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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. note	Phone No. (Partial) (1 page)	n.d.	P6/b(6)
002. paper	Secret Service (Partial) (1 page)	11/17/1994	b(7)(E)
003. paper	Phone/Fax No. (Partial) (1 page)	ca. 11/1994	P6/b(6)
004. fax	Phone No. (Partial) (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Speechwriting
OA/Box Number: 8170

FOLDER TITLE:

HRC [Hillary Rodham Clinton]/Shape Up America 12/6/94 [2]

2012-1004-S

ms548

RESTRICTION CODES

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

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

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]

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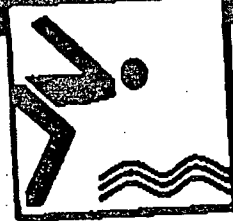
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THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

701 PENNSYLVANIA AVENUE, N.W. · ROOM 25D · WASHINGTON, D.C. 20004

TEL 202-272-3421 · FAX 202-504-2064



2/5

Katy - Some
particulars about
the forthcoming Surgeon
General's Report FYI

FACSIMILE

NAME: KATY BATTON - Office of First Lady
CITY: _____
FAX NUMBER 456-6244
FROM: John O'Leary 272-3432 (voice)
TOTAL NUMBER OF PAGES 4 INCLUDING COVER SHEET.

Lissa-

This is good info because
the study was commissioned
before Koop's program was
announced.

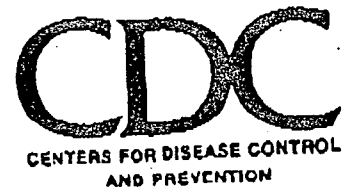
-Katy



THE PRESIDENT'S COUNCIL
ON PHYSICAL FITNESS
AND SPORTS



OFFICE
OF THE
SURGEON
GENERAL



NEWS FROM THE OFFICE OF THE SURGEON GENERAL

FOR IMMEDIATE RELEASE

October 24, 1994

Contact: Mike Russell (OSG) 202-690-6467
John Livengood (CDC) 404-488-5532
John O'Leary (PCPFS) 202-272-3432

SURGEON GENERAL'S REPORT TO DOCUMENT LINK BETWEEN PHYSICAL ACTIVITY AND IMPROVED HEALTH

Study Expected to Encourage Americans to be More Physically Active

Washington, D.C. — U.S. Surgeon General M. Joycelyn Elders, the Centers for Disease Control and Prevention (CDC), and the President's Council on Physical Fitness and Sports (PCPFS) today announced the commissioning of a report summarizing the growing body of scientific evidence demonstrating the wide range of health benefits that stem from even modest amounts of regular physical activity.

The report, the first on physical activity by the Office of the Surgeon General, is being developed by the CDC in collaboration with the PCPFS, representing the Surgeon General. The report will be released in the spring of 1996, at a time of increased public awareness of physical activity while the U.S. prepares to host the Olympic Games. Previous reports by Surgeons General on national health risks, such as reports on the hazards of tobacco, have had a major impact on public awareness and have affected government and private sector policies to improve the nation's health.

The CDC and PCPFS have long advocated that physical activity be an integral part of each person's daily schedule. While the health benefits attributable to regular physical activity are significant, other economic and social benefits such as improved employee performance, reduced absenteeism, improved work attitudes, and increased productivity all have been shown to result from even modest levels of regular physical activity. Organized sports programs for children and adolescents have often been credited with reduced crime and violence, as well as diminished teen pregnancy rates and improved academic performance.

On the other hand, physical inactivity is a primary risk factor that can lead to heart disease, obesity, and other health related problems. At least 400,000 deaths per year are attributed to physically inactive lifestyles and unhealthy diets. Further illustrating the need for the report is a national study showing that although there is a greater awareness of the risk of being overweight, more Americans are nevertheless at least 20 percent above their desirable weight.

"I hope this report will clarify any lingering doubts that Americans have about the benefits of physical activity," said Dr. Elders. "We in the Public Health Service hope to use this landmark document to heighten the awareness of the benefits of physical activity compared to the harmful effects of leading a sedentary life. It's not enough to know we should exercise. We've got to motivate people to get them moving."

The Department of Health and Human Services has identified physical activity and fitness as the first of 21 priority areas in *Healthy People 2000: National Health Promotion and Disease Prevention*. The PCPFS is coordinating the national effort to achieve physical activity and fitness objectives by the year 2000. The CDC is Science Advisor to the Healthy People 2000 program.

The final conclusions and recommendations the report will make are not yet known, but many health and fitness specialists feel the evidence linking physical activity and health is strong.

"This is one of a number of initiatives the Centers for Disease Control and Prevention is undertaking that will have a great potential to positively influence the behavior of all Americans," said CDC Director David Satcher. "We believe that this report will motivate people, young and old, to appreciate both the benefits and the sheer pleasure of physical activity, but we intend to let the facts speak for themselves."

"While the report has yet to be written," said Sandra Perlmutter, Executive Director of the PCPFS, "we fully anticipate that it will overwhelmingly conclude that regular physical activity and fitness add immeasurably to our national and personal health. A conscious decision to become physically active as part of one's lifestyle can add quality years to a person's life and contribute immeasurably to a person's health," Perlmutter stated.

The CDC has been active in the fight against disease for almost half a century. Established as the Communicable Disease Center in 1946 in Atlanta, Georgia, CDC is the agency of the Public Health Service (PHS) that has led efforts to prevent such diseases as malaria, polio, smallpox, toxic shock syndrome, legionnaire's disease, and more recently, AIDS and tuberculosis. CDC's responsibilities as the nation's prevention agency have expanded over the years and will continue to evolve as the agency addresses contemporary threats to health, such as injury, environmental and occupational hazards, behavioral risk, and chronic diseases.

The PCPFS serves under the Office of the Surgeon General as part of the PHS. It serves as a catalyst to promote, encourage and motivate the development of physical fitness and sports participation for all Americans of all ages. It enlists the active support and assistance of individual citizens, civic groups, private enterprise, voluntary organizations, and others in efforts to promote and improve physical activity and fitness of all Americans and to inform the general public of the importance of exercise and the link which exists between regular physical activity and good health.

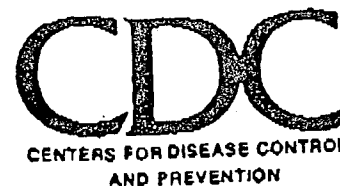
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THE PRESIDENT'S COUNCIL
ON PHYSICAL FITNESS
AND SPORTS



OFFICE
OF THE
SURGEON
GENERAL



HEALTH BENEFITS OF REGULAR PHYSICAL ACTIVITY

INFO SHEET

FROM A SAMPLING OF SURVEYS AND STUDIES

- Reduced risk of heart attack and stroke.
- Significantly lower mortality rates among the more physically active.
- An increase in "good" (HDL) cholesterol
- Improved ability to control and maintain healthy weight.
- Physical activity such as walking or jogging can help reduce bone loss and prevent osteoporosis in women.
- A reduction in stress levels.
- Dramatically increased chances of survival for people with high blood pressure who exercise even moderate amounts.
- A 50 percent lower risk of colon cancer among men who lead physically active lives, such as two hours a week of jogging or tennis, or walking ten miles a week.
- The onset of diabetes in adults can be delayed by regular exercise, even as little as once a week.
- Improved productivity.
- Improved flexibility and strength.
- A 60 percent lower risk of breast cancer for women of childbearing age who exercise an average of four hours a week.

and Nutrition Service (FNS) of the Department of Agriculture. At the state level, the state department of education generally administers the program. Although School Breakfast is an entitlement program; schools must choose to offer it in order for children to participate. Twenty-one states have passed laws that require certain schools to offer the program.

While participation in the School Breakfast program has increased steadily over the last several years -- the program serves 5.8 million meals per day, in over 60,500 schools -- only 65 percent of schools that participate in the School Lunch program offer School Breakfast. School boards and schools without the School Breakfast program cite problems with bus schedules, costs, ideological reservations, and a lack of knowledge about the program.

Status of Federal Food Assistance Programs

Through a network of food assistance programs, including the School Breakfast and Lunch programs, the WIC program, and the Food Stamp program, USDA food assistance reaches more than one in six Americans. The Clinton Administration has improved access and expanded the reach of many federal anti-hunger programs, including:

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.

Nationwide, more than 27 million needy Americans benefit from the Food Stamp program. Although participation has been decreasing in recent months, more than 7.5 million people were added to the rolls in the last decade. Eighty percent of program benefits go to families with children.

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

The Department of Agriculture has put a strong emphasis on the link between access to food and access to a healthy diet. Nationwide, 25 million school children eat a school lunch, and more than five million eat a school breakfast each day -- yet a national USDA study found that meals served in schools fail to meet health and nutrition standards. The USDA found that according to the Dietary Guidelines for

Americans, school meals exceed the nutritional standards for fat by 25 percent, for saturated fat by 50 percent and for sodium by 100 percent.

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.

According to the USDA, the "School Meals Initiative for Healthy Children" marks the most significant program improvements since President Truman founded the School Lunch Program in 1946. The initiative was included in the Child Nutrition Reauthorization legislation passed by Congress in October 1994.

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 Administration is also committed to the expansion of the Summer Food Service Program, which operates in low-income neighborhoods to ensure that needy children have access to nutritious meals when school is out of session. The Department of Agriculture has initiated a major campaign to increase the number of Summer Food Service Program sponsors (schools, churches, community centers, etc.) for FY 1996.

Outreach

In 1993, the Agriculture Department sponsored a National Hunger Forum to examine the causes and discuss solutions to hunger and food insecurity in America. Since then, the USDA has sponsored a series of regional hunger forums in Texas, Ohio, Vermont and Missouri, and has convened four national roundtables on the nutritional needs of the minority population in Washington, Atlanta, Chicago and Los Angeles.

III. PARTICIPANTS

Greeters

Tom Ryder, President, Establishment Services Worldwide American Express Travel
Related Services Company
Bill Shore, Founder and Executive Director, Share Our Strength
Geneva Williams, Principal, Benning Elementary School
Congresswoman Eleanor Holmes Norton

Satellite Feed

HRC

15 first-place Benning Elementary poster contest winners (one from each class)

CONTROL AND PREVENTION AND THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS. WE ANTICIPATE THIS IMPORTANT SURGEON GENERAL'S REPORT IN THE SPRING OF 1996.

- THIS SURGEON GENERAL'S REPORT WILL SUMMARIZE THE GROWING BODY OF SCIENTIFIC EVIDENCE DEMONSTRATING THE WIDE RANGE OF HEALTH BENEFITS THAT STEM FROM EVEN MODEST AMOUNTS OF REGULAR PHYSICAL ACTIVITY. WE ARE DELIGHTED TO RECOGNIZE THAT SURGEON GENERAL ELDERS HOLDS PHYSICAL ACTIVITY AS AN IMPORTANT HEALTH PRIORITY.

- THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS, THROUGH SUCH ENDURING AND AMBITIOUS PROGRAMS AS *THE PRESIDENT'S CHALLENGE*, A SCHOOL BASED FITNESS RECOGNITION PROGRAM IN WHICH OVER 28,000 SCHOOLS NATIONWIDE PARTICIPATED. OVER 1.7 MILLION AWARDS WERE DISTRIBUTED TO CHILDREN SIX THROUGH 17, INCLUDING CHILDREN WITH SPECIAL NEEDS.

- THIS ADMINISTRATION CONTINUES ITS EMPHASIS ON PROTECTING AND IMPROVING HEALTH WITH THE *HEALTHY PEOPLE 2000* INITIATIVE OF THE PUBLIC HEALTH SERVICE, TO IMPROVE THE HEALTH OF ALL AMERICANS THROUGH AN EMPHASIS ON *PREVENTION*, AND NOT JUST THE TREATMENT OF HEALTH PROBLEMS. FORMING THE CORNERSTONE OF THIS EFFORT ARE NATIONAL HEALTH OBJECTIVES TO REDUCE PREVENTABLE DEATH, DISEASE AND DISABILITY. THE PHYSICAL ACTIVITY AND FITNESS PRIORITY TOPS THE LIST OF 22 PRIORITY AREAS TARGETED FOR IMPROVEMENT BY THE YEAR 2000.

- WE APPLAUD THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS IN ITS ROLE AS A CATALYST TO PROMOTE, ENCOURAGE, AND MOTIVATE THE DEVELOPMENT OF PHYSICAL FITNESS AND SPORTS PARTICIPATION FOR ALL AMERICANS OF ALL AGES. BY ITS WORK TO ENCOURAGE AND MOTIVATE INVOLVEMENT AND ACTIVE PARTICIPATION IN SPORTS, EXERCISE AND OTHER PHYSICAL ACTIVITIES, THE PRESIDENT'S COUNCIL IS PLAYING A PIVOTAL ROLE TO MAKE ALL AMERICANS HEALTHIER, AND MORE PHYSICALLY FIT.

REV. 12/2 4:52 PM
TALKING POINTS FOR FIRST LADY
FOR SHAPE UP AMERICA EVENT

- THE WARNING SIGNS ABOUT THE HEALTH DANGERS IN THE LIFESTYLES OF ALL TOO MANY AMERICANS ARE APPEARING EVER MORE FREQUENTLY, AND THEIR MESSAGE IS CLEAR:

UNLESS THE MILLIONS OF AMERICANS WHO LEAD LARGELY SEDENTARY LIFESTYLES TURN A NEW PAGE AND RESOLVE TO BE MORE PHYSICALLY ACTIVE, THEY STAND A MUCH GREATER RISK OF FALLING PREY TO A MULTITUDE OF *PREVENTABLE* HEALTH PROBLEMS THAT AT BEST ARE UNPLEASANT, AND AT WORST ARE DISABLING, PAINFUL, COSTLY AND EVEN FATAL.
- EACH DAY, IT SEEMS, BRINGS NEWS OF ANOTHER STUDY TELLING US OF THE GROWING INCIDENCE OF OBESITY, HEART DISEASE, OSTEOPOROSIS, HYPERTENSION, HIGH BLOOD PRESSURE, AND ELEVATED CHOLESTEROL TO NAME BUT A FEW.
- BUT TAKE HEART. WE HAVE WITHIN OUR GRASP THE RESOURCES AND THE WHEREWITHAL NOT ONLY TO CONFRONT THIS BLEAK SCENARIO HEAD-ON, BUT TO PREVENT IT FROM SPREADING EVEN FURTHER.
- THERE IS A PRESSING NEED TO CHANGE THIS COUNTRY'S MINDSET REGARDING PHYSICAL ACTIVITY, SPORTS, RECREATION AND FITNESS FROM THAT OF A SPECTATOR TO THAT OF A PARTICIPANT.
- EACH OF US MUST QUITE SIMPLY BE PERSONALLY RESPONSIBLE FOR THOSE PARTS OF OUR LIFESTYLES THAT WE CAN READILY DO SOMETHING ABOUT. THE RESPONSIBILITY FOR GETTING PHYSICALLY ACTIVE — AND STAYING PHYSICALLY FIT — STARTS WITH OURSELVES.
- WE CAN — AND SHOULD — LOOK TO OTHERS FOR GUIDANCE AND HELP, BUT WE HAVE NOWHERE ELSE TO LOOK BUT TO *OURSELVES* FOR THE STATE OF OUR OWN PHYSICAL FITNESS.

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

[Acknowledgements]

It's a privilege to have all of you here today, and it's a particular privilege to share the stage with Dr. Koop. I say that because I have never meant anyone who has not only been involved in but been a leader on so many important health issues.

We all 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 career, it's no surprise that he is now turning some of that boundless energy to another worthy cause: physical fitness.

Encouraging Americans to be adopt healthy lifestyles is an issue the President cares 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 a young adult who's not healthy you can't enjoy social and recreational activities. If you're an adult who's not healthy you can't work to your fullest. So it's hard to be a happy, productive, fulfilled person if you are not in good physical health. And if we don't have healthy and productive citizens, as a nation we'll have more difficulty retaining our stature in the world.

One reason the President is committed to working for health care reform is to ensure that Americans have preventive care -- care designed to keep us healthy rather than treat us once we've gotten sick. The Administration also is working on other programs that encourage and promote good health -- everything from child immunizations to a public education campaign about food, nutrition, and fitness.

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

So 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 what it feels like to lose one's willpower, especially during this holiday time of year.

[personal story about your food weaknesses, or frustrations at not getting enough exercise]

[example of asians and low cholesterol diet?]

There are so many aspects of life we have no control of. But this is one area of life where we can exert some control. We can be more conscientious about what we eat -- whether it is too much or too little. About how much we exercise. About whether we are fundamentally in good shape or not.

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Lissa -

[001]

I've left you everything I have about the Shape Up event in case you decide to work on it today or over the weekend. Relevant statistics are in the two books underneath this note (useful pages indicated by post-its).

I'll be working on Peace Links and anticipate being able to finish that Monday morning. I still don't know the order of speakers and exactly what the purpose of her remarks are. I can write what I think she'd probably say about the organization, Betty Bumpers, etc., and then incorporate the rest when I know more. (Liz was gone for the day when I went over to ask.)

Please call me at [P6/b(6)] if you need to inform me of any changes or any new developments.

Kathy



Dec. 6

SHAPE UP AMERICA! HEALTHY WEIGHT FOR LIFE

The Problem

Too many Americans today are seriously overweight and out of shape. And they are paying the price in increased health care costs.

According to recent federal government statistics:

- An estimated 34 percent of Americans were overweight in 1991 -- up from 26 percent in the 1970s
- Today, 35 percent of white females, 60 percent of African-American females, 40 percent of Hispanic females, and 32 percent of men of all races are overweight or obese
- Childhood obesity has increased dramatically in the past two decades, with 27 percent of children ages 6-11 and 22 percent of teenagers significantly overweight

As a result, health care costs related to an unhealthy weight and a sedentary lifestyle are now at an estimated \$70 billion a year, according to a Harvard Medical School study. And since being overweight is directly linked to five of the 10 leading causes of death in the U.S. -- heart disease, some forms of cancer, diabetes, stroke and atherosclerosis -- it is likely that the price tag for the conditions related to unhealthy weight will continue to rise.

What these findings make very clear is that addressing the problems of unhealthy weight and inactivity cannot wait. Certainly, this is not an issue requiring additional fact-finding before action is taken. Already, there is widespread scientific consensus that poor diet and a lack of exercise contribute to obesity. Further, there is solid evidence that, for the vast majority of people, a weight loss in the range of 10 percent of initial body weight can be achieved and sustained through small changes in dietary habits and increased physical activity. What is more, studies show that in some overweight people, losing as little as two pounds lowers cholesterol while for others, a weight reduction of seven pounds can bring high blood pressure down to normal.

With this solid grounding in scientific fact, what is needed now is a national mobilization that elevates healthy weight as a priority concern. We know that many of the health risks associated with unhealthy weight can be reduced if people eat a sensible, well-balanced diet and undertake appropriate exercise activities that they continue on a long-term basis. Thus, motivating Americans about the importance of these actions will be a very significant step towards preventing one of the most common causes of death and disability in the U.S. today.

Shape Up America! Campaign Overview

Initiated by Dr. C. Everett Koop and his new foundation, Shape Up America! is a high profile national campaign to promote healthy weight and physical fitness in America. Involving a broad-based coalition of industry, medical/health, nutrition, physical fitness, and related organizations and experts, Shape Up America! has three primary objectives:

- Promote a new understanding by Americans of the health importance of achieving and maintaining a healthy weight and increasing physical activity
- Inform Americans of the logical, proven ways to achieve a healthy body weight
- Increase cooperation among national and community organizations committed to advancing healthy weight and increased physical activity as major public health priorities

To achieve these objectives, Shape Up America! will communicate credible, science-based health messages in a distinctive new way that will help people understand the importance of healthy weight and increased physical activity. A key step will be to focus on the health benefits of weight reduction and increased activity, stressing those simple changes in dietary choices and exercise habits that are readily achievable. Shape Up America! also will seek to overcome those barriers to change that have thwarted current public education efforts -- the perceived sense of difficulty in losing weight, misperceptions about physical activity, and the concept of an "ideal" weight. Of equal importance, care will be taken not to focus on physical appearance in such a way as to encourage eating disorders (e.g., anorexia and bulimia) or to demean people who are overweight.

Launched at a White House ceremony on December 6, 1994, Shape Up America! is an ongoing campaign led by Dr. C. Everett Koop, M.D., who will be the ultimate authority and decision maker in all campaign matters. In addition to providing the inspiration and vision for Shape Up America!, Dr. Koop's involvement will ensure that the campaign remains focused on its mission and committed to improving the health of all America.

Shape Up America! Program

The campaign will develop and execute an integrated series of high impact communications and marketing programs to generate broad public interest and involvement. Key elements include:

- New consumer materials that communicate the urgency of healthy weight and increased physical activity, both as public health and personal concerns of Americans
- National media coverage of the campaign -- through Dr. Koop's appearances on national and local broadcast programs and through articles in print publications
- Ongoing advertising, promotion and public relations activities which will help build broad-scale public awareness and involvement in the campaign
- A national television special
- A series of books and videos
- A quarterly newsletter to public health influentials to share information and new ideas
- A national "week" that provides a platform for national and grassroots campaign activities
- National outreach efforts to consumers through retail tie-in programs
- Special programs for public health professionals and those targeted to schools, senior citizens, and other target populations

Campaign Management

Shape Up America! is directed by the C. Everett Koop Foundation, a non-profit corporation, which will function as the clearinghouse for all campaign activities and will serve as a base of operations for Dr. Koop. Further, the campaign is managed by Connecticut Marketing Associates, which oversees all campaign marketing and public education efforts, and is supported by a highly professional and experienced team of advisors from the fields of medicine, public health, nutrition, obesity management, physical fitness, consumer education, and public relations. In addition, a nationwide network of coalition partners, representing the leading associations promoting healthy weight and physical activity issues, will provide grassroots support for the campaign to reach a variety of key audiences.

* * *

INTRODUCTION OF DR. C. EVERETT KOOP
WHITE HOUSE BREAKFAST WITH LEADING DOCTORS
FIRST LADY HILLARY RODHAM CLINTON
SEPTEMBER 20, 1993

DRAFT

It's a pleasure to see all of you here today.

In the past eight months, you have been a crucial voice in articulating the hopes and goals of health care reform. On behalf of those of us at the White House who have benefitted so much from your involvement, let me offer sincere thanks. We really appreciate your commitment as we usher in a new era of health care in America.

In the months ahead, there will be considerable discussion -- probably even fierce debate -- about health care reform. We welcome this attention because we believe a spirited exchange of views will help us reach the goal of health security for every American.

It is with that in mind that we have scheduled a series of forums across the country that will bring together doctors and other local and national health care leaders to discuss various aspects of reform.

Our hope is that these forums will serve as sounding boards for doctors who want to share their ideas about change -- and as classrooms for ordinary citizens who want to learn more about our health care system.

It is our good fortune that Dr. C. Everett Koop has agreed to lead these panel discussions.

Dr. Koop is one of the most thoughtful, courageous and independent health care leaders in the nation. During almost a decade as our nation's Surgeon General, he moved every American with his powerful messages about the AIDS crisis, the perils of smoking, and the murderous plague of urban violence.

For many years, Dr. Koop has campaigned to reform the health care system. He has been a passionate advocate of primary and preventive care, of universal coverage, and cost containment. He has helped foster a new philosophy of medical education that asizes better communication between doctors and patients. And -- always -- he has stirred the consciences of all Americans by prodding each of us to be more responsible for our own health.

Dr. Koop's unwavering dedication to improving our individual and collective health makes him uniquely qualified to moderate a national health care discussion in the months ahead. We are pleased to have him with us today.

320 East 43rd Street
New York, New York 10017
Telephone: (212) 953-1900
FAX: (212) 687-2339

American Health Foundation



October 26, 1994

OFFICE OF THE PRESIDENT

FAX 1 202 456 2317

1 page

Ms. Julie Hopper
Office of Advance & Scheduling
For the First Lady
1600 Pennsylvania Ave., N.W.
OEOB, Rm. 185-1/2
Washington D.C. 20500

Dear Ms. Hopper:

Further to my planned meeting with Mrs. Clinton, there may be the possibility that I might come to Washington at the same time when Dr. C. Everett Koop makes his national presentation together with President Clinton and Mrs. Clinton on his "Shape Up America" campaign. This would be a day during which, separate from this event, of course, if I could make the presentation of the American Health Foundation's Youth Health Report Card to the First Lady, and at the same time briefly discuss with her not only our efforts in comprehensive school health education but also the extent to which we believe preventive medicine should be a part of national health reform, I would be pleased to do so. I will return from my around-the-world trip the middle of November and would available after November 18th to come to Washington. If you think it would be suitable to be there the same time as Dr. Koop, please check with my secretary Clara Horn as to specific dates.

With best wishes, I am

Ernst L. Wynder, M.D.

ELW:CH, 10506

Shape
up Ernst

(need to
incorporate
Dr. Wynder)

SM
- copy to Patti
- org. to Julie
Julie
POB
follow-up

11/17/94

MEMORANDUM TO DISTRIBUTION

FROM: SARAH FARNSWORTH

RE: SHAPE UP EVENT
=====

Attached is a summary of what was discussed at today's planning meeting regarding the SHAPE UP event scheduled for Tuesday, December 6 with the First Lady and Dr. Koop.

As discussed, most of the Social Office staff will be in Miami on Dec. 6 preparing for the Summit, thus, Ron Keohane with great support from Nicole Rabner, will be the advance person for this event.

Please let me know of any questions. Thanks.

DISTRIBUTION:

R. Dickey	S. Grote
N. Lattimore	N. Rabner
P. Solis	A. Stock
M. Verveer	G. Walters

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. paper	Secret Service (Partial) (1 page)	11/17/1994	b(7)(E)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Speechwriting
OA/Box Number: 8170

FOLDER TITLE:

HRC [Hillary Rodham Clinton]/Shape Up America 12/6/94 [2]

2012-1004-S

ms548

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SHAPE UP EVENT W/FLOTUS
Tuesday, Dec. 6
South Lawn

[002]

PLANNING MEETING SUMMARY
11/17/94

GUEST LIST

Contact: Nicole Rabner

9 a.m. Guests invite time at East Appts Gate.

(b)(7)(e)

(b)(7)(e)

Escorts

will need to be available to escort in groups from East Reception Room.)

Max guests: 80

List cleared to WAVES by Nancy Burke at WHSO no later than Monday, Dec. 5 at 10 a.m.

SET UP

Contact: Gary Walters, Ron Keohane

Stage for three speakers seated and easel for chart provided by Shape Up. Stage location to be reviewed by Neel and Sarah F.

Chairs in audience for 80 (or final guest count). Reserved seats to be provided by Nicole (probably the sponsors of the campaign and any reps from the Presidents Council).

Backdrop will be the WH. Banner is being made by Shape Up Campaign for rain site or if desired outside site.

PRESS

Contact: Neel Lattimore

Open press. Neel to notify Ushers Office of amount of press risers needed and location. WHCA to provide feed.

RAIN/INCLEMENT WEATHER PLAN

OEOB 450 is the inclement weather site to be reserved by SF. The site decision should be made

SPEAKING PROGRAM

Contact: Melanne Verveer, Ron Keohane

9:15 Dr. Koop and tbd rep from Presidents Council meet in the Diplomatic Reception Room. (Nicole Rabner to clear in West Lobby and escort to Dip Rm).

9:15 HRC has event briefing in Map Room. (Contact: Melanne Verveer) After event briefing, HRC proceeds to Dip Rm to greet Dr. Koop and tbd speaker.

9:30 HRC, Dr. Koop and tbd are announced from Dip Rm and proceed to stage.

Speaking order:

- tbd makes remarks and intros Dr. Koop (3 min)
- Dr. Koop makes remarks and intros HRC (5 min)
- HRC makes remarks, exits stage and works ropeline (10 min)

10:00 After speaking program, Dr. Koop and tbd are escorted by ___ to N. Grounds for interviews. (if desired/coordinated by press office)

** Remarks to be coordinated by Lissa.

All guests exit SE gate.

NOTE: Tours will be occurring inside the Residence.



Dec. 6

SHAPE UP AMERICA! HEALTHY WEIGHT FOR LIFE

The Problem

Too many Americans today are seriously overweight and out of shape. And they are paying the price in increased health care costs.

According to recent federal government statistics:

- An estimated 34 percent of Americans were overweight in 1991 -- up from 26 percent in the 1970s
- Today, 35 percent of white females, 60 percent of African-American females, 40 percent of Hispanic females, and 32 percent of men of all races are overweight or obese
- Childhood obesity has increased dramatically in the past two decades, with 27 percent of children ages 6-11 and 22 percent of teenagers significantly overweight

As a result, health care costs related to an unhealthy weight and a sedentary lifestyle are now at an estimated \$70 billion a year, according to a Harvard Medical School study. And since being overweight is directly linked to five of the 10 leading causes of death in the U.S. -- heart disease, some forms of cancer, diabetes, stroke and atherosclerosis -- it is likely that the price tag for the conditions related to unhealthy weight will continue to rise.

What these findings make very clear is that addressing the problems of unhealthy weight and inactivity cannot wait. Certainly, this is not an issue requiring additional fact-finding before action is taken. Already, there is widespread scientific consensus that poor diet and a lack of exercise contribute to obesity. Further, there is solid evidence that, for the vast majority of people, a weight loss in the range of 10 percent of initial body weight can be achieved and sustained through small changes in dietary habits and increased physical activity. What is more, studies show that in some overweight people, losing as little as two pounds lowers cholesterol while for others, a weight reduction of seven pounds can bring high blood pressure down to normal.

With this solid grounding in scientific fact, what is needed now is a national mobilization that elevates healthy weight as a priority concern. We know that many of the health risks associated with unhealthy weight can be reduced if people eat a sensible, well-balanced diet and undertake appropriate exercise activities that they continue on a long-term basis. Thus, motivating Americans about the importance of these actions will be a very significant step towards preventing one of the most common causes of death and disability in the U.S. today.

Shape Up America! Campaign Overview

Initiated by Dr. C. Everett Koop and his new foundation, Shape Up America! is a high profile national campaign to promote healthy weight and physical fitness in America. Involving a broad-based coalition of industry, medical/health, nutrition, physical fitness, and related organizations and experts, Shape Up America! has three primary objectives:

- Promote a new understanding by Americans of the health importance of achieving and maintaining a healthy weight and increasing physical activity
- Inform Americans of the logical, proven ways to achieve a healthy body weight
- Increase cooperation among national and community organizations committed to advancing healthy weight and increased physical activity as major public health priorities

To achieve these objectives, Shape Up America! will communicate credible, science-based health messages in a distinctive new way that will help people understand the importance of healthy weight and increased physical activity. A key step will be to focus on the health benefits of weight reduction and increased activity, stressing those simple changes in dietary choices and exercise habits that are readily achievable. Shape Up America! also will seek to overcome those barriers to change that have thwarted current public education efforts -- the perceived sense of difficulty in losing weight, misperceptions about physical activity, and the concept of an "ideal" weight. Of equal importance, care will be taken not to focus on physical appearance in such a way as to encourage eating disorders (e.g., anorexia and bulimia) or to demean people who are overweight.

Launched at a White House ceremony on December 6, 1994, Shape Up America! is an ongoing campaign led by Dr. C. Everett Koop, M.D., who will be the ultimate authority and decision maker in all campaign matters. In addition to providing the inspiration and vision for Shape Up America!, Dr. Koop's involvement will ensure that the campaign remains focused on its mission and committed to improving the health of all America.

Shape Up America! Program

The campaign will develop and execute an integrated series of high impact communications and marketing programs to generate broad public interest and involvement. Key elements include:

- New consumer materials that communicate the urgency of healthy weight and increased physical activity, both as public health and personal concerns of Americans
- National media coverage of the campaign -- through Dr. Koop's appearances on national and local broadcast programs and through articles in print publications
- Ongoing advertising, promotion and public relations activities which will help build broad-scale public awareness and involvement in the campaign
- A national television special
- A series of books and videos
- A quarterly newsletter to public health influentials to share information and new ideas
- A national "week" that provides a platform for national and grassroots campaign activities
- National outreach efforts to consumers through retail tie-in programs
- Special programs for public health professionals and those targeted to schools, senior citizens, and other target populations

Campaign Management

Shape Up America! is directed by the C. Everett Koop Foundation, a non-profit corporation, which will function as the clearinghouse for all campaign activities and will serve as a base of operations for Dr. Koop. Further, the campaign is managed by Connecticut Marketing Associates, which oversees all campaign marketing and public education efforts, and is supported by a highly professional and experienced team of advisors from the fields of medicine, public health, nutrition, obesity management, physical fitness, consumer education, and public relations. In addition, a nationwide network of coalition partners, representing the leading associations promoting healthy weight and physical activity issues, will provide grassroots support for the campaign to reach a variety of key audiences.

* * *

Lexis on Koop

Star Tribune Nov. 30, 94

Koop & Time Life Inc. are teaming up to produce videos to help patients cope with serious diseases or medical conditions.

Goal to produce 15 videos by early 1996 that provide objective information that ~~brusque~~ brusque or hurried doctors don't give \$20 a piece sold at drugstores.

Koop - "These videos will encourage patients to ask the right questions, get the right information. It will provide the languishing doctor-patient relationship."

AP Worldstream Nov. 29, 94

They will offer information on illnesses such as heart disease, cataracts, diabetes, arthritis and migraine headaches.

The Record Nov. 29, 94

said there are no "simple" solutions to complex public policy issues; rather "only a series of difficult and potentially painful choices."

- THIS MEANS THAT PARENTS ALSO HAVE TO BE RESPONSIBLE FOR MOTIVATING THEIR KIDS TO BECOME MORE PHYSICALLY ACTIVE, AND TO BECOME MORE PHYSICALLY ACTIVE WITH THEIR KIDS.
- PHYSICAL ACTIVITY HABITS NEED TO BECOME LIFETIME HABITS, BECAUSE PHYSICAL FITNESS IS NOT SOMETHING YOU "ACHIEVE" AND THEN MOVE ON TO SOMETHING ELSE. TO KEEP IT YOU HAVE TO KEEP AT IT. BUT THAT DOESN'T MEAN IT HAS TO BE DIFFICULT OR UNPLEASANT. IN FACT, IT CAN BE IMMENSELY ENJOYABLE.
- THERE IS A CRITICAL NEED TO CHANGE THIS COUNTRY'S MINDSET REGARDING SPORTS, PHYSICAL ACTIVITY, RECREATION AND FITNESS FROM THAT OF A SPECTATOR TO THAT OF A PARTICIPANT.
- EVERY KID WHO GETS INVOLVED IN SPORTS OF ANY KIND, WHO GETS IN THE HABIT OF BEING PHYSICALLY ACTIVE NOW, WHO WALKS OR RUNS OR BIKES REGULARLY FOR FUN AND FITNESS, IS A FUTURE ADULT WHO WILL BE HEALTHIER, HAVE A HEALTHIER WEIGHT, AND WHO WILL MAKE FEWER DEMANDS ON THE HEALTH CARE SYSTEM. THAT'S A BIG PLUS NOT ONLY FOR THAT KID, IT'S ALSO A BIG SAVINGS IN THE COST OF THE NATION'S HEALTH CARE BILL.
- ONLY 36% OF AMERICA'S SCHOOL CHILDREN IN GRADES 1-12 ARE ENROLLED IN DAILY PHYSICAL EDUCATION.
- WE AS PARENTS, AS EDUCATORS, AS CITIZENS CONCERNED ABOUT THE HEALTH OF OUR NATION, NEED TO WORK TO ENCOURAGE HEALTHY LIFESTYLES AND HEALTHY HABITS. ONE EFFECTIVE WAY TO ACHIEVE THAT IS FOR SCHOOLS TO ENCOURAGE AND PLACE GREATER EMPHASIS ON PHYSICAL EDUCATION CLASSES AND A WIDE RANGE OF SPORTS PROGRAMS THAT WILL ENGAGE BOYS AND GIRLS, FROM THE ATHLETICALLY TALENTED TO THE PHYSICALLY CHALLENGED.
- THIS ADMINISTRATION HAS RECOGNIZED THE WISDOM OF ENCOURAGING BEHAVIOR THAT IMPROVES AND PROTECTS HEALTH.
- RECENTLY, THROUGH LEADERSHIP OF THE SURGEON GENERAL, DR. ELDERS, A REPORT ON PHYSICAL ACTIVITY AND HEALTH WAS COMMISSIONED, IN COORDINATION WITH THE CENTERS ON DISEASE

- IN ADDITION TO THE PCPFS, THE ADMINISTRATION APPRECIATES THE ACCOMPLISHMENTS OF THE CNETERS FOR DISEASE CONTROL AND PREVENTION, THE NATIONAL INSTITUTES OF HEALTH, AND THE DEPARTMENT OF AGRICULTURE, AS WE STRIVE TO INSTILL GOOD FITNESS AND NUTRITION HABITS IN ALL AMERICANS.
- WE NEED TO PLACE GREATER EMPHASIS ON *LIFETIME* PHYSICAL FITNESS ACTIVITIES FOR THE DEVELOPMENT OF STRENGTH AND FLEXIBILITY FOR BETTER HEALTH AND QUALITY OF LIFE.
- PHYSICAL ACTIVITY IS AN "EQUAL OPPORTUNITY EMPLOYER." FOR SENIOR CITIZENS AND FOR CHILDREN, FOR MINORITIES, FOR PERSONS WITH DISABILITIES, FOR WOMEN AND GIRLS, FOR MEN AND BOYS — REGULAR PHYSICAL ACTIVITY, EVEN IN MODERATE AMOUNTS, HAS BEEN SHOWN AGAIN AND AGAIN TO PROTECT AND IMPROVE HEALTH AND QUALITY OF LIFE.
- FOR OUR CHILDREN, INVOLVEMENT IN SPORTS — ESPECIALLY GRASS ROOTS SPORTS PROGRAMS — DOES SO MUCH MORE THAN JUST ENGAGE YOUNG PEOPLE IN PHYSICAL ACTIVITY. BUT THAT ALONE IS OF IMMENSE VALUE TO OUR CHILDREN AND TO OUR NATION. INVOLVEMENT IN SPORTS ALSO TEACHES IMPORTANT VALUES AND LIFE SKILLS LIKE RESPECT FOR OTHERS, TEAMWORK, LEADERSHIP, SELF ESTEEM. SO THEY DO MORE THAN BUILD SOLID BODIES. THEY BUILD SOLID CITIZENS.
- BENEFITS OF EXERCISE :
- MORE ENERGY AND THEREFORE GREATER PRODUCTIVITY.
- IMPROVED HEALTH--REDUCED RISK OF HEART DISEASE, DIABETES, OBESITY, HIGH BLOOD PRESSURE AND SOME FORMS OF CANCER
- INCREASED MUSCLE STRENGTH, ENDURANCE, TONE AND FLEXIBILITY.
- LOSS OF EXTRA POUNDS AND IMPROVED SELF-IMAGE.

12/01/94 15:04

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DEC 03 '94

4:29 No.008 P.09

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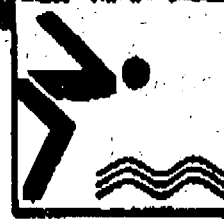
PCPFS

001-002

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

701 PENNSYLVANIA AVENUE, N.W. · ROOM 250 · WASHINGTON, D.C. 20004

TEL: 202-272-3421 · FAX: 202-504-2064



FACSIMILE

NAME:

Katy Button

CITY:

Office of the First Lady

FAX NUMBER

456 - 6244

FROM:

John O'Leary / Sarah Reese

TOTAL NUMBER OF PAGES

3

INCLUDING COVER SHEET.

DRAFT DRAFT DRAFT DRAFT

TALKING POINTS FOR HILARY CLINTON FOR SHAPE UP AMERICA 12/1/94

* The President's Council on Physical Fitness and Sports serves as a catalyst to promote, encourage, and motivate the development of physical fitness and sports participation for all Americans of all ages.

* Only 36% of America's school children in grades 1-12 are enrolled in daily physical education. We need daily PE classes taught by physical education specialists for a minimum of 30 minutes per day.

* There needs to be program emphasis on lifetime physical fitness activities for the development of strength, endurance and flexibility for health, performance, and safety.

* We recommend fitness assessment at least twice a year in our schools and programs designed to accomodate students at all levels of ability and individual capabilities.

BENEFITS OF EXERCISE:

- * More energy and therefore greater productivity.
- * Improved health--reduced risk of heart disease, diabetes, obesity, high blood pressure and some forms of cancer
- * Increased muscle strength, endurance, tone and flexibility.
- * Loss of extra pounds and improved self-image.

* More physically fit individuals make fewer demands on health care.

* A minimum of three workouts per week including 20-40 minutes of aerobic exercise, two 20-30 minute sessions of muscle conditioning, and 10-12 minutes of daily stretching will produce health benefits.

* Moderate exercise will produce health benefits for the sedentary population.

* The PCPFS sponsors the Presidential Sports Award which honors regular participation in any of 68 different sports and fitness activities as well as the President's Challenge Physical Fitness Award for youth ages 6-17.

* Parents are responsible for motivating their children to become physically active. They are the primary role models with the biggest influence over the activities of their children.

* We as adults can look to others for help and guidance, but ultimately we must look within ourselves to become physically active and fit.

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2012-1004-S

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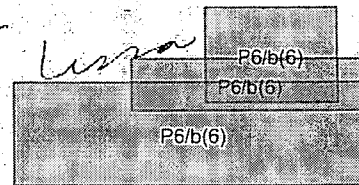
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THE PRESIDENT'S COUNCIL
ON PHYSICAL FITNESS
AND SPORTS

6 Lisa



[003]

PCPFS PROGRAMMATIC UPDATE

November 1994

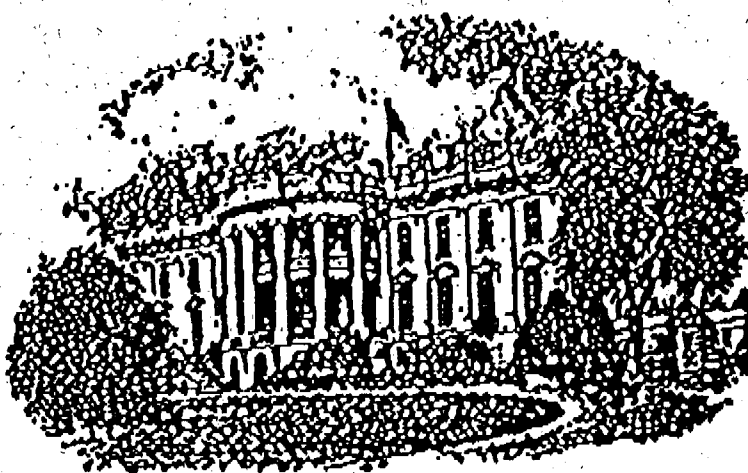
- **Healthy People 2000**—The PCPFS has been identified as the coordinator of the Physical Activity and Fitness objectives of the DHHS nationwide initiative, Healthy People 2000. Physical Activity and Fitness tops the list of 21 priority areas.
- **Building Alliances to Communicate Food, Nutrition and 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).

701 PENNSYLVANIA AVENUE SUITE 250 WASHINGTON, D.C. 20004

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

THE WHITE HOUSE
Office of the First Lady

DATE: 12/3
TO: Lissa
FROM: Katy
RECEIVER FAX: 337-0589
RECEIVER PHONE: 337-3171
NUMBER OF PAGES (INCLUDING COVER SHEET): 11



COMMENTS:

Lissa-
Here is some stuff
for the Tuesday "Shape
Up" event.
-Katy
456-7264

- **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.

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FAX COVER SHEET

[004]

TO: KATY BUTTON 202-456-6244
OFFICE OF THE FIRST LADY
FROM: JOHN O'LEARY
The President's Council on Physical Fitness and Sports
202-272-3432
202-504-2064 (FAX)

KATY - 4 PAGES OF POSSIBLE TALKING POINTS FOLLOW.

I AM FAXING THESE FROM HOME
ANY QUESTIONS.

P6/b(6)

PLEASE CALL IF YOU HAVE