ESTIMATED TO BE ATTRIBUTABLE TO OBESITY.**

*** THE RISK OF DEVELOPING COLON CANCER IS 50% MORE IN OVERWEIGHT MEN COMPARED TO LEAN MEN, AND IS PARTICULARLY STRONG IN OLDER OVERWEIGHT MEN.**

GALLBLADDER DISEASE:

- * AMONG WOMEN, 70% OF REPORTED GALLSTONES
WERE ATTRIBUTABLE TO OBESITY.**

*** A GAIN OF 20 POUNDS TRIPLES THE RISK OF
DEVELOPING GALLSTONES IN WOMEN.**

OTHER DISEASES:

- * THE PREVALENCE OF ARTHRITIS INCREASES AS WEIGHT GOES UP.**
- * OVERWEIGHT PEOPLE ARE SIX TIMES MORE LIKELY TO HAVE ARTHRITIS OF THE KNEE AND 18 TIMES MORE LIKELY TO HAVE ARTHRITIS OF BOTH KNEES COMPARED TO LEAN INDIVIDUALS.**
- * OVERWEIGHT INDIVIDUALS ARE AT A HIGHER RISK FOR DEVELOPING GOUT.**

WHEN I TOOK OFFICE AS SURGEON GENERAL, 33% OF AMERICANS STILL SMOKED, DOWN FROM 50% IN 1964. WHEN I LEFT OFFICE 9 YEARS LATER THAT FIGURE HAD DROPPED TO 26%.

WE NEED TO MAKE SIMILAR PROGRESS IN THE CAMPAIGN TO SHAPE UP AMERICA. SOME OF OUR MOST-RESPECTED CORPORATE LEADERS HAVE JOINED ME IN OUR COALITION TO SUPPORT OUR CAMPAIGN. I SUGGEST THAT THE LEADERS OF ALL CORPORATIONS CONCERNED WITH THE HEALTH OF AMERICANS CONTACT MY OFFICE ON HOW THEY CAN JOIN THE CAMPAIGN.

WE NEED TO MAKE THE SAME PROGRESS AGAINST BEING
OVERWEIGHT THAT WE HAVE MADE AGAINST SMOKING,
AND FOR THE SAME REASONS.
SMOKING KILLS, AND SO DOES BEING OVERWEIGHT.

ACCORDING TO THE IOM/NAS REPORT ON OBESITY
RELEASED YESTERDAY, EACH YEAR OBESITY-RELATED
HEALTH PROBLEMS ADD \$100 BILLION TO OUR HEALTH CARE
COSTS.

IF YOU ARE CONCERNED ABOUT THE COST OF HEALTH CARE
-- AND WE ALL ARE -- THE BEST WAY TO CUT COSTS IN
HEALTH CARE IS FOR EACH OF US TO TAKE CHARGE OF OUR
HEALTH AND OUR WEIGHT SO WE NEED TO USE THE HEALTH
CARE SYSTEM LESS OFTEN.

DU PONT CALCULATED THAT IT COST THEM \$400 PER
EMPLOYEE FOR OBESITY. LACK OF EXERCISE AMONG THEIR
EMPLOYEES COST THEM \$130 PER EMPLOYEE PER YEAR.

SEDENTARY EMPLOYEES HAVE BEEN FOUND TO SPEND 30% MORE DAYS IN THE HOSPITAL PER YEAR THAN DO ACTIVE INDIVIDUALS AND ARE 20% MORE LIKELY TO CALL-IN SICK FOR MORE THAN ONE WEEK PER YEAR.

SERIOUSLY OVERWEIGHT EMPLOYEES ARE 48% MORE LIKELY THAN THEIR CO-WORKERS WHO ARE NORMAL WEIGHT TO HAVE HEALTH CLAIMS EXCEEDING \$5000 IN ONE YEAR AND ARE ALMOST 30% MORE LIKELY TO MISS MORE THAN A WEEK OF WORK A YEAR.

(DUPLICATE?)

**IN SPITE OF ALL THE HYPE ABOUT DIETS AND FITNESS,
AMERICANS ARE SIMPLY EATING TOO MUCH, AND
AMERICANS ARE EXERCISING TOO LITTLE.**

AMERICAN FOOD IS ABUNDANT, CHEAP, AND GOOD-TASTING
-- BECAUSE IT IS HEAVY IN FAT AND SUGAR. AND WE ALSO
CONSUME TOO MANY CALORIES IN ALCOHOL.

WE EAT THE WRONG FOODS, AND TOO MUCH OF THEM.

INSTEAD OF A 6 OUNCE STEAK -- THE SERVING SIZE YOU GET
IN A PARISIAN RESTAURANT -- AMERICAN RESTAURANT
PLATES GROAN UNDER 14-OUNCE STEAKS. A SMALL ICE
CREAM BAR CAN CONTAIN AS MUCH AS 27 GRAMS OF FAT
WHICH REPRESENTS ALMOST ONE-THIRD OF A PERSON'S
DAILY REQUIREMENT OF FAT.

WE SPEND TENS OF BILLIONS OF DOLLARS ADVERTISING
FOOD, MUCH OF WHICH WE SHOULDN'T EAT AND,
COMPARATIVELY SPEAKING, ONLY PENNIES ON THE VITAL
NUTRITIONAL INFORMATION AMERICANS DESPERATELY
NEED.

THEN, AFTER ALL THIS OVER-EATING, WE EXERCISE FAR TOO
LITTLE.

WE ARE TOO QUICK TO HOP IN OUR CARS FOR JUST A SHORT
DRIVE, WHEN WALKING WOULD DO US MORE GOOD AND
GET US THERE ALMOST AS FAST.

BUT THE REAL CULPRIT IS T.V.

WITH THE AVERAGE ADULT AMERICAN WATCHING 4-5 HOURS OF TV OR PLAYING COMPUTER GAMES, OFTEN WHILE MUNCHING ON HIGH-CALORIE SNACKS, IT'S NO WONDER ONE THIRD OF US HAVE BECOME OBESE.

ALMOST ANYTHING YOU DO IS LESS SEDENTARY THAN WATCHING TELEVISION.

OUR PROBLEMS ARE MORE THAN JUST A MATTER OF PHYSICAL HABITS. THEY ALSO STEM FROM EMOTIONAL AND EVEN SPIRITUAL SOURCES, AS MANY PEOPLE TURN TO THE WRONG FOODS AND ALCOHOL OUT OF LONELINESS AND DESPAIR.

AND TO OUR SHAME, WE HAVE DONE ALMOST NOTHING ABOUT THIS MAJOR HEALTH THREAT. THE GOVERNMENT, THE MEDICAL COMMUNITY, THE HEALTH INSURANCE COMPANIES -- NO ONE HAS DONE MUCH TO ENCOURAGE AMERICANS TO PREVENT THE OBESITY THAT IS COSTING US AND KILLING US.

WE NEED TO DO TWO THINGS.

WE NEED TO FIND WAYS TO HELP THOSE AMERICANS WHO ARE NOW OVERWEIGHT TO SHED SOME OF THOSE EXTRA -- DANGEROUS -- POUNDS, AND THEN KEEP THEM OFF.

SECOND, AND MORE IMPORTANT, WE NEED TO PROVIDE THOSE AMERICANS NOT YET OVERWEIGHT WITH WHAT THEY NEED TO PREVENT BECOMING OVERWEIGHT.

LIKE MOST HEALTH PROBLEMS, OBESITY IS SO MUCH EASIER TO PREVENT THAN TO CURE.

AND WE SHOULD NEVER DISCRIMINATE AGAINST FOLKS WHO ARE OBESE.

SO, WHAT ARE WE GOING TO DO?

WHAT IS "SHAPE UP AMERICA!" GOING TO DO?

UNDER THE AUSPICES OF THE KOOP FOUNDATION, WE ARE
ATTEMPTING TO POINT MILLIONS OF AMERICANS IN THE
DIRECTION OF HEALTHY WEIGHT AND PHYSICAL FITNESS AS
A PERSONAL HEALTH PRIORITY.

WHEN I SAY "SHAPE UP AMERICA!", I AM REFERRING TO THE HEALTH BENEFITS, AS OPPOSED TO APPEARANCE ALONE, THAT WILL COME FROM A HEALTHY WEIGHT, BUT IT'S AN APPROPRIATE PLAY ON WORDS.

IT IS NOT THE INTENT OF THE CAMPAIGN TO SAY "YOU ARE 30 POUNDS OVERWEIGHT AND YOU'VE GOT TO GET IT OFF." INSTEAD, WE WISH TO EMPHASIZE THAT LOSING A LITTLE WEIGHT AND INCREASING EXERCISE, EVEN BY A SMALL AMOUNT, IS BENEFICIAL AND IS THE START OF AN INCREMENTAL PLAN.

IF WE COULD MOTIVATE THE PUBLIC TO FOCUS ON
ACHIEVABLE AND MAINTAINABLE WEIGHT, WE WOULD
HAVE TAKEN A VERY SIGNIFICANT STEP TOWARD
PREVENTING ONE OF THE MOST COMMON CAUSES OF DEATH
AND DISABILITY IN THE UNITED STATES TODAY.

THE TASK FORCE ON OBESITY OF THE NATIONAL INSTITUTES OF HEALTH CONCLUDED THAT EXERCISE IS ONE OF THE MOST CONSISTENT AND POSITIVE FACTORS CORRELATED WITH SUCCESSFUL WEIGHT MANAGEMENT.

INCREASED PHYSICAL ACTIVITY HAS BEEN SHOWN TO HELP PREVENT WEIGHT GAIN BY AFFECTING A VARIETY OF BIOLOGICAL PROCESSES AND BEHAVIOR IN ADDITION TO PROMOTING WEIGHT LOSS.

THIS EXERCISE DOES NOT HAVE TO BE VIGOROUS TO BE A HEALTH BENEFIT. LIGHT TO MODERATE EXERCISE CAN RESULT IN VERY MEASURABLE HEALTH IMPROVEMENTS, INCLUDING A REDUCED RISK OF CORONARY HEART DISEASE.

**AND YET, ACCORDING TO THE U.S. PREVENTIVE SERVICES
TASK FORCE, ONLY 40% OF THE AMERICAN POPULATION
ARE COMPLETELY SEDENTARY.**

ALTHOUGH WE CANNOT DO IT ALONE, THE KOOP FOUNDATION IS DEVELOPING A FIVE-POINT NATIONAL PLAN THAT CALLS FOR IMMEDIATE ACTION IN THESE AREAS:

1. MAKE PUBLIC EDUCATION ABOUT THE TREATMENT AND PREVENTION OF OBESITY A NATIONAL PRIORITY.
2. CREATE NEW ECONOMIC AND WORKPLACE INCENTIVES FOR WEIGHT-REDUCTION EFFORTS.
3. GENERATE PUBLIC SUPPORT FOR THE INCREASED FUNDING AND AVAILABILITY OF SCHOOL AND COMMUNITY-BASED PHYSICAL FITNESS PROGRAMS.

4. MOBILIZE THE NATION'S PHYSICIANS TO COMBAT OBESITY AND INACTIVITY.
5. EXPAND RESEARCH EFFORTS INTO PREVENTION, CAUSES, AND TREATMENT OF OBESITY.

I AM VERY PLEASED TO REPORT THAT I AM LAUNCHING A C.
EVERETT KOOP FOUNDATION HEALTH LETTER (HOLD UP
PROTOTYPE) FOR THE PUBLIC, THAT WILL PROVIDE
REGULAR, ONGOING INFORMATION ON HOW TO SHAPE UP
AND STAY HEALTHY. THE PUBLIC CAN WRITE ME AT

P.O. BOX 1200

SOUTHPORT, CT 06490

TO SUBSCRIBE TO MY NEWSLETTER. CALL 1-800-341-3553.

AN ANNUAL SUBSCRIPTION IS 25.00

I CALL ON YOUNG PEOPLE, THEIR PARENTS AND GRANDPARENTS, PHYSICIANS AND OTHER HEALTH CARE PROFESSIONALS, SCHOOLS -- THEIR ADMINISTRATORS, TEACHERS, AND SCHOOL BOARDS, HEALTH ASSOCIATIONS, MEDICAL SOCIETIES, AND CORPORATE AMERICA -- TO GET BEHIND THE "SHAPE UP AMERICA" CAMPAIGN AND CUT DOWN ON THE 300,000 PREMATURE DEATHS AND ALL THE ATTENDANT DISABILITY THAT COME FROM THE INCREASING NUMBERS OF AMERICANS WHO ARE GAINING TOO MUCH WEIGHT AND DOING TOO LITTLE EXERCISE.