



# Conference on National Scenic and Historic Trails

**Ed Laskowski, M.D.**

**President's Council on  
Physical Fitness and Sports**

*[www.fitness.gov](http://www.fitness.gov)*





# THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

- **Federal advisory committee of twenty volunteer citizens appointed by the President**
- **Located within the U.S. Department of Health and Human Services (HHS)**
- **Reports to the President through the Secretary of HHS**
- **Recommends ways to encourage and motivate Americans to be physically active and fit**
- **Operations managed by executive director and staff in Washington, DC**



## CURRENT MEMBERS OF THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS





“Better health is an individual responsibility and an important national goal.”

*President George W. Bush*





# PREVENTION: A TOP PRIORITY

MICHAEL O. LEAVITT  
SECRETARY OF HEALTH  
AND HUMAN SERVICES

“I see a world where doctors heal our loved ones when they are sick, but focus more of their energies on keeping them well in the first place.”





## FOUR PILLARS

- Be Physically Active Every Day
- Eat a Nutritious Diet
- Get Preventive Screenings
- Make Healthy Choices/Avoid Risky Behaviors



Almost two-thirds (67%) of American adults are overweight or obese.

In less than 30 years, the prevalence of overweight among children aged 6-19 has tripled.\*

Being overweight has become "the norm."

Source: NHANES 1976-1980 and 2003-2004



# U.S. Physical Activity Participation

Adults: 70% reported that they did not meet the recommendation (at least 30 minutes of moderate activity most days of the week)\*

Children: 65% of high school students reported that they did not meet the recommendation (60 minutes of physical activity five or more days/week)\*\*

\*2005 National Health Interview Survey

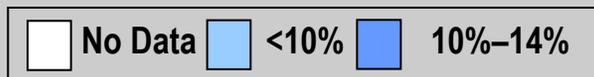
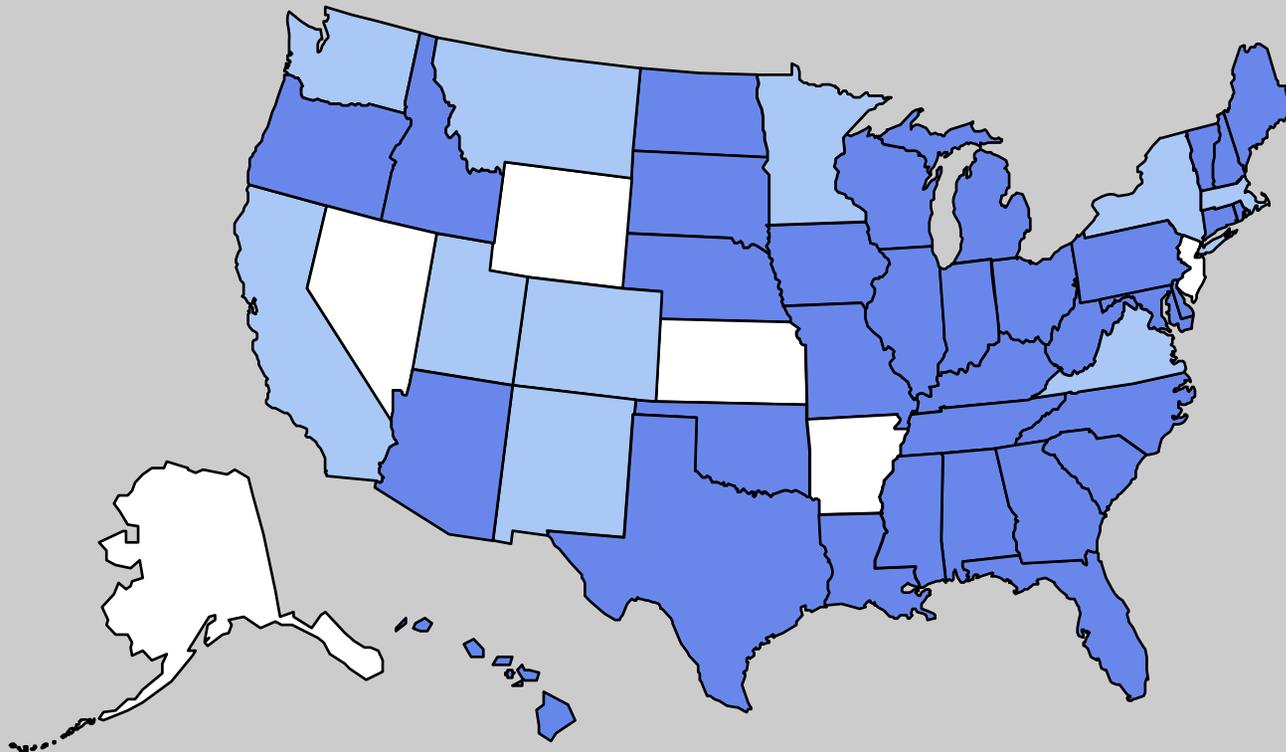
\*\*2005 Youth Risk Behavior Surveillance System





# Obesity Trends\* Among U.S. Adults BRFSS, 1990

(\*BMI  $\geq 30$ , or ~ 30 lbs overweight for 5' 4" person)



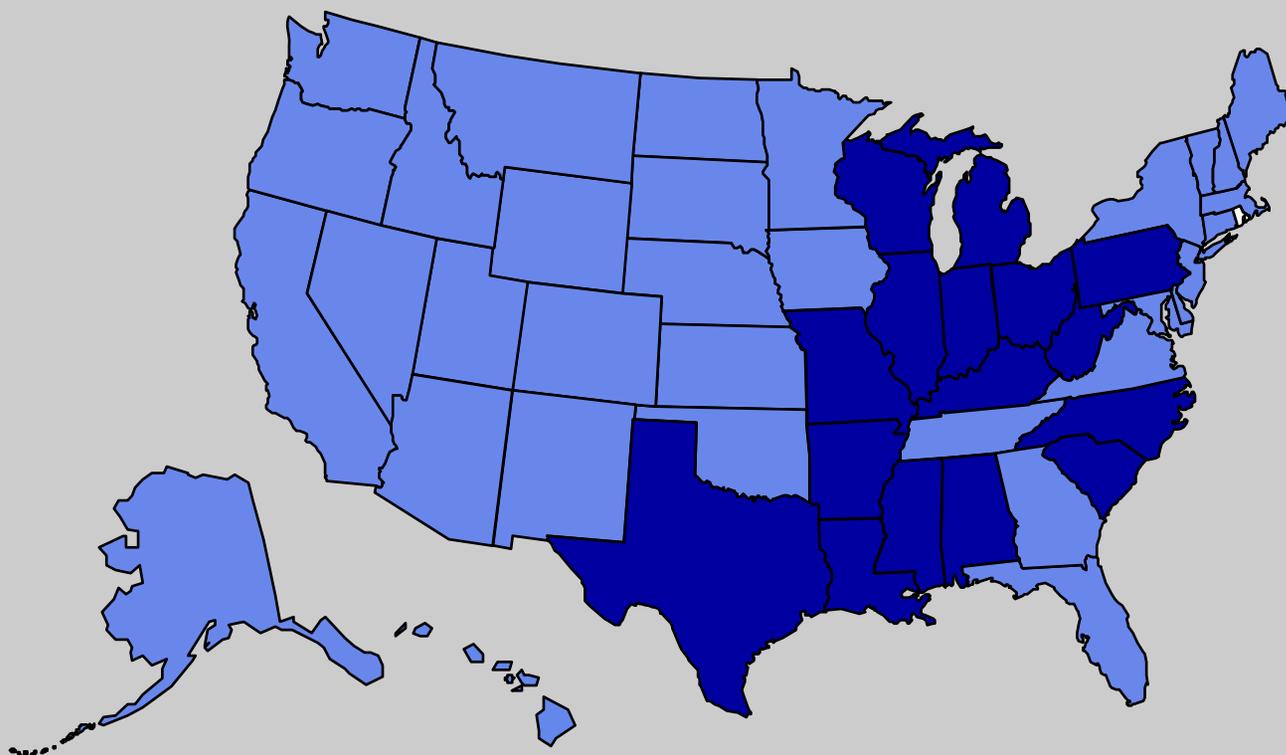
Source: Behavioral Risk Factor Surveillance System, CDC.





# Obesity Trends\* Among U.S. Adults BRFSS, 1994

(\*BMI  $\geq 30$ , or ~ 30 lbs overweight for 5' 4" person)



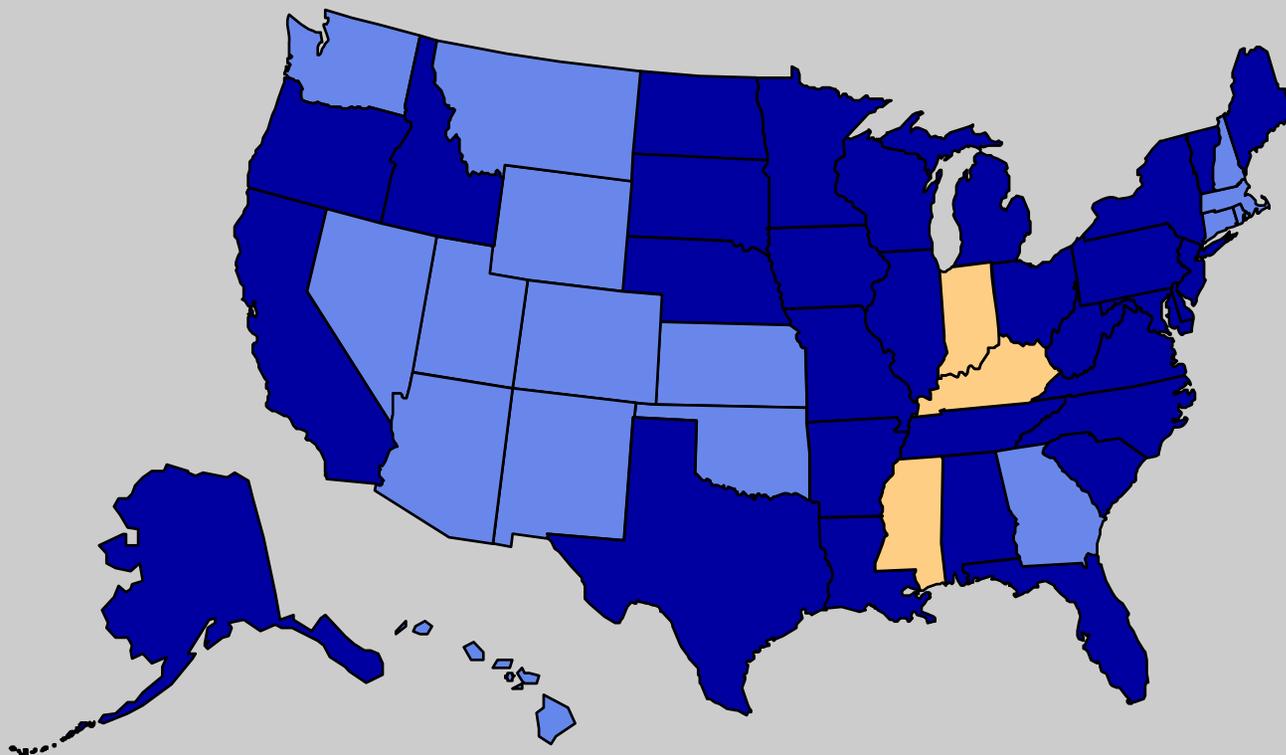
Source: Behavioral Risk Factor Surveillance System, CDC.





# Obesity Trends\* Among U.S. Adults BRFSS, 1997

(\*BMI  $\geq 30$ , or ~ 30 lbs overweight for 5' 4" person)



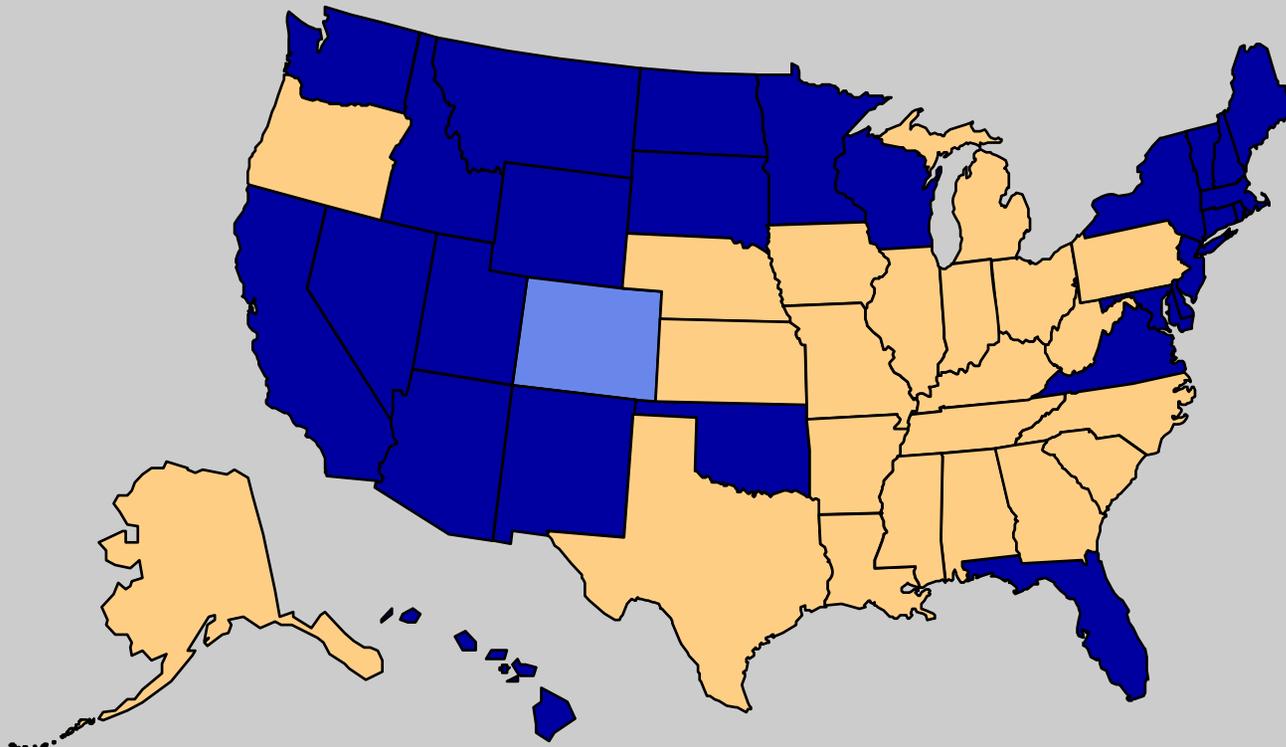
Source: Behavioral Risk Factor Surveillance System, CDC.





# Obesity Trends\* Among U.S. Adults BRFSS, 2000

(\*BMI  $\geq 30$ , or ~ 30 lbs overweight for 5' 4" person)



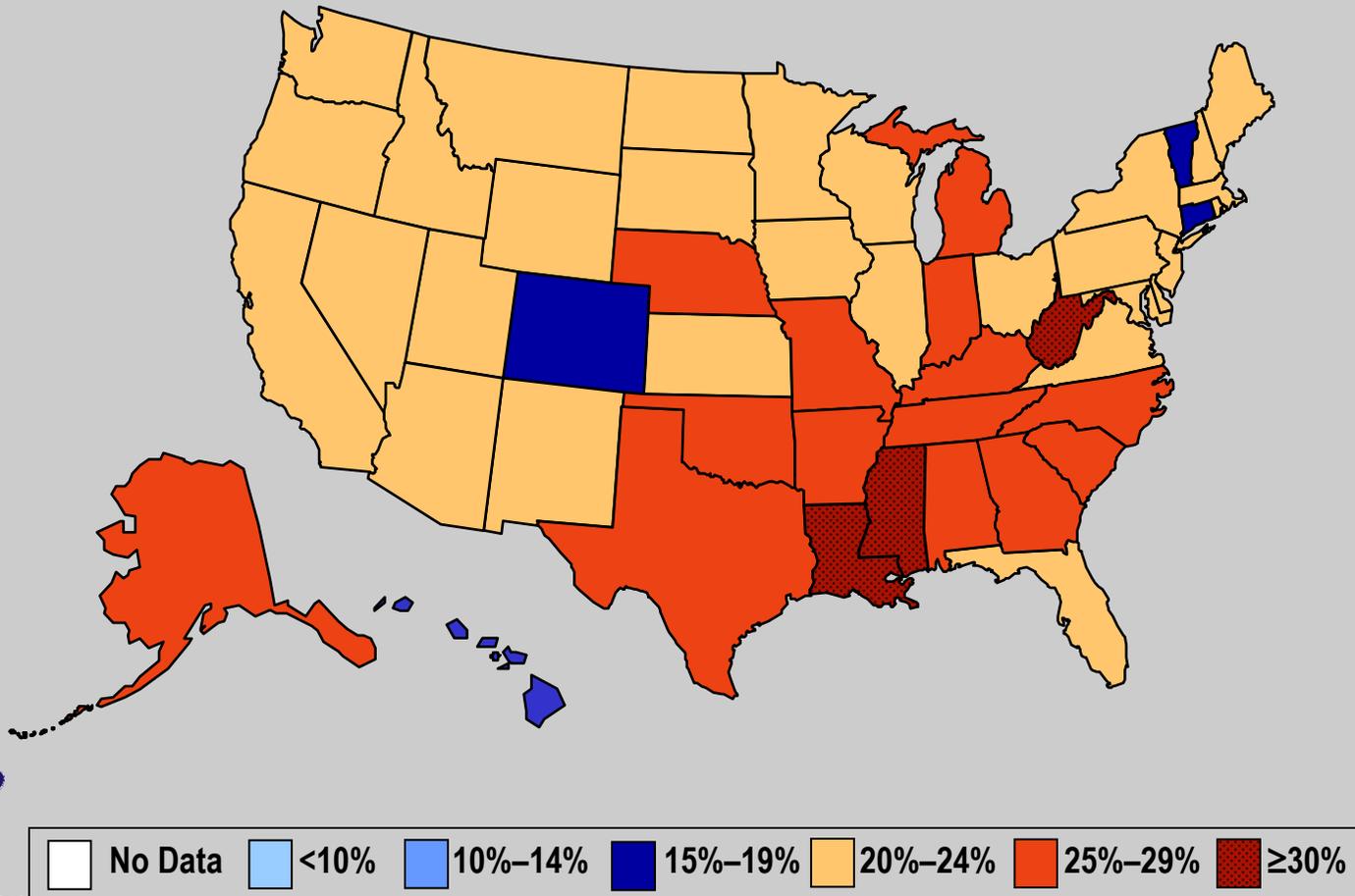
Source: Behavioral Risk Factor Surveillance System, CDC.





# Obesity Trends\* Among U.S. Adults BRFSS, 2005

(\*BMI  $\geq 30$ , or ~ 30 lbs overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.





# COST OF OVERWEIGHT/OBESITY

- \$98-129 billion
- Average annual health care cost is 36% higher for an obese adult



*Source: Partnership for Prevention. (2005). The Economic Burden of Overweight and Obesity.*



## WHAT WILL IT TAKE TO REVERSE THE TREND?

A “seismic shift” involving:

- Corporate America
- Government (Community, State, Federal)
- Scientists and Educators
- Fitness and Sports Professionals and Athletes
- Physical Activity, Health, Fitness, Sports and Recreation Organizations
- Health and Allied Health Care Providers and Insurers
- Media



## A Sampling of HHS Efforts to Reverse the Trend

- **Launch of childhood obesity prevention campaign in partnership with the Ad Council and DreamWorks**
- **Administration of Steps Grants to 40 communities across the U.S.**  
[www.cdc.gov/steps](http://www.cdc.gov/steps)
- **Development and promotion of the 2005 Dietary Guidelines for Americans and the consumer book, *A Healthier You***





## A Sampling of HHS Efforts to Reverse the Trend

- **Development of the Physical Activity Guidelines for Americans (Fall 2008)**  
[www.health.gov/PAGuidelines/](http://www.health.gov/PAGuidelines/)
- **We Can! (Ways to Enhance Children's Activity and Nutrition), a program of the National Institutes of Health**
- **Launch and promotion of the HealthierFeds Physical Activity Challenge, a partnership between the President's Council and the Office of Personnel Management**

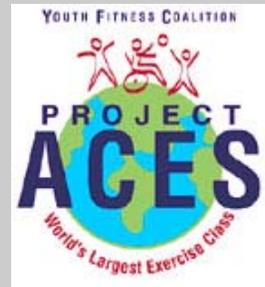




# Additional President's Council Efforts



- Over 300 50th Anniversary Partners to Get America Moving (2006)
- President's Challenge Advocates
- Partners in Science and Education





# Public Health and Recreation Memorandum of Understanding (MOU)

**U.S. Department of Health and Human Services**

**U.S. Department of Agriculture**

**U.S. Department of the Interior**

**U.S. Department of the Army**

**U.S. Department of Transportation**



# The President's Great Outdoors Challenge

Are you ready?



THE PRESIDENT'S CHALLENGE

★ Log-in

To get started, select a group that fits you best:



**KIDS**



**TEENS**



**ADULTS**



**SENIORS**



## TEACHERS

Everything schools & communities need to take the challenge

- FITNESS FILE
- GET MORE INFO

## GROUPS

- ADVOCATES
- COMMUNITY
- CORPORATE
- GROUP ADMIN

## NEWS

Special Message for Teachers  
Recently we sent out a postcard as a friendly reminder...  
[Read more >>](#)

Announcement of New President's Council Awards  
[Read more >>](#)

End of School Year Pedometer Discounts  
[Read more >>](#)

General Mills Sponsorship for Schools  
[Read more >>](#)

You're it. **Get fit!**

It only takes a small change. Instead of telling yourself you can't, tell yourself you can.

The President's Challenge is a program that encourages all Americans to make being active part of their everyday lives. No matter what your activity and fitness level, the President's Challenge can help motivate you to improve.

The President's Challenge Physical Activity and Fitness Awards Program



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



# THE PRESIDENT'S CHALLENGE - 2 PATHS FOR ALL AGES



## The Presidential Active Lifestyle Award (PALA)...

Requires activity 5 days/week for 6 weeks



## The Presidential Champions Program...

Already active? Do more activity, earn awards more quickly.

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



# PRESIDENT'S CHALLENGE

**471,000 Registered Participants**

## **Top 10 Activities**

- 1. Walking**
- 2. Running**
- 3. Bicycling**
- 4. Cardio Machines**
- 5. Weight Training**
- 6. Household Tasks**
- 7. Swimming**
- 8. Aerobics**
- 9. Basketball**
- 10. Pedometer**



# HOW PARTNERS CAN UTILIZE THE PRESIDENT'S CHALLENGE TO PROMOTE PHYSICAL ACTIVITY

Adapt the President's Challenge to your needs



## OUR VISION FOR A HEALTHIER US

- **All Americans are physically active every day for health**
- **All Americans experience the joy of active living**



**PHYSICAL ACTIVITY ...**

**... THE MAGIC PILL!**



# **For more information contact**

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