



## PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION



### ABOUT THE COUNCIL

The President's Council on Fitness, Sports & Nutrition (PCFSN) educates, engages and empowers all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. PCFSN is comprised of up to 25 volunteer citizens including athletes, chefs, physicians, fitness and nutrition professionals, and physical educators who are appointed by the President and serve in an advisory capacity through the Secretary of Health and Human Services. The President's Council is co-chaired by NFL quarterback Drew Brees and Olympic gymnast Dominique Dawes. PCFSN develops strategic partnerships to promote programs and initiatives that motivate people of all ages, backgrounds and abilities to lead healthy, active lifestyles.

### 2015 STRATEGIC PRIORITIES

#### FIRST LADY MICHELLE OBAMA'S *LET'S MOVE!* INITIATIVE



PCFSN supports First Lady Michelle Obama's *Let's Move!* initiative to end childhood obesity within a generation. *Let's Move!* is comprised of unique sub-initiatives to ensure that kids born today develop healthy habits that last a lifetime.

#### **LET'S MOVE! ACTIVE SCHOOLS**

PCFSN leads the *Let's Move!* Active Schools (LMAS) sub-initiative. LMAS is a physical activity and physical education solution to ensure 60 minutes of physical activity is the new norm for schools. Active Schools empowers school champions to create early, positive physical activity experiences for students. By 2018, the goal is to reach 50,000 schools. As of May 2015, *Let's Move!* Active Schools supports over 15,000 schools, impacting over 9 million students.

[www.letsmoveschools.org](http://www.letsmoveschools.org)





### PRESIDENTIAL YOUTH FITNESS PROGRAM



The President's Council worked with education and fitness leaders to provide a model for fitness education that includes use of a health-related fitness assessment, as well as educational and motivational tools, to support teachers and empower students to adopt an active lifestyle. The goal of the program is to reach 90% (~90,000) of U.S. public schools by 2020. To date, approximately 30,000 schools are participating in the program, including 22 school districts and the state of Georgia. [www.pyfp.org](http://www.pyfp.org)

### PRESIDENT'S CHALLENGE

PCFSN engages millions of Americans in regular physical activity and good nutrition programs through the President's Challenge. The Council will continue to engage more than 300 President's Challenge Advocates to encourage participation in all of its programs, including the Presidential Active Lifestyle Award (PALA+) and Presidential Champions. In addition, the Council will continue to engage its Science Board and other experts to evaluate the current Adult Fitness Test. [www.presidentschallenge.org](http://www.presidentschallenge.org)



### I CAN DO IT, YOU CAN DO IT!



In 2013, PCFSN revitalized *I Can Do It, You Can Do It!* (ICDI), a health promotion program that partners with K – 12 schools, colleges and universities, and other community-based entities to provide increased access and opportunities for children and adults with disabilities to be healthy, active, and earn PALA+. To date, ICDI is implemented in 76 sites across the country, reaching over 300,000 individuals with disabilities and their families. The goal is to establish at least 100 sites across the nation by 2018. [www.fitness.gov](http://www.fitness.gov)

### COMMIT TO INCLUSION

Commit to Inclusion is a call to action campaign that supports the implementation of the Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Programs and Policies and programming like ICDI to empower people with disabilities to be healthy and active. This collaborative effort among PCFSN, the American Association of Health and Disability, the National Center on Health, Physical Activity and Disability, and the Center on Disability at the Public Health Institute was launched on October 6, 2014, in conjunction with the first ever White House Summit on Improved Health and Fitness for Americans with Disabilities. [www.committoinclusion.org](http://www.committoinclusion.org)



### SCHOOL BREAKFAST



PCFSN continues to partner with USDA's Food and Nutrition Service to promote the School Breakfast Program through a video and print public service announcement campaign featuring many of the Council's members.



### JOINING FORCES FITNESS INITIATIVE



PCFSN continues to support the military by promoting healthy lifestyles to service men and women and their families. In support of this effort, the American Council on Exercise (ACE) and the International Health, Racquet & Sportsclub Association (IHRSA), have committed free personal training hours and free gym memberships for National Guard and Reserve families. [www.fitness.gov/military](http://www.fitness.gov/military)

### OPERATION LIVE WELL

PCFSN is working with the Department of Defense's Operation Live Well to support a personalized wellness platform, UltimateMe, for service men, women and their families. Through this partnership, service men and women at thirteen participating military bases will be encouraged to earn PALA+ through the UltimateMe platform.



### SPORTS FOR ALL

The Sports for All initiative strives to educate Americans of all ages and backgrounds on the social and health benefits associated with sport participation. Sports for All will unite the Council and influential leaders across sectors in a coordinated messaging campaign built on the core theme of "sports for all, play for life." Additionally, in partnership with the HHS Office of Women's Health, PCFSN is managing a literature review on the impact and barriers of sports participation for adolescents based on gender, socio-economic status, race, ethnicity, geography, ability/disability and other factors.

### ACTIVE AGING

The Council's Healthy Active Aging Initiative is aimed at all adults over the age of 50 and will encourage them to continue to embrace physical activity, in some form, throughout their daily lives. We are working with a number of partners in both the federal (public) and private sectors. Our federal partners, the National Institute on Aging, Centers for Disease Control and Prevention, Administration on Community Living, and others, are developing a federal working group on the topic of increasing physical activity in older adults. PCFSN is also playing an active role in the 2015 White House Conference on Aging, especially in relation to the Healthy Aging track of the conference. The Healthy Aging track will help shape how older adults can make healthier choices, and increase their level of regular physical activity. One private sector partner, the Stanford Center on Longevity, signed a memorandum of understanding with PCFSN in July 2014. We are participating in a launch conference in June 2015 to study the state of the science related to fitness and movement while also participating in the 2014-2015 Design Challenge. We are continuing to grow our partnerships with organizations like the National Senior Games Association, the International Council on Active Aging, and AARP. The end goal of this initiative is to improve health outcomes and increase physical activity in the 50+ population.