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TITLE NEWSLETTER.

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President's Council on Physical Fitness & Sports



Washington, D.C. 20201

JUNE 1978

NEWSLETTER

RUN FOR LIFE Scores on National Kickoff

Kickoff of RUN FOR LIFE, the innovative public service running program underwritten by Connecticut Mutual Life Insurance Company, in cooperation with the PCPFS, was held April 12 in New York City's Central Park at Tavern on the Green.

More than 200 members of the press, business leaders, fitness experts were brought together for the national launch, and Olympic gold medalist Frank Shorter led a large group of

celebrities on a fun run through the park.

One of the most comprehensive running programs ever undertaken by a company in the United States, RUN FOR LIFE is primarily designed to help educate and motivate entry-level runners to start and stay with a running program. In addition to the PCPFS, the program has been endorsed by the Road Runners Clubs of America and the National Jogging Association.

Focal point of the program is a 24-page booklet authored by Lenore R. Zohman, M.D., renowned exercise cardiologist and exercise consultant to the American Heart Association and the PCPFS. Dr. Zohman covers key points for beginners to consider in establishing a personal running program and offers expert advice on how to determine if you are healthy enough to run. Dr. Zohman gives instruction on

(See RUN, page 5)



celebrity fun run through Central Park highlighted the national launching of Connecticut Mutual Life RUN FOR LIFE which was led by Olympic gold medalist Frank Shorter, program spokesman (fourth from left). Also show in front, from left, are: Peter Moore, Connecticut Mutual 2d VP; Denis F. Mullane, president; Dr. George Sheehan, Joggers' "guru"; Dick Schaap, NBC sportscaster, and Suzy Chaffee, celebrity skier (far right).

JESSE OWENS AT PARLEY

Union Leaders Urged To Set Fitness Example

Jesse Owens, hero of the 1936 Olympic Games who was voted the outstanding track and field performer of the first half of the 20th century, told an audience of 600 at the recent AFL-CIO Conference on Community Services that "you leaders should be involved in fitness activities and set an example of healthful living for union members."

Owens' appearance at the Washington, D.C. conference was arranged by the PCPFS through the Lincoln-Mercury Division of Ford Motor Company, which the former world record-holder now represents. Owens was joined in the physical fitness portion of the conference program by C. Carson

Conrad, Executive Director of the PCPFS.

John McManus, assistant director of the AFL-CIO's Department of Community Services, said that union leadership was responding enthusiastically to urgings by Owens and Conrad that they make the physical fitness of union members one of their prime concerns. McManus pointed out that the conference audience can carry the fitness message to more than four million working men and women.

Conrad briefly reviewed the fitness revolution that has swept America in the past 20 years and pointed out that it has coincided with a 14% decline in the incidence of fatal heart disease.

(See UNION, page 10)

Walking the Midwest Next

"Walk America" is preparing to step out into a new direction in the national project, cosponsored by the Kinney Shoe Corporation and the President's Council, to get America walking again.

On June 27, the PCPFS was scheduled to kick off Walking in the Midwest, part of the national project

"Walking America" which will be held in 62 major population areas in the United States. Walking in the Midwest will be officially launched with a guided walk through the Chicago lake front, Lincoln Park and New Town.

Other Walks in the Midwest will include tours through Kansas City, Minneapolis, St. Paul, Milwaukee, Columbus, Cleveland and Detroit.

Earlier, Walks in the South were led in their cities by Mayor Maynard Jackson of Atlanta, GA, and Mayor Jim McConn of Houston, TX, who issued official proclamations designating "Walking Tours of America Day." Walks Across Texas also included Dallas, Fort Worth and San Antonio.

In Los Angeles, Mayor Tom Bradley urged all citizens to participate in the Los Angeles Walk, one of 16 guided tours in Walking in the West.

Tour kits for your region may be obtained by writing to Kinney Shoe Corporation, P.O. Box 5006, New York, NY, 10022 (enclose \$1 for postage and handling.) There is a limit of one kit per request. ■

AAFDBI Parley Set

The National Conference on Physical Fitness in Business and Industry will be held September 27-29 at Peachtree Plaza Hotel, Atlanta, GA, sponsored by the American Association of Fitness Directors in Business and Industry in cooperation with the PCPFS.

The conference is open to all individuals concerned with physical fitness in business and industry. For registration information write to the AAFDBI, 400 6th St., SW, Washington, D.C. 20201. Special student registration fee is offered. ■

Workers Challenged To Scale Mount Everest ... Via City Hall Steps

Tulsa, OK, City Hall employees have been challenged to walk up Mount Everest, the world's highest mountain.

Obviously, since the workers can't be expected to travel to Asia to achieve this awesome feat, the city's Park and Recreation Department, sponsors of this novel physical fitness approach, has decided to localize its challenge: the employees would make the ascent using the steps of the 11-story City Hall building—which reaches a height of 164 feet from the basement to the top floor.

According to the department's mathematicians, if an individual walks up the building 177 times, he (or she) would have climbed the height of Mount Everest, which is 29,028 feet high.

Pitch, Hit & Run Contest in Swing

Pitch, Hit, and Run, a national age group baseball program for boys and girls ages 9-12, has been conducting local competition since mid-May.

Pitch, Hit, and Run is sponsored by Thom McAn in cooperation with the PCPFS. Other groups associated with the project include National Recreation and Park Association and major league baseball.

Eight youngsters, two from each of the four age levels, will win expense-paid trips for themselves and their parents to this year's Major League All-Star game on July 11 in San Diego. To win the trip they will first have to survive local, district, and division competitions. The latter will be staged in Hawaii and in 12 major league cities.

The contest is designed to encourage development of hitting, throwing, and running skills. The free "tips book" includes training tips from major league stars, plus a running program and other conditioning drills developed by the PCPFS. ■

CURETON, COOPER, BELL, ORAL ROBERTS U.

Four Receive Top Fitness Awards

Thomas Kirk Cureton, Ph.D., who has been called "the father of physical fitness in America," was among four award-recipients, honored recently for their achievements by the President's Council on Physical Fitness and Sports.

Also cited were Oral Roberts University, Tulsa, OK; Jess A. Bell, Lakewood, OH; and Kenneth H. Cooper, M.D., of Dallas, TX.

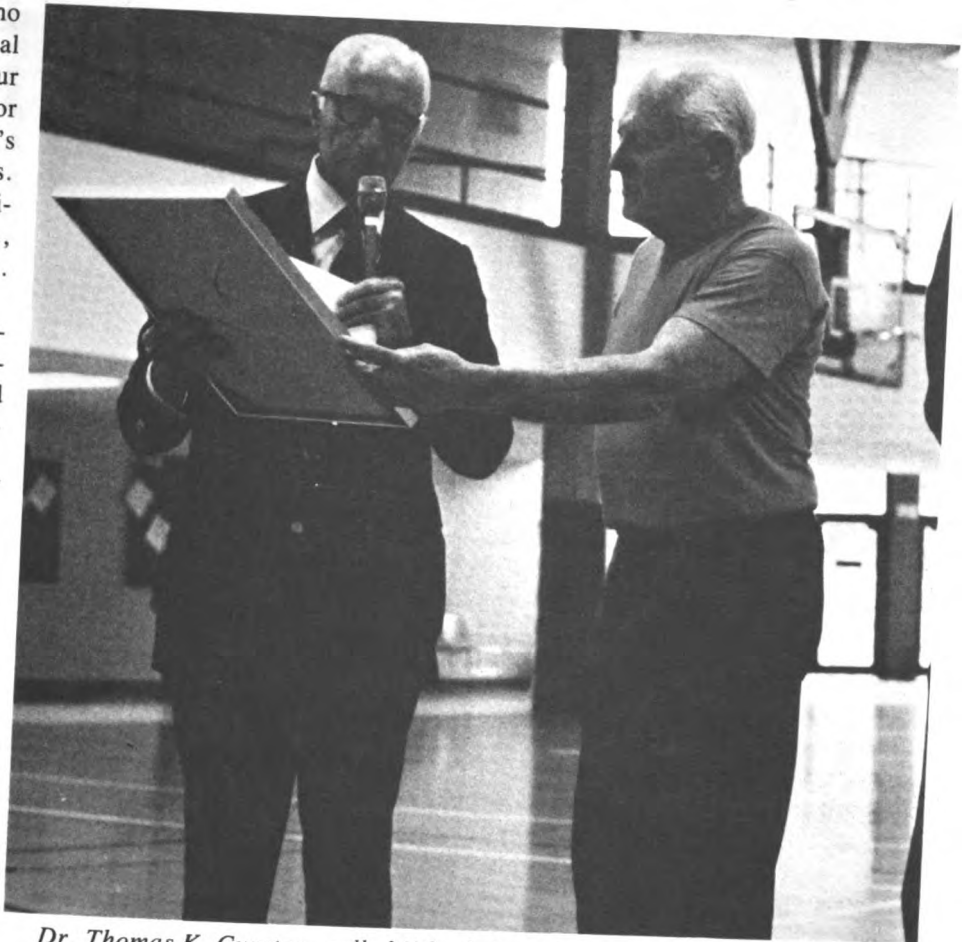
Dr. Cureton was presented the Distinguished Service Award of the President's Council on Physical Fitness and Sports at Tulsa for his pioneering efforts and long-time advocacy of the value of exercise in the maintenance of good health. Now 76, and professor emeritus of physical education at the University of Illinois, he began his campaign in the 1940s to promote regular and vigorous exercise for middle-aged men to avoid heart attacks.

Long a subject of controversy because of his views, Dr. Cureton single-mindedly pushed ahead by administering scientific tests, prescribing exercise programs and conducting research studies which ultimately proved his methods were medically sound.

Dr. Cureton established the university's Physical Fitness Institute and trained approximately 80 doctoral candidates and 500 candidates for masters' degrees. He has written 50 books and 900 articles and is currently coordinating the efforts of 168 writers in the compilation of a 5-volume encyclopedia of physical fitness, physical education, sports, and related subjects. In his youth he was an AAU swimming champion and recently set three national records in AAU Master's swimming competition. Today, he continues to run competitively.

The Honor Award of the President's Council on Physical Fitness and Sports was presented both to Bell, president of Bonne Bell, Inc., Lakewood, OH, and to Dr. Cooper, of Dallas, noted physical fitness advocate/author who introduced the word "aerobics" into the na-

(See FOUR, page 4)



Dr. Thomas K. Cureton, called "the father of physical fitness in America," receives the Distinguished Service Award of the President's Council from C. Carson Conrad, PCPFS Executive Director, at the 1978 Southwest Regional Clinic at Oral Roberts University. After receiving the award in the gym, Dr. Cureton, shown in a T-shirt, led a 1-hour exercise period.

Here's Status Report on S.2727

Here's an update on S-2727, sponsored by Senators Stevens (Alaska); Culver (Iowa), and Stone (Florida), a bill to coordinate all amateur athletics under the U.S. Olympic Committee, which passed the Senate on May 8. A companion bill, H.R. 1226, has been introduced in the House and hearings are expected by the House Judiciary Committee—possibly by the latter part of June.

S.2727, which passed by a voice vote, follows a 2-year study by the President's Commission on Olympic Sports. The bill would expand the char-

ter of the USOC; seeks to make the Committee more responsive to the needs of the athletes; includes methods to settle organizational disputes; finances sports more effectively; and identifies sports problems and seeks solutions. The bill also includes a one-time appropriation of \$30 million for USOC programs.

The Senate agreed to an amendment by Sen. Haskell (Colorado), that would authorize unneeded federal facilities to be turned over to the USOC to be used as training centers for Olympic development activities.



Glenn Swengros, Director of Federal-State Relations for the PCPFS, and Katherine Switzer, first woman to run the Boston Marathon, answer questions from the studio audience during an appearance on WTOP-TV in Washington, D.C. The television session preceded a clinic on physical fitness and nutrition for women at George Washington University, one of five such clinics co-sponsored by the California Raisin Advisory Board and the PCPFS.

(FOUR, cont'd from page 3)

tion's vocabulary. Both presentations, made in Dallas, were made in conjunction with the National Conference on Physical Fitness in Business and Industry.

Bell, president of a \$60 million cosmetics firm, was honored for the "personal example he sets" and the "corporate leadership he provides," according to Capt. James A. Lovell, USN (Ret.), Chairman of PCPFS, who made the presentation. Bell, whose company has one of the most outstanding health and fitness programs in the United States, has sponsored numerous running clinics and competitions for women throughout the country. An avid sportsman, he has also run in many marathons—including the big one in Boston. He recently said, "I plan to run every day for the rest of my life, and I hope I can get lots of people to join me."

Presentation of the Distinguished Service Award in a Tulsa ceremony was also made by C. Carson Conrad, Executive Director of the PCPFS, to Oral Roberts University, which requires all of its students to take PE courses and periodic PF tests.

Conrad lauded the university for its

"strong leadership, exemplary staff, and outstanding programs and facilities." He added that "they set an example that we would like to see other colleges follow, and one which contributes significantly to their goal of developing vital, well-grounded graduates."

ORU insists that its students maintain an acceptable level of fitness and teaches them the principles of exercise physiology and exercise prescription as a mean of encouraging lifelong fitness.

The university's program is unusual in the emphasis it places on cardiorespiratory fitness. Students are expected to engage regularly in some form of endurance exercise and to keep records of their activity.

Students receive a field test measuring 1.5-mile time for men and 1.35-mile time for women twice each semester. Test results indicate that 93% of the male students and 59% of the female students are in good-to-excellent condition, according to the standards set by Dr. Cooper.

ORU which collaborates actively with the PCPFS, recently hosted the Southwest Regional Physical Fitness and Sports Clinic.

RAFER JOHNSON

Ex-Olympian In Hershey Program

Former Olympic decathlon gold medalist Rafer Johnson will serve as spokesman for the 1978 Hershey's National Track and Field Youth Program, according to Hershey Foods Corporation.

The program is being conducted by the National Recreation and Park Association in cooperation with the National Track and Field Hall of Fame and the President's Council. It is underwritten entirely by Hershey Foods Corp.

Nearly 600 youngsters from all 50 states and the District of Columbia will qualify for an all-expenses-paid weekend trip in the Hershey program August 5 in Huntington, W. Va.

Johnson will travel to major cities across the U.S. this summer to coach and encourage youngsters to participate in the program and to promote physical fitness activities.

The program, involving more than two million youngsters across the U.S. is being conducted this summer for boys and girls ages 10 to 15. Children may compete in as many as three track and field events in local, district and state meets.

Johnson won a gold medal both in the Pan American Games and in the 1960 Olympics where he set a world record in the decathlon and was later named Athlete of the Year by many media groups. He has been enshrined in the National Track & Field Hall of Fame and in the Black Athletes Hall of Fame.

A member of a host of groups which promote recreational activities for youngsters, he will assume a familiar role in the Hershey program.

Johnson now serves as a vice president of community affairs at Continental Telephone Company, Bakersfield, CA.

maintaining running and pulse rate charts in order to record daily progress and tips on how to avoid becoming a dropout. A section of the booklet is devoted to the special concern of men and women runners and includes a foreward and running tips by Shorter.

An integral part of the program is a 24-minute inspirational film which chronicles the strides made by a young married couple who are new runners. Under the supervision of Dr. Zohman, they proceed apace, and we see them in locales as diverse as their home in New Jersey, and in San Francisco, San Diego and Colorado.

Theme music for the film is furnished by an original score, composed and written by Grammy award-winner Kenny (A Star Is Born) Ascher. The song and film, both entitled RUN FOR LIFE, are among the many materials that will be used at RUN FOR LIFE events—a nationwide series of clinics and fun runs implemented by local coordinators.

In Indianapolis, the RUN FOR LIFE coordinator tied in the clinic and fun run, led by Shorter, with the Second Annual Indy Mini Marathon, a 13-mile foot race. Local RUN FOR LIFE coordinators in Portland, OR, have arranged for sponsorship of the Cascade Run-Off, a 15-kilometer run. Included in the Portland activities is a clinic and fun run conducted by running "guru" Dr. George Sheehan and former Olympic track and field coach Bill Bowerman.

Additional race sponsorships, clinics and fun runs have been organized in other communities in conjunction with local events and running and fitness experts.

Adding further depth to the national effort will be a series of public service announcements scheduled for TV and radio which feature Shorter encouraging people to get out and run.

For information on how you can obtain RUN FOR LIFE materials, write to: RUN FOR LIFE, Connecticut Mutual Life, 140 Garden Street, Hartford, CT 06115.



Capt. James A. Lovell, Jr., USN (Ret.), right, Chairman of the PCPFS, has been named an Honorary Fellow by the American College of Preventive Medicine (ACPM) for "his contributions to public awareness of healthful lifestyles." Presenting the award here is Brig. Gen. Howard R. Unger, USAF, M.D., past president of both ACPM and the Aerospace Medical Association. Capt. Lovell, a former astronaut, delivered a lecture at the ACPM's annual convention.

PHS Report to HEW Maps Disease Prevention Strategy

The Executive Director and the Director of Program Development of the PCPFS, recently participated in a 3-day working conference on prevention at the Institute of Medicine, National Academy of Sciences.

The conference was held February 16-18 through contract with the Public Health Service to review and discuss a staff paper prepared by the Institute of Medicine as well as the preliminary working papers developed by the Prevention Initiatives Work Group in the PHS. The paper targeted three areas of disease prevention: human environment, human lifestyles, and human services.

As a continuation of this work, the

PHS will present a report to the Secretary of HEW on a strategy for disease prevention and health promotions.

The strategy reflects input and ideas from several such sources: the inventories of current Department efforts; meetings with each of the PHS agency heads and their staffs to solicit views and exchange ideas; the expertise of Prevention Initiative participants; the views of consultants and representatives of groups with prevention interests with whom the prevention interests were discussed; the views of other persons within the Department; the Institute of Medicine Conference discussion and a summary paper prepared by the Institute.

Be Concerned With Action on These Bills

Here's the way bills in Congress which concern physical fitness and sports programs are progressing:

S.3104 (Senators Pell and Kennedy): Introduced May 18, 1978 and referred to Committee on Human Resources.

"To establish a National Institute and Sports Medicine for the conduct and support of research in the areas of physical fitness and sports medicine."

And S.3115 (Senators Kennedy, Williams, Chaffee, Randolph, Pell, Riegle, McGovern, Hart and Leahy): Introduced May 19, 1978 and referred to Committee on Human Resources.

"To amend the Public Health Service Act to provide assistance through formula and projects for preventive health programs, and for other purposes."

Among the grants, "The Secretary (HEW) shall establish, after consultation with the President's Council on Physical Fitness and Sports, standards for comprehensive physical fitness programs."

Grants are authorized "for establishing and maintaining comprehensive physical fitness programs that are consistent with the standards." ■

\$9 Million for Amateur Sports, PF OK'd by N.Y. Assembly

New York's State Assembly recently approved the expenditure of \$9 million to assist the development of physical fitness and amateur sports programs. The legislation was sponsored by Assembly Speaker Stanley Steingut and the Speaker's Task Force on Sports and Physical Fitness.

Among the projects to be funded by the new appropriations are these:

- Construction of a sports physiology and human performance center at Lake Placid.
- Development of a training center for volunteer coaches in Nassau County.
- Creation of five multi-purpose athletic fields in the five boroughs of New York City, for school and community use.
- Basketball training clinics for girls and girls' coaches at Queens College.
- A model school-university-community sports and physical fitness program in Syracuse.
- Construction of a 400-meter speed-skating rink in Albany County.

- Construction of an eight-lane, 400-meter Tartan running track at Brooklyn College.

Steingut and his colleagues on the task force plan to introduce legislation creating a State Office on Sports and Physical Fitness later this year. ■

N.D., Maine First-Time Clinic Hosts

When North Dakota State University, Fargo, hosted the April 21-22 Midwestern Regional Clinic, and the University of Maine, at Orono, hosted the May 12-13 Northeastern Regional Clinic it was the first time the PCPFS Regional Clinics had been conducted in either state.

Now there are only the following seven states remaining which have never hosted a regional clinic: Arkansas, Minnesota, Rhode Island, South Dakota, Vermont, Virginia and West Virginia.

The April clinic, which drew some 700 participants, attracted professional

Pupils Must Jog & Run Each Day

Concern about the physical condition of their students is leading a growing number of schools to establish mandatory jogging-running programs. Typical of the new programs is that initiated this school year by Skippack Elementary School in Creamery, Pa.

A half-mile jogging trail was laid out around the perimeter of the Skippack grounds, and all pupils in the fourth, fifth, and sixth grades are required to make two circuits around the track each day. Eventually, all pupils are expected to be able to cover the one mile in 8-1/2 minutes or less, and a handful of pupils already are doing it in close to six minutes.

Younger pupils start out by jogging one-quarter mile and work their way up to a full circuit of the half-mile track. No times are recorded.

Nearly all of Skippack's 320 pupils participate in the running program, and there is an adapted physical education program for those unable to do so.

Skippack Elementary School has one of the outstanding physical education programs in Pennsylvania and for the past two years has served as a Demonstration Center School for the PCPFS. ■

physical education and sports personnel not only from the state but also from South Dakota, Minnesota, Iowa and Canada. The May clinic, which had more than 900 participants at the University of Maine, also drew professionals from Canada and from other New England States.

W. German Sports Poll

According to a recent survey, 17.6% of West Germans of voting age participate regularly in sport. Another 22.8% participate occasionally, 11.8% do so rarely, and 47.8% never participate at all. ■

Must Run ay High Level Of PF Backed By Doctors

The American Academy of Pediatrics has issued a formal statement urging the schools to provide regular participation in circulatory-endurance activities for all children, from kindergarten through the 12th grade.

The statement says it should be the aim of the schools to maintain the high level of physical fitness that most children enjoy when they first enter school.

"It is ironic," the statement says, "that public school physical education programs are being decreased at the very time that there is increased awareness of their long-term value."

The Academy suggests that the most appropriate forms of exercise are "sustained running, swimming, climbing, and bicycling." It adds that any game or activity which keeps the child running continually for 12 to 15 minutes is suitable, and it points out that such programs are relatively inexpensive.

"Where these programs have not been provided," the statement notes, "it has been shown that children become progressively deconditioned, particularly around puberty when many children increase the amount of time they spend watching television and riding in automobiles. By the time they enter college, a large percentage of young men and women have been shown to be in alarmingly poor cardiovascular-pulmonary condition."

The academy has asked its member physicians to be alert to signs of childhood obesity and to evidence that children may not be getting sufficient exercise. It stated that vigorous exercise can benefit children "physically, socially, and mentally," and it said that physicians and educators have a responsibility to see that schools provide programs of vigorous physical activity for all children.

The statement stressed the importance of special provisions for handicapped children and noted that most such children are capable of participation in fitness programs.



—Photo courtesy of Plano Star-Courier

Texas students speed toward 50,000-mile mark in jogging event.

New Pro Complexes Operating at Deficit

Taxpayers have spent more than \$6 billion (plus \$1 billion for roads and sewers) to build or renovate public stadiums and arenas for professional sports, according to a November 27, 1977, *Parade* magazine article.

The article states that virtually all of 53 new or recently enlarged facilities operate at a deficit. Most were "sold" to the public as revenue-producing ventures, but most do not meet operating expenses, much less their bond-payment schedules.

In commenting on this situation, the National Federation of State High School Associations noted that some cities now have electronic scoreboards costing more than they spend on interscholastic sports in a year.

Armstrong School Joggers Set Pace

Each year the Plano, Tex., Independent School District observes National Jogging Month with a one-day competition to determine which school's students can run, jog, or walk the most miles. All students, as well as faculty and staff members, are urged to take part.

This year the Plano students covered a total of 51,050 miles. Armstrong Middle School set the pace with 3,667 miles and 61.5% participation by its 596-member student body. Haggard Middle School was runner-up with 8,753 miles and 61.2% participation by its 1,430 students.

The program is directed by Rita Barnes, the district's physical education supervisor.

Subscription Information On PCPFS Publication List

Paid circulation for PHYSICAL FITNESS/SPORTS MEDICINE, the quarterly bibliographic service published by the PCPFS in cooperation with the National Library of Medicine, stood at 4,180 copies after publication of two issues.

Interested persons may subscribe to

the publication by sending a check or money order to: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. The yearly rate is \$6 in the United States and \$7.50 elsewhere. Pamphlets describing the service, complete with subscription forms, are available free from the PCPFS.

Ford Co.'s 'HQ Hustle' Is Step to Food Health

It sounds like it might be a new disco dance, but the "Headquarters Hustle" is actually the name of a physical fitness exercise at Ford Motor Company's world headquarters in Dearborn, MI.

Health Educator and Program Supervisor at Ford, Beverly Ware, calls the "Headquarters Hustle" a small step in the company's expanding heart conditioning program.

To do the "Headquarters Hustle," employees first pick up a map of the measured distances throughout the company area—distributed by the employee health services—and then chart their own daily walking course. A mile walk is estimated at about 15 minutes—enough time that can be taken during a lunch break. ■

Sports Clinic at Univ. of Maine Gains Praise of Gov. Longley

Maine Gov. James B. Longley, speaking at the recent Maine Council on Physical Fitness and Sports Regional Clinic at the University of Maine, called such activities "excellent examples of how the public can be educated and made aware of the needs in this area."

He called attention to the fact that "millions of Americans as contrasted to the Europeans—who are great hikers and bikers—feel that recreation and physical fitness is a Sunday drive."

The governor noted that "physical fitness is one area where government has a golden opportunity to assume a leadership role without creating another arm of bureaucracy or burdening the people with higher tax bills.

"We do not need to construct massive facilities or maintain huge office staffs at the federal, regional and state levels to accomplish much in this area. The physical fitness this nation needs can be obtained just as easily on a path through a park as it can be in a multi-million sports complex." ■

Explorer Olympics Seen As Springboard to Fame

Entries in Post Explorer Olympics are currently preparing to vie in local and regional meets throughout the United States for the chance to participate in national and world meets.

According to the competition plan, the path which ultimately will lead to the end of the rainbow, begins with an Explorer post entering individual or team events in a local Explorer Olympics organized by one or more BSA councils. Each unit can send three winning posts and a provisional unit of individual medal winners to compete in the national explorer Olympics.

Local Explorer Olympics may be held at any time as long as winners are certified at least 30 days prior to the opening day of the national Explorer Olympics. Some BSA councils may organize the Explorer Olympics every

other year. Others may conduct it each year and select winning posts and a provisional unit from both events. In either case, councils may send three posts and a provisional unit of medal winners, for a total of 75 competitions, to the national Explorer Olympics.

Winners of the national competition may be selected to represent the U.S. at the World Olympic Games Youth Camps in 1980.

Dates and location of the national Explorer Olympics are: July 31–Aug. 5, 1978 at Colorado State University; and June 29–July 5, 1980 at Colorado State University.

The following are the 26 events in the Explorer Olympics: Archery, basketball, bowling, chess, cross country, cycling, diving, dyathlon, field hockey, general knowledge test, golf, gymnastics, orienteering, Presidential Physical Fitness Award, public speaking, rifle marksmanship, soccer, swimming, table tennis, team handball, tennis, track and field, volleyball, water polo, weight lifting and wrestling.

Conducted by local and national levels since 1970 with the cooperation of the PCPFS, the Explorer Olympics program has received leadership and support by corporate, military, community and sports organizations.

More than 100,000 young men and women, aged 14 through 20, have participated in the program since its inception; thousands have gone forward in local and national amateur sports competition, and a few became members of the 1972 and 1976 Olympic teams.

Alfred V. Gangnes, president of ATO, is National Chairman of the 1978 National Explorer Olympics.

U.S. Blind Athletes Go To World Meet in Austria

Top performers at the 2d National Championships for the Blind, held in March at Western Illinois University, were selected for the U.S. team in the World Goal Ball Games this month in Vocklamarkt, Austria.

The championships, sponsored by the U.S. Association for Blind Athletes (USABA), attracted more than 300 athletes from 31 states competing in wrestling, swimming, track and field, and goal ball.

Approximately 20 countries are ex-

pected to send teams of blind athletes to the first world goal ball event, which is sponsored by the International Sports Organization for the Disabled (ISOD). Goal ball is a team sport in which the players are blindfolded and attempt to roll a ball with bells down a rectangular court past the opponent's goal. ■

School Plan Seeks to Cut Health Risks

Trailwood Elementary School in Overland Park, Kans. (a suburb of Kansas City) is engaged in a precedent-setting effort to reduce health risks for its pupils, the members of pupil's families, and school faculty and staff members.

The program involves elaborate tests and measurements, intensive efforts to modify diets and personal habits, and a strong emphasis on endurance exercise. The program is offered at no cost to the pupils; others pay a \$5 fee to help meet laboratory costs.

Among the program's innovative features are these:

- The school cafeteria offers a special low-fat menu, and junk foods and soft drinks have been eliminated.
- An exercise trail ("Vita Parcours") has been constructed on the school grounds.
- Each physical education period begins with a jogging session, and each pupil is required to take the AAHPER 6-item Youth Fitness Test.
- There is an exercise-jogging session each weekday morning (6 to 6:35) for adults, and aerobic dancing is offered after school on Tuesdays and Thursdays.
- There is stepped-up classroom emphasis on nutrition and health education, including special efforts to discourage smoking.

At the beginning of the program, each participant was examined and tested by volunteers from the University of Kansas Medical Center, the University of Kansas Physical Education Department, and the school nurses' corps. The information collected included height and weight, diet, body composition (percentage of fat), blood analysis, heart rate, pulmonary function, and physical fitness.

All of the tests and measurements



Pat Hull, president of the Hawaii Bicycling League, places a lei around the neck of Robert Vasek, one of eight members of the group who recently earned Presidential Sports Awards. The other award winners present for the photo are, left to right, Peg Gillette, Jim Shimozawa, Bill Fisher, LaRene Despain and Judith Frazier. The league sponsors weekly tours and clinics.

"LET'S-PLAY-TO-GROW" PROGRAM

Group Adapts Recreation Kit For Handicapped Children

The Joseph P. Kennedy, Jr. Foundation, which sponsors the Special Olympics, has developed a comprehensive curriculum of play and recreation activity adapted to the needs of physically, mentally, and emotionally handicapped children.

Simply written and profusely illustrated, the materials include a Teachers Manual and 12 play guides that outline the teaching of running, jumping, dancing, rhythmic, swimming, bowling, basketball, volleyball, baseball and

were to be repeated at the end of the school year to determine the program's effectiveness.

One of the program's unique features are the structured recess periods which emphasize fitness activities. At the end of the first eight weeks, more than 60% of the pupils in grades 3-6 successfully completed a mile run.

The program is a cooperative effort involving the Shawnee Mission Public Schools, the University of Kansas, and the Kansas heart and lung associations.

other activities. There are also guides to physical activity for the severely handicapped child and for the creative arts.

One of the unique features of the "Let's-Play-to-Grow" program is the self-contained incentive and award program. When a class or a family has completed 30 hours of any kind of play outlined in the guides, each child receives from the Kennedy Foundation a colorful press-on patch containing the portrait of a favorite athlete or celebrity, plus a certificate signed by that person. Stars participating in the program include Chris Evert, Franco Harris, Bruce Jenner, Roger Staubach, Henry Aaron, Jenny Chandler, John Naber, Dorothy Hamill, and John Havlicek.

The price per kit, including incentive materials for up to 60 hours of play, is \$2.50. They may be purchased by writing to: Mrs. Eunice Kennedy Shriver, The Joseph P. Kennedy, Jr. Foundation, 1701 K Street, N.W., Suite 205, Washington, D.C. 20006.

Wilmore Appointed Consultant to Council

Jack H. Wilmore, head of the Department of Physical Education at the University of Arizona, has been appointed a consultant to the PCPFS. Dr. Wilmore is one of the leading research scientists in his field and a recognized authority on body composition and the means of improving physical and athletic performance.

(UNION, cont'd from page 2)

Conrad called on the union to "work with management to provide physical fitness opportunities, leadership, and facilities. You have a tradition," he added, "of supporting causes designed to improve the quality of life. I am convinced that physical fitness programs for union members and their families belong in that category."

In closing, the PCPFS chief of staff offered these specific proposals for action:

- Urge management to make physical fitness leadership and facilities a part of the workplace. If necessary, make it a part of the collective bargaining process.
- Address the problems of sedentary living, smoking, and poor nutrition in your own community services programs.
- Check the performance of your community health and recreation agencies. Make sure they're providing fitness opportunities for people of all ages and varying interests.
- Check the physical education programs in your schools to make certain they emphasize physical fitness and the development of lifetime fitness and sports skills.
- Include physical fitness and nutrition counseling in your pre-retirement planning programs.
- If you're a parent, make sure you include physical fitness and sports activities in the family schedule. Set a good example for your children. ■

A prolific writer, Dr. Wilmore has had approximately 70 articles in scholarly journals and has written or co-authored nine books. Perhaps his best-known volume is *Physiological Basis of Athletic Training and Physical Fitness*, Boston: Allyn and Bacon, 1977.

The new consultant's professional peers have been generous in their recognition of his leadership qualities. Dr. Wilmore is the president of the American College of Sports Medicine, a fellow of the American Academy of Physical Education, and has served as chairman of the Research Section, the Scientific Foundation Section, and the Exercise Prescription Section of the American Alliance for Health, Physical Education, and Recreation. He also has been a consultant to several professional sports teams, including the Rams, Dodgers, Lakers, and Kings in Los Angeles.

Dr. Wilmore's professional experience includes teaching stints at Ithaca College and at the Berkeley and Davis campuses of the University of California. He also served for a time on the staff of the Preventive Medicine Center in Palo Alto, Calif., and was Executive Director of the National Athletic Health Institute in Inglewood, Calif. ■

Correction

A recent issue of this *Newsletter* identified "Successful Jogging" as a publication of the PCPFS. The publication actually was developed jointly by the Council and the National Jogging Association, and printing and production costs were borne by the NJA.

"Successful Jogging" is available free from the Consumer Information Center, Department 641 E, Pueblo, CO 81009. The publication outlines a basic 12-week jogging program for the beginner and includes instructions on how to estimate your target heart rate.

\$3 Per Pound Incentive To Win Battle of Bulge

Intermatic Inc., an Illinois manufacturer of heaters, is offering workers \$3 for each pound of body weight that they lose over a year's time.

A worker must be at least 15 pounds overweight to qualify for the program. At the initial weigh-in, 414 workers qualified, with a total of three tons of excess fat. Loss of all that weight could cost the company \$18,000.

Jim Miller, the company president, insists the program will save money in the long run because obesity is linked to so many diseases. "If we could add just one year to the life of one of our employees, it will certainly be worth it," he said.

\$5 Million Award For Rails-to-Trails Goes to 10 States

The Department of the Interior recently awarded \$5 million to 10 states in its rails-to-trails program, which is designed to convert abandoned railroad rights-of-way to recreational uses.

More than 135 grant requests, totaling \$70 million, were submitted.

Typical of the successful grant requests was that submitted by the Northern Virginia Regional Park Authority. The Virginia agency received \$604,000 to help develop parallel, 42-mile bicycle and riding trails running from Alexandria (a Washington suburb) to the Blue Ridge mountains. The trails are being built in the 100-foot-wide right-of-way of the old Washington & Old Dominion railroad.

Grants cover 90% of the costs of planning, acquisition, and development. Recreation and park departments wishing to participate in the program should write to: Heritage, Conservation and Recreation Services, U.S. Department of the Interior, Washington, D.C. 20240.

Demonstration Center Schools Listed

The list of Demonstration Center Schools continued to grow during the 1977-78 school year. A total of 20 States, the District of Columbia and Puerto Rico now have the Centers for quality physical education and the President's Council is seeking to increase that number to include all 50 States with at least one within easy reach of every school and community.

These schools are selected by their State Departments of Education in accordance with procedures established by the PCPFS. If you think your school can qualify as a Demonstration Center, contact your State Department of Education or the President's Council.

The following is a geographic breakdown of schools in the program:

PENNSYLVANIA

Union Terrace School, Allentown; Skipack Elementary, Creamery; Hillside Elementary, Berwyn; Devon Elementary, Devon; General Nash Elementary, Harleysville; Shenango Elementary, New Castle; 12th & Marion School, Special Education Center, Reading; South Street Elementary, Warren; St. Patrick's School, York.

RHODE ISLAND

Garden City Elementary, Cranston; George J. West Middle School, Providence; Samuel W. Bridgman, Windmill Street School, Providence.

SOUTH CAROLINA

Henry P. Archer Elementary, Charleston; O. P. Earle Elementary, Landrum; South Carolina School for the Deaf and Blind, Spartanburg; Woodruff Junior High, Woodruff.

TENNESSEE

Andrew Johnson Elementary, Kingsport; Colonial Elementary, Memphis; Hanley Elementary, Sea Isle Elementary, Memphis; Middle Tennessee State University Campus school, Murfreesboro; Linden Elementary, Oak Ridge.

ALABAMA

West Elementary School, Cullman; Powell School, Florence; Ed White Middle School, Huntsville; Weatherly Heights Elementary, Huntsville; Parkview Elementary School, Tuscaloosa.

ARKANSAS

Batesville High School, Batesville; Bonneville Elementary School, Fort Smith; Chaffin Junior High School, Howard Elementary School, Fort Smith; Hot Springs School District #6, Hot Springs; Russellville Public Schools, Russellville; Rogers High School, Rogers.

FLORIDA

North Marion Middle School, Citra; Ponce de Leon Elementary, Clearwater; Richbourg Junior High School, Crestview; Dunnellon High School, Dunnellon; Tropic Isles Elementary, Orange River Elementary, Fort Myers; Dan McCarty Middle School, Fort Pierce; Pembroke Lakes Elementary, Hollywood; N. B. Forrest Senior High, Jacksonville; Holcomb Park School, Lake City; Piquitt Elementary, Largo; Oriole Elementary School, Lauderdale Lakes; Coral Park Senior High, Miami; Mims Elementary School, Mims; Bayshore Elementary School, North Fort Myers; Suacoast Elementary

School, North Fort Myers; Eight Street Elementary, Ocala; Ft. King Middle School, Hillcrest School, Osceola Middle School, Ocala; Callaway Elementary, Panama City; Plantation High, Plantation; Plantation Middle School, Plantation; East Marion Elementary, Silver Springs; Gulf Beaches Elementary, St. Petersburg.

GEORGIA

Union County Elementary, Blairsville; H. A. Jones Elementary, Bremen; Southside Elementary, Cairo; Chickamauga Elementary, Chickamauga; West Clayton Elementary, College Park; Hoboken Elementary, Hoboken; Irwin County Elementary, Ocilla; Irwin Middle School, Ocilla; Church Street Elementary, Riverdale; Richard B. Russell Elementary, Smyrna.

KENTUCKY

Paul Blazer Senior High, Ashland; Bowling Green Junior High, Bowling Green; Dishman McGinnis Elementary, Bowling Green; MacDonald Middle School, Fort Knox; Julius Marks Elementary, Lexington; Bates Creek Junior High, Lexington; Alice Waller Elementary, Noe Middle School, Louisville; Reidland High, Paducah; Washington County Elementary, Springfield; New Haven School, Union.

MASSACHUSETTS

Brockton High, Brockton; Central Berkshire Regional School District, Dalton; Elmwood Street School, Millbury; Broadmeadows Junior High, Quincy; Randolph High, Randolph; Rockport Public Schools, Rockport; Triton Regional School, Rowley; Kiley Junior High, Springfield; Wayland Public Schools, Wayland; Worcester East Middle School, Worcester.

MICHIGAN

Pierce Elementary, Birmingham; Alexander Elementary, Grand Rapids; Williams Elementary, Jonesville; Brookwood Elementary, Kentwood, Utica High, Utica.

MISSISSIPPI

Bramlett Elementary, Oxford.

MONTANA

Billings Senior High, Billings West High, Billings; Will James Junior High, Billings; Irving Elementary, Bozeman; C. M. Russell High, Great Falls; Lewis and Clark Elementary, Meadow Lark Elementary, Great Falls; Lincoln Elementary, Rossiter Elementary, Helena.

NEW YORK

Hommocks Junior High, Larchmont.

NORTH CAROLINA

Hardin Park Elementary, Boone; Beaver Dam Elementary, Canton; Cary Elementary, Cary; Lincoln Heights Elementary, Steele Creek Elementary, Charlotte; Fines Creek Elementary, Clyde; Charles D. McIver School, Greensboro; Balfour Elementary, Henderson; Ferndale Junior High, High Point; Parkwood Elementary, Jacksonville; Lexington Middle School, Lexington; Moyock Elementary, Moyock; South Hoke Elementary, Raeford; Swift Creek Elementary, Raleigh; Everetts Elementary, Roanoke Rapids; Rose Hill-Magnolia Elementary, Rose Hill; Knox Junior High, Wiley Elementary, Salisbury; St. Clair Primary School, Sanford; Valdese Elementary, Valdese; Welcome Elementary, Welcome; Jones Elementary, Yanceyville.

OKLAHOMA

Byng Public Schools, Ada; Durant Middle School, Durant; Fairview Elementary, Fairview; Russell Babb Elementary, Harrah; Marlow Elementary, Marlow; Mustang Elementary, Mustang; Oakes Elementary, Okemah; John Glenn Elementary, Polk Elementary, Oklaboma City; Hissom Memorial Center, Sand Springs; Acme Elementary, Shawnee; Skyline Elementary, Stillwater; Foster Junior High, Mason High, Tulsa; Thoreau Junior High, Tulsa.

OREGON

Howard Elementary, Eugene.

PUERTO RICO

Fernando S. Chaves Senior High, Barceloneta; Emilio R. Delgado Senior High, Corozal; Luis Munoz Rivera Junior Senior High, Lajas; Francisco Zoyas Santana High, Villalba.

TEXAS

Amarillo High, David Crockett Junior High, Palo Duro High, Ridgecrest Elementary, South Georgia Elementary, Amarillo; Lake Highlands High, Dallas; Decatur Elementary, Decatur; Ashford Elementary, Bendwood Elementary, Houston; Thornwood Elementary, Houston; Crockett Junior High, Irving; J. O. Schulze Elementary, John Haley Elementary, Irving; Lee Britain Elementary, Travis Junior High, Irving; Bozeman Elementary, Nat Williams Elementary, Lubbock; Comal Elementary, New Braunfels; Orangefield Elementary, Orangefield; Armstrong Middle School, Plano; W. W. Jackson Middle School, San Antonio; Bowie Elementary, San Marcos; Wunsch Middle School, Spring.

VIRGINIA

James K. Polk Elementary, Alexandria; Body Camp Elementary, Bedford; Forest Hills Elementary, Danville; Park Avenue Elementary, Danville; Rose Hill Elementary, Fairfax; Cesar Tarrant Elementary, Hampton; Jefferson Davis Junior High, Hampton; Waterman Elementary, Harrisonville; Lucetts Elementary, Leesburg; Battlefield Park Elementary, Mechanicsville; Cave Spring Elementary, Garden City Elementary, Green Valley Elementary, Oak Grove Elementary, Penn Forest Elementary, Stonewall Jackson Junior High, Roanoke; Burlington Elementary, Salem; Livingston Elementary, Spotsylvania; Hardy Road Elementary, Vinton; Bayside Junior High, Kemps Landing Intermediate, Windsor Oaks Elementary, Virginia Beach; Millboro Elementary, Warm Springs; Waterford Elementary, Waterford; John Handley High, Winchester.

WASHINGTON

Broadway School, Longview.

WASHINGTON, D.C.

Abram Simon Elementary; Bancroft Elementary; Benning Elementary; Brookland Elementary/Junior High; Bunker Hill Elementary; E. A. Clark Elementary; Janney Elementary School; John Burroughs Elementary; Orr Elementary; W. B. Powell Elementary.

Two Regional PCPFS Clinics Slated in Fall

Check the following dates and sites for two clinics slated for this fall.

The Rocky Mountain Regional Physical Fitness & Sports Clinic will be held September 22-23 at the Department of HPE&R, Utah State University, Logan, UT 84322. Phone: (801) 752-4100, Ext. 7222. Clinic Coordinators are: Drs. Robert L. Leake and Dale O. Nelson.

The Southeastern Regional Physical Fitness & Sports Clinic will be held October 6-7, at Memphis City Schools, 2957 Avery Ave., Memphis, TN 38112. Phone: (901) 454-5484. Clinic Coordinator is Mrs. Carolyn McDougal.

et cetera

6 Up and 6 Down

It was six up and six down after the New Jersey Senate recently voted down—for the sixth time in a row—a bill to permit local boards of education to grant credit for physical education requirement to students participating in organized scholastic athletics.

The New Jersey Board of Education provided major opposition to the bill, S-293, which would allow membership on an athletic squad to constitute the required course in physical education.

Memphis P.E. Budget

Recently, the Memphis, TN, Board of Education deleted \$700,000 from the school budget which would have eliminated all elementary physical education specialists positions. However, as a result of the efforts of board member Maxine Smith these funds were later restored and the positions saved.

New Rochelle Parcourse

The city of New Rochelle, NY, recently opened a 1-mile parcourse, which was funded by Manufacturers Hanover Trust and constructed by local Marine Corps reservists. According to Human Services Commissioner Joseph Curtis, the 18-station facility is the first municipal parcourse in the East, although many have been built in the West.

PF for Women Execs

The first seminar on Running and Physical Fitness for Executive Women was staged at the famous La Costa resort, near San Diego, in January. Approximately 100 female executives took part in the 3-day event, which featured Joan Ulyott, M.D., a marathon runner and author of *Women's Running*.

The seminar was sponsored by the Women's Sports Foundation, of San Mateo, CA., and Bonne Belle Inc., the cosmetics manufacturer. Plans are to have semiannual seminars, on the West Coast in the winter and the East Coast in spring.

Participation Incentive

Nine years ago the high schools in Cedar Rapids, Iowa, adopted a no-cut policy in interscholastic athletics. Participation has increased 82.7%, and the number of coaching positions has grown 81.3%. During this period the schools have won 30 state team championships in 10 sports. During 1976-77, they won five state championships, placed second twice, and third four times.

Programs for Elderly

The PCPFS served as cosponsor both for the 1978 Statehouse Conference on Aging at the University of North Dakota on May 22-24, and at the New Jersey Workshop on Planning and Conducting Programs of Exercise for Older Americans at William Paterson College, Wayne, N.J. on May 17. PCPFS Executive Director C. Carson Conrad served as key speaker and demonstrator.

Cherry Blossom Classic

The Council was cooperating agency for the Cherry Blossom Classic in Washington. Some 3400 runners were in the 10,000 meter event which was co-sponsored by the Road Runners Club and Perrier.

Giese USCSC President

Warren K. Giese, a member of the PCPFS, has been elected president of the United States Collegiate Sports Council (USCSC) for 1978-79. The USCSC is responsible for U.S. participation in the World University Games and other activities of the International University Sports Federation (FISU).

Dr. Giese is dean of the College of Health and Physical Education at the University of South Carolina.

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
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NEWSLETTER

DECEMBER 1978

Apodaca Pledges Council Support to AAFDBI

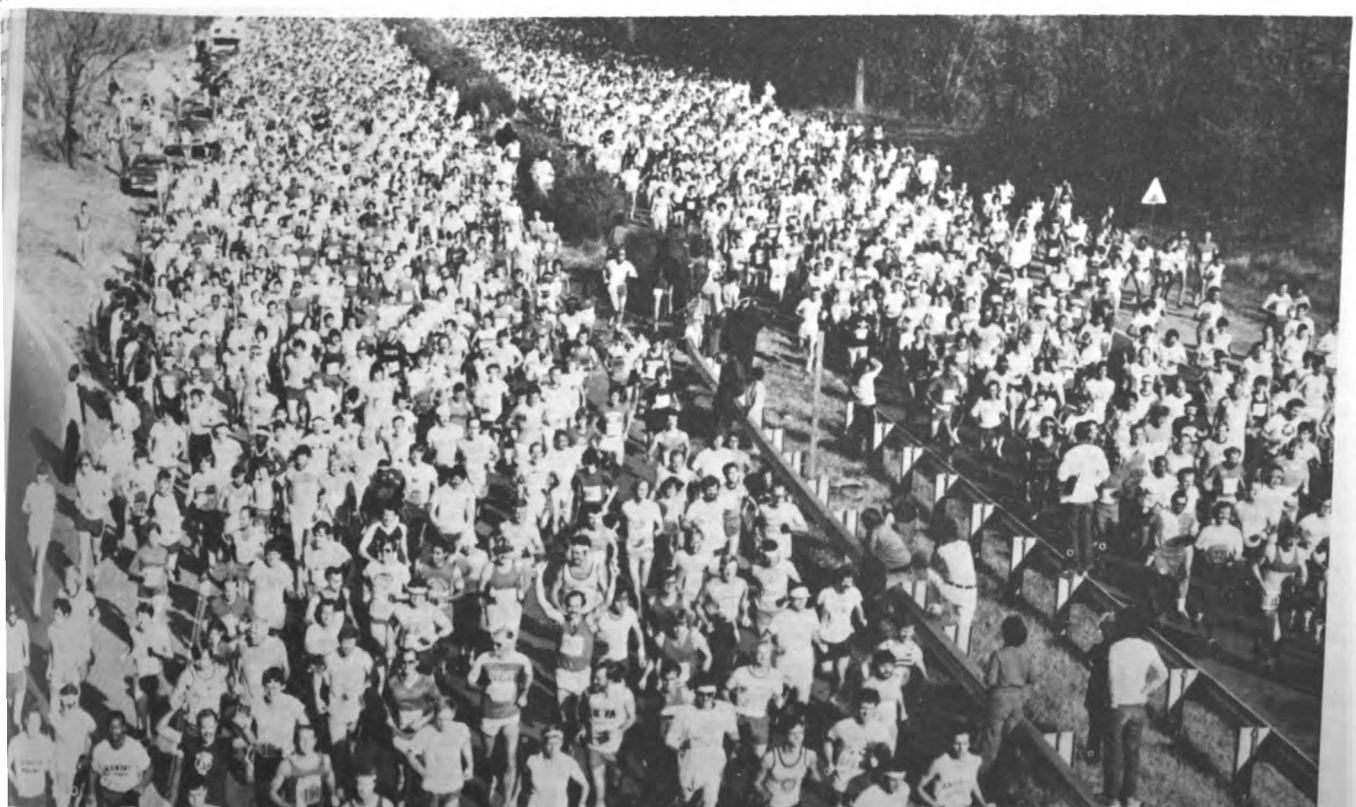
"Make physical fitness a daily thought in the minds of every American," was the message brought by Gov. Jerry Apodaca of New Mexico, Chairman-designate of the PCPFS, in addressing the Fourth Annual American Association of Fitness Directors in Business and Industry which met on

September 27-29 at the Peachtree Plaza Hotel in Atlanta.

The annual meeting, co-sponsored by the President's Council, drew more than 350 conferees who heard the governor pledge his support to maintain the goals of the AAFDBI and the PCPFS.

The fast-growing fitness group, which was organized in 1975 with 39 members jumped to 106 in 1976; to 306 in 1977, and to over 700 this year.

In his speech, Gov. Apodaca, an avid jogger, tennis and squash player, made the point that his regular regimen
(See APODACA, page 4)



Runners run high as column upon column of runners begin their 26-mile, 385-yard trek in the 1978 Marine Corps Marathon held in Washington, DC on November 5. The fastest running event ever held in the Nation's Capital, which the PCPFS co-sponsored, attracted 5,833 starters (of

which 4,703 finished) from 44 states and 24 countries. Duke University medical student Scott Eden, 25, set a course record of 2:19:36 in winning the event. Among the hardy finishers were three members of the PCPFS staff, Glenn Swengros, and Drs. Richard O. Keelor and Matthew Guidry.

First RUN FOR LIFE Course For Beginners Starts in N.Y.C.

A 12-week beginner's running course was started on September 13 in New York City, the first to be introduced as part of RUN FOR LIFE, the nationwide public service running-for-fitness program of Connecticut Mutual Life Insurance Company in cooperation with the PCPFS.

Course instruction is based on the RUN FOR LIFE method of getting entry-level runners started safely and keeping them sufficiently motivated to continue running. Its objective is to guide each "student" through the initial stages of an organized running regimen in order to meet minimal fitness standards, reduce the risk of injury and, by the end of three months training, be able to regularly run three miles or 30 minutes without stopping.

The hour-long, once weekly classes are being taught by Bob Glover, author of *The Runner's Handbook*, who is an experienced fitness instructor and seasoned runner. Students begin slowly, practicing proper execution of warmup and stretching exercises, then alternating periods of walking and jogging. As their running styles developed and their cardiovascular and musculoskeletal systems strengthen, students run longer intervals, culminating in the goal of three miles or 30 minutes of continuous running. In addition to the classes,

each runner completes "homework assignments" consisting of stretching and running several days each week.

Peter D. Moore, Connecticut Mutual's second vice president, said that since the company launched its RUN FOR LIFE program on April 12th instruction clinics and fun runs have gained support among business leaders, government officials and media personnel. "It is evident from the impact we are having," he noted, "that there is a critical need for sound educational programs to help people get started safely and keep going."

179 Schools Participate As Demonstration Centers

A total of 179 schools from 21 states and the District of Columbia—four of which participated for the first time—were certified by their State Departments of Education as Demonstration Centers for the PCPFS during this school year.

The four new states in the program are: Missouri, Vermont, Wisconsin and Wyoming.

The Demonstration Center Schools are part of the overall effort to improve the physical fitness of America's youth. Each school has an outstanding PE program which emphasizes physical fitness.

3 Council Regional Clinics Draw 2000; 4 More Slated

The first three of the seven PCPFS regional clinics scheduled for the 1978-79 school year have drawn more than 2,000 persons.

Participants included school physical education leaders, recreation specialists, coaches, YM&YWCA physical directors, police and fire physical directors, dance instructors, and handicapped and aged physical program planners.

The opening Rocky Mountain Regional Clinic, on September 22-23 at Utah State University in Logan, UT, was keyed by Mormon Church leader, Elder Marion Hanks, a former PCPFS member.

On October 6-7, John Cantwell, M.D., PCPFS medical consultant, keyed the Southeastern Regional Clinic at Memphis State University in Memphis. On November 17-18 South Dakota State University, in Brookings, hosted the North Central Regional Clinic with Dr. Thomas Cureton, physical fitness pioneer, as keynoter. Clinic staff included many of the nation's master teachers and coaches.

Upcoming four clinics, along with the names, addresses and phone num-

bers of coordinators are listed:

Northwestern Regional Clinic, Feb. 23-24, 1979, Pacific Lutheran University, Tacoma, WA. Coordinator: Dr. David M. Olson, Director, School of Physical Education, Director of Athletics, Pacific Lutheran University, Tacoma, WA 98447. Phone: (206) 531-6900.

New Jersey State Regional Clinic, March 8-10, at West Long Branch, NJ. Coordinator: Sal Abitanta, School Program Coordinator, Somerset County, N.J. Board of Education, 32 Grove St., Somerville, NJ 08876. Phone (201) 725-4700 X311.

Midatlantic Regional Clinic, April 20-21, Annapolis, MD. Coordinator: Prof. Heinz W. Lenz, Professor of Physical Education, Coach, U.S. Naval Academy, Annapolis, MD 21402. Phone: (301) 267-2831.

Metropolitan New York Regional Clinic, May 18-19, New York City. Coordinators: Irwin Tobin, Director for Center of Health and Physical Education, N.Y. Board of Education, and Bernard Kirschenbaum, Assistant Director for H&PE, Brooklyn, NY 11201. Phone: (212) 852-0234.

New H.S. Record Book

A valuable addition for libraries, coaches and players is the recently published first edition of the *National High School Sports Record Book* which has over 50,000 listings of results and records, as well as photos and stories.

The price for the 176-page book is \$1.30 to schools (50 copies minimum), and \$1.95 to the general public. Payment must accompany order. Send to: National Federation of State High School Associations, Federation Place, P.O. Box 98, Elgin, IL 60120.

NATIONAL EFFORT LAUNCHED

Police Fitness Campaign Aims to Arrest Diseases

The Travelers Insurance Companies, which developed a fitness program for firefighters in 1976, has launched a similar campaign to improve the health of the nation's police.

In announcing the program at a Washington press conference, Frank E. Walton, Travelers' senior vice president, said "the stresses of police work render officers more susceptible to injury or death from cardiovascular disease than at the hands of assailants."

"There can be no doubt," he added, "that the level of fitness among police has far-reaching effects, influencing the quality of police performance and, beyond that, the cost of police protection in terms of disability and early re-

tirement prompted by medical causes." He called the police fitness campaign the newest addition to the company's PEP (Physical Exercise Pays) program.

Also speaking at the press conference was Glen D. King, executive director of the International Association of Chiefs of Police, who mapped out the group's plan to upgrade police fitness, particularly those over 35, who, according to recent studies, are in poorer condition than the average civilian.

He said that these studies had prompted the IACP to join forces with the President's Council and The Travelers to fashion a program called "The Silent Killer—A Call to Fitness."

King observed that many of the injuries police suffer can be reduced by regular physical conditioning. He also pointed out that "administrators set rigid requirements for entry into law enforcement and then place less emphasis on physical fitness as officers grow older."

Fitness activities of the new program were tailored by PCPFS' Dr. Richard O. Keelor to meet the conditioning needs of police by increasing cardiovascular endurance, strength and flexibility.

One of the program's main features is a 20-minute 16mm color film entitled, "The Silent Killer," premiered at the press conference, which dramatizes the value of fitness as it follows two policemen in realistically stressful on-duty experiences and then through a conditioning program.

This film, along with discussion materials and exercise charts, is available on a free-loan basis to the nation's 17,000 police departments and law enforcement agencies from: The Travelers Film Library, The Travelers Life Insurance Companies, One Tower Square, Hartford, CT 06115.



Frank D. Walton

PCPFS ROLE SPECIFIED

S. 2474 Signed by President

President Carter signed into law S. 2474 on November 15 authorizing funds for extension of programs under Public Health Service Act, PL 95-26.

As a result of this law there is to be established within HEW an Office of Health Information, Health Promotion, Physical Fitness and Sports Medicine. The legislation, which specified that the PCPFS shall serve as the advisory body to the Office, further states that:

- The Office may make grants to each state for the establishment by the Governor of a State Council on Physical Fitness;
- The Director of the Office may make grants or enter into contracts to conduct research and establish model projects with regard to improvement of physical fitness;
- The Office shall establish a program of project grants to conduct research into the problem of athletic injuries; and
- The Office and the Office of Edu-

cation of HEW, shall conduct a joint conference during 1979 on the teaching and support of educational programs in lifetime sports by secondary and post-secondary educational institutions.

S. 2474 recommends an appropriation of \$7½ million during fiscal years 1980-81.

Free School PF Pamphlet

Reprints of "Physical Fitness in the Elementary School Physical Education Program" by C. Carson Conrad, PCPFS executive director, are being offered to professionals in the field.

The article provides guidelines on how to identify physically underdeveloped children and helping them overcome their difficulties. The reprint, taken from Physical Education Newsletter No. 93 dated May, 1978, is available from: The President's Council on Physical Fitness and Sports, 400 6th St., S.W., Washington, DC 20201.

Amateur Sports Act Passed by Congress

Passage of the Amateur Sports Act of 1978 in the waning hours of the 95th Congress is credited largely to the determined leadership of Sen. Ted Stevens (R-AK) and Rep. Robert Michel (R-IL).

Highlighting the Act are provisions for the reorganization of the U.S. Olympic Committee; a one-time appropriation of \$16 million included in a general continuing appropriations resolution; establishment of national training centers, and the seeding of sports medicine programs.

The new legislation was the result of an extensive study by the President's Commission on Olympic Sports.

(APODACA, cont'd from page 1)

of physical activity and sports enables him to handle the problems of the day.

He also noted to his audience of business and industry fitness specialists that he helped change the New Mexico state government regulations which resulted in a longer lunch period to promote exercise. The change extended the lunch period from 55 minutes to 1½ hours. However, two provisions were stipulated: The employees could take the longer lunch period at noon, but they would have to make up the extra half hour by working longer. In addition, they would be prohibited from drinking on the job.

Conference keynoter was Fran Carlton, a member of the Florida legislature, physical educator, consultant to the PCPFS and charter member of the Governor's Council on Physical Fitness and Sports. Ms. Carlton, who now hosts five TV fitness shows weekly, stressed the role of fitness in the lives of company employees, as well as the necessity of recognizing preventive health care.

Other speakers included John Cantwell, M.D., Director, Preventive Cardiology Clinic in Atlanta, and a consultant of the PCPFS. He reviewed

the problems of coronary vascular disease, discussed cases that illustrate the failure to make proper early diagnoses, and stressed the importance of early detection.

PCPFS clinician Marigold Edwards, Ph.D., Professor at the University of Pittsburgh, speaking on "Stress Management" said we live in a mechanized, urbanized, overstimulated society. These circumstances all contribute to stress in lifestyle and she urged voluntary self-relaxation as an antidote for this environment.

Newly-elected AAFDBI officers are: R. Keith Fogle, president; Dennis Colacino, Ph.D., president-elect; George Pfeiffer, vice president, and B.G. Woodham, Jr., reelected as secretary-treasurer.

Honors were presented to six individuals and one company at the banquet awards ceremony. The Northern Natural Gas Company of Omaha, NE, received the Business and Industry Honor Award for its exemplary health/fitness program designed to reduce the costs of degenerative diseases, contain high medical costs, and increase worker productivity.

Individual honors went to Edward W. Scott, Jr., Assistant Secretary for Administration, Department of Transportation, who received the Exceptional Merit Award.

William Hettler, M.D., Director of Health Services, University of Wisconsin, Stevens Point, received the Individual Honor Award for his "dedication and outstanding leadership in the movement toward a high level of wellness through lifestyle improvement."

W. Brent Arnold, AAFDBI Past



Gov. Jerry Apodaca

President, and manager of Physical Fitness and Recreation, Xerox Corp., Leesburg, VA, was given the AAFDBI Service Award.

Honorary Certificates were presented to Leon Hames, vice president of the Life Insurance Co. of Georgia; Evelyn Lenzner, formerly on the staff of the PCPFS, and Betty Whitehead, administrative assistant to B.G. Woodham, Jr., of Owens-Corning Fiberglas, and secretary-treasurer of AAFDBI.

Highlights of the conference sessions included a presentation by Connecticut Mutual Life Insurance Company on the RUN FOR LIFE program. The new Xerox Health Maintenance Plan was presented by George Pfeiffer, and a special feature was the inclusion of Governors' Councils on Physical Fitness and Sports.

PCPFS members at the conference were C. Carson Conrad, executive director; Glenn Swengros, director of Federal-State Relations, and Dr. R. O. Keelor, Program Director.

President's Council Adds Bolden, O'Neal

The President's Council has added the names of two specialists, Frank Bolden and Lacey O'Neal, to its staff of consultants and clinicians.

Bolden, a former basketball, track and golf coach, has been serving since 1968 as Director, Department of Health, Physical Education, Athletics and Safety of the District of Columbia Public Schools.

O'Neal, currently a professional track athlete with All Stars Pro-Track Association, was a member of the 1964 and 1972 Olympic U.S. Track and Field Team. She also served as women's head track and field coach at the University of Florida, and has been serving as a clinician at track clinics since 1964.

Califano Cites Poor Condition Of Adolescents

HEW Secretary Joseph A. Califano, Jr., speaking before the Institute of Medicine, National Academy of Sciences, noted that many adolescents and college students are in poor physical condition and this portent of their health as adults "amounts to a national tragedy."

In calling for better preventive health care for the nation's adolescents—who number more than 29 million and constitute 14% of the population—he added that fitness habits formed early have lifetime consequences.

"Each year the schools discover countless apparently healthy teenage girls who cannot run a city block without stopping to rest," he said, "and a similar number of high school boys cannot chin themselves even once. In fact, one out of every six children in the United States ages 10 to 17, is weak or uncoordinated enough to be classed as physically underdeveloped by the standards of the President's Council on Physical Fitness and Sports."

"By the time they enter college a large percentage of young men and women are already in alarmingly poor cardiovascular-pulmonary condition."

Continuing, he said, "If better preventive health care is the goal toward which our health programs should strive—and I believe it is—nowhere is this more true or more important than in adolescent health."

Fitness Center Dedicated

Dr. Richard O. Keelor, Director of Program Development for the PCPFS, delivered the keynote address at the recent dedication of the Dow Health and Physical Fitness Center at Hope, MI, college. The 86,000-square-foot, \$3.6 million facility was made possible by a grant from the W.P. Kellogg Foundation of Battle Creek, MI.

MEMBERSHIP PACE HEIGHTENS

YMCA's National Programs Aim to Reach All Communities

Dr. Clayton R. Myers, director of the YMCA National Cardiovascular Health Program is enthusiastic about the Y's increasing membership but he says this growth hasn't scratched the surface of the number expected to be reached.

His optimism is based on eight programs the Y has launched, especially a couple which are the brain-children of Dr. Charles Kuntzleman and his wife, Beth, of Spring Arbor, MI, called "Feelin' Good" and "Activetics," mini-courses covering health, science, physical education and language arts for youngsters and adults, respectively.

Myers says that these eight programs are being introduced to the communities of America to reach all ages at all stages of physical development.

"Feelin' Good" and "Activetics" were recently the subject of a "Trainer of Trainers" workshop at Spring Arbor College. Designed by the Kuntzlemans, it taught five Y instructors from around the nation to lead workshops in their areas.

DURING "Trainer of Trainers" the instructors' week was divided between working with adults and children in the Jackson, MI, area and attending class themselves.

All of the classes were videotaped so that the instructors could see how they came across to their groups. They were later critiqued by Dr. Kuntzleman who observed that "it's much like a teaching experience."

THE 150 ADULTS and 100 youngsters in both programs were divided into five groups according to fitness levels. The adult class time involved a discussion of diet, nutrition, exercise and stress control. The children learned about the functions of the arteries and veins, oxygen, and the role of exercise in helping to make the heart healthy. The youngsters also saw that gym can be a fun place as they danced, jumped

and jogged to the strains of "Rocky" and to disco music hits.

Kuntzleman said he hopes that the instructors, who had this opportunity to work, live and study in a "healthy" environment will continue the work in their areas and teach this program on a consistent basis.

Myers said the Y's goal is to expand to eight million members nationally. "We have grown from a recreation organization to advanced programs in physical education."

In addition to "Feelin' Good" and "Activetics" the other programs are: Y's Way to Fitness; Y's Way to cardiovascular health (to be renamed Healthy Heart); YMCARDiac therapy; Healthy back; Slim living, and Stress management.

"**WE HAVE** just begun in the area of health and physical activity education," he added. "A couple of new areas we are interested in is with senior citizens and residents of mental institutions to see if through physical activity we can reduce their medication."

Future goals of the Y, he continued, are the branching into such major areas as: health improvement, juvenile work, international education and family health. To this end he said, Y directors are being told that, "Your market is everyone in the community, not just the people who attend classes or train in your facility. Our national expansion will be to hold classes in schools, churches and residential complexes. This is where our future growth will take place."

A similar pilot of "Feelin' Good" was also started at the Phillips Petroleum Company, according to Mike Bass, Phillips' Athletic Representative, who called it "so promising, we are now beginning a company-wide "Activetics" program. The Phillips pilot features fun group aerobic exercise and game sessions.

70% of Company Chief Execs Get Physicals, Survey Shows

Three of four companies provide health care for their chief executives—an average of 68 per company—and 70.5% of the 208 ‘leading U.S. corporations’ surveyed by the *Gallagher Presidents’ Report* required physical exams as part of their own health care program.

Most of the company presidents in the survey (72.8%) also said they considered preventive medicine as the best method to control high medical costs. However, only 15% maintain corporate medical departments, and 100% of the executives said they provide some form of group ‘health care’ insurance. Average cost for insurance per company employing 8220 workers was \$2,866,986, or \$148.78 per employee.

The survey also disclosed that 61% of the group participate in a daily exercise regimen. Calisthenics was most popular (45%); followed by jogging

(38.8%), and walking (35.5%). But when the executives go on the road most (53.3%) said they did no exercise.

Leading health concern (63.3%) of the group was their heart; overweight was next (49%), followed by cancer (33.9%).

The *Gallagher Presidents’ Report* is a New York-based newsletter for company chief executives.

Sound Off!

Readers’ comments relating to the area of physical fitness and sports—which serve as a valuable feedback—are being sought by the Newsletter for a Letters to the Editor feature.

Writers are requested to be as brief as possible to ensure the maximum number of letters which may be used. Please mail to: Editor, President’s Council on Physical Fitness and Sports Newsletter, 400 6th St., S.W., Washington, DC 20201.

Chamber President Lauds Council’s ‘Unique Program’

The Chamber of Commerce of the United States, traditional gadfly of federal agencies which waste taxpayer money by performing wasteful and relatively unimportant tasks, doesn’t believe the PCPFS falls into this category.

When asked to appraise the role of the President’s Council, Chamber President Dr. Richard L. Leshner, appearing on the Chamber’s radio program, ‘‘What’s the Issue?’’ said he regarded the PCPFS as a ‘‘unique program . . . some of the financial support for it comes from business firms voluntarily, and it really doesn’t collect that much in the form of tax revenues. We think its track record and success makes it very worthy of support.’’

PCPFS Glenn Swengros appeared with Dr. Leshner on the program which discussed ‘‘Physical Fitness: The Business Connection.’’

485 Youths Vied In Hershey Finals

A total of 485 boys and girls ages 10 to 15, who were preliminary winners over more than 2 million youngsters competing in local and state meets, were given expense-paid weekend trips to Marshall University, Huntington, WV, on August 5-6 to vie in the 1978 Hershey National Track and Field Youth Program.

The National Recreation and Park Association, Hershey’s Food Corporation, and PCPFS combined with the Track and Field Hall of Fame to organize and administer this national event. Former Olympic decathlon champion Rafer Johnson served as meet Grand Marshal, and Washington Bullets’ star Elvin Hayes helped award ribbons and certificates.

The goal of the program is to provide competitive experience for youngsters who have not previously been identified as extraordinary athletes. Various provisions in the rules allow only youngsters who have not lettered in track and field to compete.

Role of Walking Lauded

The role of walking in promoting good health, and the importance of maintaining a healthy and fit body, were lauded recently by two major public officials.

Mayor Edward I. Koch of New York City proclaimed September 13 as ‘‘Walking Tours of America Day’’ and urged all New Yorkers to participate in this ‘‘unique exercise in physical fitness.’’

Connecticut Gov. Ella Grasso proclaimed the week of June 4-10 as Physical Fitness Week, saying in part that ‘‘regular exercise, proper diet, and participation in athletic activities contribute greatly toward building a sound mind and body.’’

USOC Moves to Colo. Springs

The U.S. Olympic Committee, formerly headquartered at 57 Park Avenue, New York, NY, is now located at 1750 East Boulder Street, Colorado Springs, CO 80909. Its new phone number is: (303) 632-5551.

Quebec Minister Presents Sport Volumes to Council

A recently-published 10-volume collection of sports related books by Quebec Minister Claude Charron was presented to C. Carson Conrad, PCPFS executive director at a press conference in New York City.

The volumes, printed in English and French, include such subjects as: Physical Activity and Human Well-Being; Biochemistry of Exercise; Sports Medicine; Sport Psychology; Sociology of Sport, and Ice Hockey.

More than 20 nations contributed to the 5000-page work which summarizes knowledge related to some 20 disciplines of physical activity.



The 1978 Major League All-Star Game at San Diego Stadium was the setting for the pre-game competition of the Pitch, Hit & Run National Finals. This is the scene at the awards presentation made to the four age-class winners and four runners-up in the contest. Officials at the ceremony were, from left: Lawrence McGourty, president of Thom McAn; Brooks Robinson, former Baltimore Oriole third baseman; John Davis, executive director, National Recreation and Park Association; C. Carson Conrad, PCPFS executive director, and Eddie Matthews, former Milwaukee Braves third baseman who was inducted into the Hall of Fame last year. The competition was sponsored by Thom McAn in cooperation with PCPFS and NRPA.

PCPFS Pamphlet 'Fitness Facts for Women' Available

The PCPFS has several thousand copies of a pamphlet, "Fitness Facts for Women," available for free distribution to groups or individuals. The pamphlet, originally prepared for distribution at five exercise and nutrition clinics sponsored by the California Raisin Advisory Board and PCPFS, contains highlights of material presented at the clinics.

The clinic staff included Glenn Swengros, Director of Federal-State Relations for the PCPFS; Jackie Sorensen, founder of Aerobic Dance; Kathrine Switzer, first woman to run the Boston Marathon; and Dr. Beverly Bullen, director of the graduate nutrition program at Boston University.

During a 2-week tour of five cities, the clinicians made 13 TV appearances seen by 2.1 million viewers. They also appeared on 11 radio shows and were the subject of 44 newspaper articles.

Clinics were held at George Washington University, the University of California at Berkeley, Rice University, Northwestern University, and Boston University.

Mayor Daley Marathon Won By Stanforth; 10,000 in Run

Mark Stanforth, Phoenix, AZ, outran a field of 10,000—6,000 finished—to win the second annual Mayor Daley Marathon, sponsored by Flair Merchandising Agency in cooperation with the President's Council.

The 28-year-old banker negotiated the Chicago lakefront course in 2 hours, 19 minutes and 20 seconds. Five minutes behind was runner-up Barney

Cleeker, Chaska, MN, who edged last year's winner, the Rev. Dan Cloeter, NE, by five seconds.

The crowd's sentimental favorite was Jerry Benson, South Holland, IL, an ex-Marine who lost a leg in Vietnam. Benson had experienced difficulty nine miles after the start when his artificial leg failed to function properly, but he grabbed a pair of crutches and made it over the finish line in 9 hours, 47 minutes to win a special award for guttiness.

Interested spectators at the marathon were Chicago Mayor Michael A. Bilandic, Lee Flaherty of Flair, and C. Carson Conrad, PCPFS Executive Director.

'78 Was Great

Team registrations, for the first time in the 46-year history of the Amateur Softball Association of America, went over the 100,000 mark, reports ASA executive director Don Porter.



U.S. Attorney General Griffin B. Bell presents PCPFS' Dr. Richard O. Keelor with an award for "outstanding professional contributions to the planning, development and implementation of the Department of Justice's Occupational Health Physical Fitness Program." The program is considered to be an outstanding example of the federal government's emphasis on health strategies.

Oklahoma Council Proposes Fitness Network of 20 Cities

The Oklahoma Fitness Council has recently proposed to adapt its industrial work force model to the fitness needs of a greater cross-section of the state's population.

A major section of the proposal is the establishment of a model network of Community Fitness Centers (CFC) which would provide:

- Greater convenience in travel in providing tests and information.
- Adequate facilities to achieve fitness regimens, and
- Greater availability of fitness programs for the underprivileged, handi-

capped and the elderly.

Under the Council's proposal, 20 cities will be selected to participate in the program. And each CFC will concentrate on four major areas: nutrition (diet and weight control); physical fitness (prescribed exercise); smoking/alcohol abuse, and stress.

One of the important items of equipment the Council is seeking to fulfill the program's objectives is a mobile physical fitness laboratory capable of bringing into small communities high quality services available in large cities.

National Fitness Title Captured By Bakersfield

Bakersfield West High School, of Bakerfield, CA, captured the team trophy and Curtis Bailey, Catholic High School, Little Rock, AR, won individual honors in the national finals of the 13th Annual Marine Corps Physical Fitness Championships held at the Marine Barracks in Washington, DC.

Some 1,600 schools and 97,000 entries had participated in the preliminary competition which began in the fall of 1977 and concluded last June. The finals pitted 108 athletes from 18 schools which represented 12 States and six Marine Corps Districts.

Included in the Marine Corps 5-event fitness program were situps, pushups, standing broad jump, pullups and the 300-yard shuttle run. These exercises are similar to the events employed by the Leathernecks in the recruit training program.

In individual competition, Bailey's score of 491 out of a possible 500 edged Allan Byrd, Joseph Wheeler H.S. by a single point to win the \$3,000 scholarship award from Post Cereals. Keven Dutt, West H.S., placed third with 488. Byrd and Dutt received \$2,000 and \$1,500, respectively, in scholarship prizes.

The Bakersfield team, which tallied 2,379 points to take the title, was comprised of Brad Dickens, Keven Dutt, Joel Dooley, Gregg Powell, Scott Douglas and Rob Tucker. Dr. Rich Tucker was team coach and Marine SSgt. C. Madden served as adviser.

The balance of team results follows:

South West Miami H.S., Miami, FL, 2,312; La Sierra H.S., Carmichael, CA, 2,305; Catholic H.S., Little Rock, 2,305; Rochester H.S., Rochester, MI, 2,296; Penn Hills H.S., Pittsburgh, PA, 2,271; East Lake North High H.S., East Lake, OH, 2,255; Joseph Wheeler H.S., Marietta, GA, 2,237; Harrison H.S., Colorado Springs, CO, 2,230; Also: Lanai H.S., Lanai, HI, 2,211; Half Hollow Hills East H.S., Dix Hills, NY, 2,191; Upper Darby H.S., Philadelphia, PA, 2,184; Christopher Columbus H.S., Bronx, NY, 2,179; Iroquois Senior H.S., Elma, NY, 2,175; St. John's H.S., Lansing, MI, 2,169; Sunset H.S., Sunset, LA, 2,108; Pebble Brook H.S., Mableton, GA, 2,016, and Affton H.S., St. Louis, MS, 1,997.

13 Records Set at Explorer Olympics

Thirteen new records were set as some 2,000 teenaged Explorer athletes vied for individual and team honors at the fifth biennial National Explorer Olympics.

Highlighted by the premier performance of swimmer and track star Lee Ann Myers, 17, who captured six gold medals. Birmingham, AL Post 309 took an early commanding lead and maintained it throughout.

Individual male honors went to Kay Whittaker, 17, of Portland, OR, a member of Post 487, who took six gold medals and one silver medal in gymnastics and also earned a silver medal in team handball.

The top local Scout council provisional unit was from the Great Western Council, BSA, headquartered in Van Nuys, CA.

The athletes, ages 15 through 20, competed in 66 events in more than a score of sports ranging from archery and basketball to weightlifting and wrestling. The program was the culmination of nationwide competition among Explorers which officials estimated involved some 100,000 young men and women. Exploring is the coeducational career-oriented and high adventure of the Boy Scouts of America.

The President's Council on Physical Fitness and Sports was one of the major agencies cooperating in sponsoring the event, along with the AAU, the U.S. Olympic Committee, and other sports groups; and C. Carson Conrad, executive director of the council, served as the 1978 Explorer Olympics Advisory Committee chairman.

A prime attraction for both male and female athletes was participation in the President's Council physical fitness testing. Of the almost 2,000 teenagers attending, 302 attempted the test events and 67 (22 percent) successfully challenged the requirements. Members of the U.S. Navy conducted the events.

In addition to the athletic events

themselves, the week-long Olympics saw various sports clinics and demonstrations conducted by top specialists in such areas as basketball, wrestling, gymnastics, volleyball, the pentathlon, table tennis, bowling, soccer, running skiing, and swimming.

Olympians Frank Shorter, Jesse Owens, Kathy Howard, and John

Naber were among those demonstrating their skills and talking with competitors. Shorter donned track shoes and ran a 5,000 meter race; Owens highlighted opening ceremonies as he has done before; Howard gave what she said would be her last gymnastic performance; and Naber directed a swimming clinic.

NET NEWS ROUNDUP

Loss of 10 Million Players Called Greatly Exaggerated

A promoter's report of the loss of 10 million tennis players is greatly exaggerated, according to the U.S. Tennis Association Education and Research Center.

USTA spokesman and PCPFS clinician Eve Kraft sets the record straight by saying that "statistics have been gathered from every corner of the tennis world, and nearly all areas reported continued growth."

"Tennis is still booming," she adds, "and will continue to do so in the near future. And the primary reason is the growth of tennis programs in the schools and parks."

Let There Be Light

A new manual entitled, "Lighting Outdoor Tennis Courts," researched by the USTA Educational and Research Center and published by the Tennis Foundation of North America, should help increase the number of playing hours on the nation's tennis courts.

The manual is available free of charge from the Tennis Foundation of North America, 200 Castlewood Court, North Palm Beach, FL 33480, or from the USTA's Education and Research Center.

Workshop Calendar

An updated Calendar of Forthcoming Teacher Training Workshops for 1979 is available free of charge.

To receive copies of the calendar, which provides dates and locations of upcoming nationwide workshops and synopsis of each, write: USTA Education & Research Center, 729 Alexander Road, Princeton, NJ 08540.

Free Rackets

The USTA National Tennis Development Program continues to distribute equipment donated by tennis racket firms to junior development programs across the nation. Schools, park districts, neighborhood tennis associations and community recreation centers receive the free rackets.

The project, launched three years ago, has resulted in the distribution of 11,000 rackets by the USTA to junior organizations. For further information contact USTA National Tennis Development Program, 51 East 42d Street, New York, NY 10017.

Anyone for Team Handball?

Players and referees for men's and women's squads are needed for Olympic Team Handball tryouts. Interested individuals with soccer and/or basketball skills should write to: Dr. William Rosenthal, 30 Mystic Isle Way, Sherwood Forest, Becket, MA 01223.

Running Booklet Attracts 1000 Requests Per Day

If you thought that America's interest in running was simply a passing fancy, consider this fact: Requests for free copies of ONE STEP AT A TIME, a handbook for beginning runners, are coming into PCPFS offices at the rate of more than 1,000 per day. Availability of the booklet was first announced in public service advertisements released early in September, and demand has been building rapidly ever since.

The 20-page illustrated booklet was written by the PCPFS' V.L. Nicholson and designed and printed by National Car Rental System, Inc. It includes a brief discussion of the reasons for running, sections on running style, pace, and distance, and a complete set of flexibility exercises. It also offers a simple test to help you determine when you are ready to begin running, as well as how fast you should run.

The PCPFS will continue to respond to requests for copies of ONE STEP AT A TIME as long as its supply lasts. However, it is recommended that groups desiring quantities of the book write to this address: Advertising and Public Relations, National Car Rental System, Inc., 5501 Green Valley Drive, Minneapolis, MN 55437.

National Car Rental also has produced a 16mm color film, "Run for Yourself," that explores the reasons why three prominent physicians run. Groups or clubs may reserve a free print of the film by writing to: Modern Talking Picture Service, 2323 New Hyde Park Road, New Hyde Park, NY 11040.

Conrad, at TRIM in Tokyo, Impressed by Fit Japanese

C. Carson Conrad, the PCPFS's Executive Director, who served as a staff member at the 10-nation International Symposium on Trim and Fitness in Tokyo on October 7-11, said he was impressed with the state of health and fitness in Japan. This International Symposium is the first ever held in Asia.

"Japan is No. 1 in longevity in the world and in worker productivity," he noted, "so it's not unusual that it ranks highest in employee health/fitness investment." He also observed that the Japanese counterpart of AAFDBI (with 1,500 members) more than doubles the American fitness group's total of 700.

Conrad met with Japanese leaders in physical education and recreation and sports; visited outstanding programs of employee health/fitness; reviewed school PE; participated in the National Festival of Sports at Fuji City; and gave a 2-hour presentation before 300 leaders of physical fitness in business and industry.

In his visit to the Osaka Gas Company, he found its facilities comparable to a small U.S. college physical education and athletics plant. He said the company has a full-time professional staff in health/fitness of 19 qualified personnel, all of whom are certified physical educators, with the exception of the Director of Sports Medicine, who is an M.D. "It appears that Japan's health commitment is paying off," he added.

PF Program Conference Attracts 25 States

Twenty-five State governments were represented at a recent conference on physical fitness programs in the public and private sectors at Atlanta, GA. Twenty-one of the States presently have governors' councils on physical fitness, and the other States represented are weighing the possibility of forming such councils.

Several of the governors' councils are promoting fitness opportunities for

Seminar to Hear Wilmore, Cooper

Jack Wilmore, Ph.D., a consultant to the PCPFS, and Kenneth H. Cooper, M.D., medical consultant to AAFDBI, are among the featured speakers for a seminar on human performance and cardiovascular health on February 9-10 in Memphis, TN.

The seminar, which is designed for both health professionals and the general public, is being sponsored by the University of Tennessee Center for the Health Sciences. Among the topics to be discussed are Exercise in Health Maintenance, Exercise Testing and Prescription, and Exercise Programs in Pulmonary Rehabilitation.

For additional information write: Division of Continuing Education, University of Tennessee Center for the Health Sciences, 800 Madison Avenue, Memphis, TN 38163.

Dr. Clarke Receives Award

H. Harrison Clarke, editor of a physical fitness newsletter and PCPFS consultant, recently received the Gulick Award at the American Association of Health, Physical Education and Recreation's First General Session at Kansas City, MO.

A researcher professor emeritus at the University of Oregon, Dr. Clarke formerly served as president of the American Academy of Physical Education. He has produced 160 professional and research articles and seven textbooks on physical education, and still jogs daily . . . at the age of 75.

the elderly and the handicapped, and some of them are actively sponsoring marathon races, fitness fairs, employee exercise programs, and the development of exercise trails.

Persons interested in forming State or governors' councils, or interested in contacting those that already exist, are urged to write to Glenn Swengros, Director of Federal-State Relations for the PCPFS.

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Stephen Galetti, left, Chairperson, Michigan Council on Physical Fitness and Health, presents the Governor's Physical Fitness and Health Award to Joyce Tice, a PE teacher in Sparta Middle School, and Lloyd Morgan, PF Director for the United Auto Workers in Detroit. The awards were made at Michigan Stadium during half-time of the Michigan-Arizona football game which drew 101,000 fans.

Death of Rep. Byron Was Loss To Physical Fitness Movement

The death of Rep. Goodloe E. Byron in October was a grievous loss to the physical fitness movement. The Maryland Democrat, a highly-visible and enthusiastic spokesman for vigorous exercise, also was a staunch supporter of physical fitness measures in the Congress.

When Jimmy Carter took office in 1977, Byron was the leader of a group of 33 Congressmen who urged him to give renewed emphasis to physical fitness. PCPFS staff members had become accustomed over the past few years to receiving unexpected calls from Byron who frequently telephoned to ask how he could assist the fitness program.

Because he was so outspoken about the health benefits of exercise, and because he died of a heart attack while running, it was anticipated that Byron's death would provoke comment about the dangers of strenuous exertion. However, not foreseen was that the strength of his convictions, and those of his

family, would turn the tragic event into an occasion for positive discussion of exercise.

A few days after Byron's death, his widow, Beverly, invited several reporters to the family home to discuss the event. She pointed out that both the Congressman and several members of his family suffered from heart disease, and that her husband had run in an effort to protect himself against the disease.

Byron's younger brother died of a heart attack at 32, and an uncle died of the same cause at 42. His older brother has had one heart attack and two coronary bypass operations. Byron himself had been advised of severe irregularities in his heartbeat.

"We think we're lucky to have had Goodloe for 10 or 15 years when we might not have had him if he hadn't been running," said Mrs. Byron. "There has been a long list of heart problems in the family."

Survey Finds 90% Of Teachers Not In Good Shape

Not one of 25 teacher training schools surveyed by researchers David N. Aspy and Flora N. Roebuck in their book, *A Lever Long Enough*, provides a physical fitness course.

Studies conducted by the authors in their research showed that physically fit teachers were more efficient than unfit teachers. In one investigation of 1000 teachers it was found that 90% were overweight and only 10% had an exercise routine. A logical inference from this data, the authors said, is that "teachers as a group are not physically fit."

The book is published by The National Consortium for Humanizing Education, P.O. Box 10001, Washington, DC 20018 and P.O. Box 64952, Dallas, TX 75206.

One of Byron's sons, Barton Kimball, said his father thought of running as preventive medicine. "It had become a way of life for him," he added.

Samuel Fox III, M.D., a member of the PCPFS, was one of the cardiologists who had seen the results of Byron's exercise stress tests. "He had a severe abnormality," said Dr. Fox, "but he clearly was doing a great deal for his own physical, as well as psychological, well-being through running. Given his family history, I have a sympathetic understanding for his insistence on running."

Byron was not a casual jogger. He had run in seven Boston marathons, nine John F. Kennedy 50-milers, and he also logged approximately 50 miles a week. He watched his diet and weighed only 150 pounds.

Fitness had played a central role in the lives of all of the Byrons. Once a year the entire family would go on a 2-week back-packing and camping expedition. Mrs. Byron is an avid tennis player and began jogging about a year ago. She plans to continue.

et cetera

Sex Books Take 2d Place

"This is the year in which running surpassed sex on the best-seller charts," reports Parade magazine.

Leading the pack of more than 30 books on running and exercise is James Fixx' "The Complete Book of Running," which sold more than a half million copies in the first six months of this year.

Sears, 71, Sets World Mark

Ray Sears, Shelbyville, IN, added another world record to his collection recently. A PCPFS clinician, the 71-year-old tireless marvel, who has passed the 105,000 mile mark in his career, set a new work mark for the One Hour Run at Kokomo, IN, by running 8 miles, 857 yards.

Dr. Ryan 2d in Cycling

Allan J. Ryan, M.D., editor-in-chief of The Physician and Sportsmedicine and a consultant for the PCPFS, recently won a silver medal in bicycling for the United States in the 60-and-over category at the First World Games for the Medical Profession held at Cannes, France.

Lots of Life Yet

The running exploits of Alexander R. "Ray" Gordon, Jr. were cited by Sen. Claude Pepper (D-FL) in remarks inserted in the Congressional Record.

Pepper, Chairman of the Select Committee on Aging lauded the 60-year-old runner for winning over-60 titles in 400-, 800-, and 1500-meter runs at the National Masters AAU Track and Field Championships in Atlanta, GA, this year.

Pepper, in his remarks, said in part, "You do not have to roll over and play dead as you get older. Ray Gordon is living proof of the potential of exercise to help one lead a vital life as one gets older."

Sports Group Merger

A new major sports group has been created by the recent merger of the United States Track and Field Federation and the United States Track Coaches Association, according to the *National Collegiate Athletic Association News*.

The group, formed at a joint meeting of USTFF and USTCA representatives on June 22-23 at Bloomington, IN, will be known as the Track and Field Association of the United States of America (TFA/USA).

Exercise Equipment Booms

The sale of exercise equipment enjoyed a boomer last year of "a whopping 110% over 1976," according to a statistical report of the National Sporting Goods Association.

Sporting goods sales, the report said, reached \$15.1 billion in 1977, a 16% hike over 1976, and an 11% sales increase is projected for 1978.

"Part of this surge," the report added, "is accounted for by the inclusion of jogging shoes for the first time." Other equipment with high sales figures were warm-up suits, 75%; racquetball rackets, 83%, and basketball equipment, 44%.

Bicycle Sales Roll

Americans bought bicycles at a record pace during 1972-76 outselling automobiles by 10 million units, according to a recent issue of The Physician and Sportsmedicine magazine, which also reported that cycling ranked second only behind walking as America's most popular recreational activity.

The "average cyclist," the magazine reported, is 34 years old, rides three times a week for nine months of the year, and averages 23,000 miles during this period.

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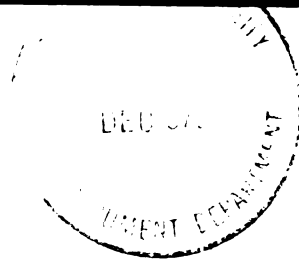
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MARCH 1979

NEWSLETTER

New Council Assured of Presidential Support

President Carter has urged the members of his Council on Physical Fitness and Sports (PCPFS) to seek support for the fitness program from the heads of federal departments and agencies.

The President said he would use the influence of this office to encourage such support and added that he wants to be advised of the results of meetings between Council members and the agency officials.

The President made his suggestion at a White House reception for the newly-appointed Council following its first meeting in November. He expressed confidence that existing federal resources can be redirected to improve fitness programs and facilities without increasing expenditures.

The President congratulated the Council on the extent to which it has been able to promote private and public support for the fitness program.

The new Council already has taken steps to adopt the President's recommendation. Members were assigned to the various departments and agencies at the council's second meeting in January, and a series of exploratory meetings is being arranged. Immediate objectives include increased research and information support from the government's health and education establishments.

(See COUNCIL page 11)



The atmosphere is jovial as President Carter has his initial meeting with his new Council. Seated clockwise around the table are: Billy Mills, Dr. Sammy Lee, Dr. Claude E. Terry, Jr., Dr. James A. Nicholas, Governor Jerry Apodaca (Chairman); C. Carson Conrad, Exec. Dir; Dr. LeRoy T. Walker and Anita L. DeFrantz. At far right in rear is Glenn Bengros, PCPFS staff, and at left in rear is Eugene Eidenberg, Deputy Asst. to the President. Also present were Al McGuire and Mrs. Charles N. Johnson who were not in focus of this photo. Members unable to attend were Dinah Dreyfus, Dorothy Hamill and Joseph B. Smith.

Carter Expects Apodaca To Be Active Leader

When President Carter selected Jerry Apodaca to head the physical fitness program, he said he expected the former Governor of New Mexico to be an "active, aggressive leader."

That the President's expectations have been fulfilled is obvious to anyone who has seen the new PCPFS Chairman in action. Apodaca's schedule for a recent 2-week period typifies his whirlwind approach to his new duties.

On the evening of January 24, the Chairman flew from Albuquerque to Washington. He was up early the next morning, in time for a brisk run and a working breakfast with C. Carson Conrad, the Council's Executive Director. He spent most of the day pres-

iding over a quarterly meeting of the Council, before breaking away late in the afternoon for a meeting with White House staff members.

On the following day, January 26, Apodaca was the featured speaker at a luncheon meeting of the Epilepsy Foundation of America. Later in the day he huddled with Senators Claiborne Pell and William Proxmire to discuss federal legislation.

One day and another airplane flight later, Apodaca was in Hollywood, FL., where he spoke at a preventive medicine workshop. Tallahassee was the next stop, on January 29. There the Chairman met with and briefed Gov. Robert Graham, and later in the day he

(See APODACA page 9)



GOV. JERRY APODACA

McGuire on Choking Up

A story is told of why Al McGuire finds it so hard to understand why golfers require complete silence when they are putting.

The recent PCPFS appointee and former coach of the national champion Marquette University basketball team relates this tale: "I'm watching on television, and the announcer is saying 'SShhh!' while this guy tries to make a putt no longer than my arm."

"But in my game, I gotta put an 18-year-old kid on the free-throw line with a couple of seconds left and the score tied. There are maybe 18,000 people screaming at him, and maybe someone is shaking the basket, and people in back of the basket are waving their arms. The kid misses and they say he choked."

Apodaca named to Serve on USOC

President Carter has named Gov. Jerry Apodaca, Chairman of the PCPFS, to serve as special Liaison between the executive branch of the federal government and the U.S. Olympic Committee.

This appointment will enable the PCPFS, which is the federal agency for

amateur sports, to maintain close coordination and continuity with the USOC.

Congress last session appropriated funds giving USOC the added responsibility of reorganizing amateur athletics in the United States involving the AAU, NCAA and other major groups.

National Poll Lists Barriers To Maintenance of Health

Failure by Americans to adopt a regular health and fitness regimen was found to be one of the major barriers in achieving more healthful lifestyles.

This finding was included in a nationwide survey undertaken by Louis Harris and Associates for the Pacific Mutual Life Insurance Company to determine the barriers to better health and methods to overcome them.

A summary of highlights of this important survey follows:

- Only 37% of the American public engage in regular exercise and 62% are overweight.

- The vast majority of Americans (92%) believe that if we lived healthier lives (ate more nutritious foods, smoked less, maintained proper weight

and exercised regularly) such a life style would do more to improve health than anything physicians or medicine could do for us.

- Eighty-one percent of those exercising regularly feel that their dieting was successful, as compared to 63% who do not exercise regularly. From these figures it appears that exercise makes it easier to diet.

- While only 37% of the total adult population exercise regularly, 51% under age 30 do so.

- The more affluent people are, the more likely they are to exercise, with those exercising regularly rising from 24% in households with an income of under \$7,000 a year, to 56% in households earning \$25,000 a year or more.

- Whites (40%) are more likely than non-whites (25%) to exercise regularly, and men (41%) are more likely to do so than women (34%).

- Business leaders (75%) and labor union leaders (51%) are much more likely than the general public to participate in some kind of regular exercise.

(See HEALTH page 7)

Lovell Served 11-Year Tenure As Chairman

When Capt. James A. Lovell, Jr., USN (Ret.) stepped down in November as Chairman of the President's Council on Physical Fitness and Sports, he had been titular head of the national fitness program for more than one-half of its 22-year existence.

Appointed by President Johnson in June, 1967, Captain Lovell served as Consultant on Physical Fitness and Sports to four Presidents. He had been Chairman of the Council since a reorganization in September, 1970, succeeding the late Hubert H. Humphrey.

Lovell's tenure was one of the most active and productive periods in Council history. During the past four years, private business and other Federal agencies provided some \$145 million in support for projects initiated by the Council.

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 Captain James A. Lovell, Jr., USN, (Ret.) recently accepted an invitation from Governor Jerry Apodaca to serve as a consultant with the President's Council.

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 Milestones of Lovell's 11 years of service included establishment of the State Champions program, the Presidential Sports Award program, and the National Youth Sports Program.

Lovell participated in several of the Council's advertising programs and was featured in a series of motivational films. During his tenure, the Council conducted 47 regional physical fitness clinics, reaching some 50,000 persons in all corners of the country.

One of America's early astronauts, Lovell for several years held the record for time in space. He is best remembered as a crew member on Apollo 8, which circled the moon on Christmas Eve, 1968. He also flew on two Gemini flights and was the command pilot of the ill-fated Apollo 13 expedition, when an oxygen tank exploded and aborted a planned moon landing.



Capt. James A. Lovell, Jr. USN (Ret.) outgoing PCPFS Chairman who also served as Consultant on Physical Fitness and Sports to four Presidents.

Carter Signs Vital Bicycle Legislation

President Carter signed the Surface Transportation Assistance Act of 1978 during the 95th session of Congress. The law will authorize \$80 million in funding for bikeway construction during the next four years.

Commenting on the presidential action, Ralph B. Hirsch, Legislative Chairman of the League of American Wheelman, said, "We regard the provisions of P.L. 95-599 as the most significant legislation for bicycling ever passed in the United States. As the national organization of bicylists, the league will work closely with Congress to get the full \$20 million appropriated

for 1980. We will welcome support in our efforts from all friends of bicycling."

The President also signed the National Energy Act which contains a "Bicycle Study" to develop a comprehensive program to exploit bicycles' transportation potential in energy conservation.

Correction

Due to a typographical error, a story in the December issue of the Newsletter said that the "average cyclist" averages 23,000 miles for nine months of a year. It should have read 2,300 miles.

Telethon to Aid USOC Raises \$\$ for Athletes

The National Broadcasting Company will present a seven-hour nationwide telethon on April 21 to raise funds for the United States Olympic Committee.

An NBC Sports spokesman said the telethon, dubbed "Olympathon '79" and which originates from the Desert Inn and Country Club in Las Vegas, will be a "star-studded entertainment special" which focuses attention on the U.S. Olympic effort.

USOC Executive Director F. Don Miller said the telethon is designed to foster national grass roots support for America's amateur athletes in Olympic and Pan American sports.

"I have no doubt that 'Olympathon '79' will have a tremendous, positive impact on amateur sports in this country," he said. "It will enable us to step out in important new directions and assist the U.S. greatly in keeping pace with other great nations in the world, where sports programs receive such attention as part of the individual's total development."

Miller added that the telethon "will provide the big financial shot in the arm amateur athletics in this country has needed for so long, and will serve as a tribute to our athletes who work so long and hard under less than perfect conditions to represent the U.S. in the Olympics and Pan American Games."

Continuing, he said, the show in Las Vegas and at local station throughout the country "provides the opportunity for every corporation, organization, business and individual to say, 'We support our Olympic athletes in the truest of American traditions . . . and here are the bucks to prove it' . . ."

The USOC depends solely on corporate and private gifts to sustain its operations. The current USOC budget is \$26 million for four years between the 1976 and 1980 Olympics Games.



President Carter congratulates new Council member Anita L. DeFrantz as PCPFS Chairman Gov. Jerry Apodaca, left, and Council member Al McGuire look on.

Secondary Schools Need Funds To Save Athletic Programs

Secondary schools face the prospect of dropping some or all of their athletic program unless new sources of financial support can be found to rescue their ailing programs.

This was the substance of a survey of high school athletic coaches and faculty directors conducted by the American Sports Education Institute.

"Of the 400 replies received to date," said ASEI project director Fred Eng, "56% of the schools described the situation as either 'serious' or 'very serious'. They tell us that unless new sources of operating revenue can be found," he added, "they will have to

slash their present athletic program drastically."

Major reasons for the crisis in scholastic sports, according to the survey, include a sharp drop in gate receipts at athletic events; a wave of rejected bond issues all over the United States; rising costs of team transportation and competent officials, and financial demands required to comply with Title IX.

ASEI, a non-profit organization with headquarters in North Palm Beach, FL, "is moving on two fronts to marshal support for a program to save school sports," said Charles Eager. ASEI's Chairman of the Sporting Goods Manufacturers Committee on Physical Education and Sport.

"We propose to form a nationwide association of local sports boosters clubs, to bring them all together for the purpose of learning how to raise support dollars and to pool their experience. At the same time, we hope to promote legislative action at the federal, state and local levels to pass critically needed bond issues."

It's a Boy!

Dr. Richard O. Keelor, PCPFS Director of Program Development, and wife Susan had a blessed event on February 25 at Loudoun County Memorial Hospital. His name is Ryan Conrad and he weighed in at 7 pounds, 12 ounces. The Keelors other children are Kelly Lynne, 16, and Richard, 14.



Many Talents Strengthen 'Lineup' of PCPFS Team

The above photo shows the new PCPFS in action during its initial meeting, and the following description presents a brief introduction of each member, except the Chairman, Gov. Jerry Apodaca, whose profile appears in this issue on page 2.

Henry (Hank) Aaron is Vice President of the Atlanta Braves and a partner in an investment firm. In addition to holding major league's career home-run record, he also has set 17

other marks.

Anita L. DeFrantz is a staff attorney for the Juvenile Law Center in Philadelphia. A Rhodes Scholarship nominee, she won a bronze medal in the 1976 Olympics in women's crew.

Dorothy Hamill, former Olympic, world and national figure skating champion, is currently starring in Ice Capades and on television.

Mrs. Charles N. Johnson, a former elementary school teacher, is a housewife and secretary-treasurer of a produce brokerage in Phoenix, AZ.

Sammy Lee, M.D., the sole PCPFS holdover, has served since 1970. A physician and diving coach, he had won gold medals in platform diving in the 1948 and 1952 Olympics.

Alfred J. McGuire, former college and pro basketball star, is currently Vice Chairman of Medalist Industries, Inc., in Milwaukee, and also serves as commentator for NBC-TV basketball games.

Billy Mills, an Olympic gold medalist in the 10,000-meter run in the 1964 Olympics, is a life insurance underwriter for Northwestern Mutual Life Insurance Company in Sacramento, CA.

James A. Nicholas, M.D., Director of Department of Orthopedic Surgery at Lenox Hill Hospital in New York City, is the team physician for the New

New Council gets down to business at its meeting in the new Executive Office Building on January 25. Seated clockwise around the table are: Dr. Claude E. Terry, Jr., Anita L. DeFrantz, Mrs. Charles N. Johnson, James A. Nicholas, M.D., Chairman Gov. Jerry Apodaca, C. Carson Conrad, PCPFS Executive Director; Dr. LeRoy T. Walker, Hank Aaron, Al McGuire and Sammy Lee, M.D. Members unable to attend were Dinah Shore, Dorothy Hamill, Billy Mills and Joseph B. Smith.

York Jets, Rangers, Knickerbockers and Cosmos.

Dinah Shore, TV, film, radio and recording star, is also an amateur photographer, painter and tennis player.

Joseph B. Smith, of Beverly Hills, CA, is Chairman of the Board of Electra/Asylum Records, and also a leading producer and promoter in the music industry.

Claude E. Terry, Jr., Ph.D., a microbiologist and president of an Atlanta consulting firm specializing in environmental studies, is an expert on water safety and white-water canoeing.

LeRoy T. Walker, Ph.D., Durham, NC, is a prominent physical educator and coach. A past president of the American Alliance for Health, Physical Education and Recreation, he had served as coach of the U.S. Olympic track and field team in 1976.

The addition of two members in the near future will bring the President's Council to full strength of 15.

National Net Teachers Schedule Conference

The 9th Annual National Tennis Teachers Conference, sponsored by the U.S. Tennis Association, will be held at the Roosevelt Hotel in New York City on August 29-31. Many of the nation's foremost teachers, coaches and tennis personalities are expected to attend.

If you wish to be placed on the mailing list to receive the 1979 Conference brochure, write to the USTA Education and Research Center, 729 Alexander Road, Princeton, NJ 08540.

Sports Medicine Conference

The U.S. Medical Games & Sports Medicine Conference will be held August 19-24 at the University of Southern California Los Angeles.



Al McGuire, coach of Marquette University's 1977 NCAA basketball championship team and NBC-TV basketball commentator, is welcomed aboard as a member of the PCPFS team by President Carter.

Council-Created Program Keeps Firefighters Fit

A physical fitness program putting Bangor Maine's firefighters into the same top-flight condition as their new firehouse is now in full swing. The voluntary program is run by Ken Remsen, health and fitness director at the Bangor YMCA, who conducts a one-hour fitness class at the fire station each weekday afternoon.

The Bangor program is based on a fitness program tailor-made for firefighters by the President's Council on Physical Fitness and Sports. Dr. Richard O. Keelor, PCPFS staff-member developed the program for the nation's 186,000 firefighters in response to a survey on their job performance.

That survey, conducted by the International Association of Fire Chiefs, concluded that "many on-the-job injuries suffered by firefighters were caused by overexertion, sprains and strains, falls and heat exhaustion, and

that these could be significantly reduced by improvement in all levels of physical fitness."

Remsen leads the Bangor firefighters in 30 minutes of indoor stretching exercises, calisthenics, and weight training and 30 minutes of alternate jogging and walking outdoors.

One firefighter, a lieutenant, said, "This fitness program is the greatest thing that's happened here in the ten years I've been on the force."

The firefighters fitness program is one of a number of activities sponsored by The Travelers PEP (Physical Exercise Pays) programs, and endorsed by the President's Council.

Bangor Fire Chief James L. McKenzie called the fitness program "fantastic . . . I wish more insurance companies would do things like this."

Jogging Club Gets Big Assist From Fun Run

The fast-growing Sun City, AZ Jogging Club, which has increased its membership to 165 youthful oldsters in a period of 10 months, credits a special event for inspiring its birth.

The catalyst spurring its formation was a 5,000-meter Fun Run, said Club President Helen Budde. "After the run we decided to send a questionnaire to some 400 entrants and asked if they'd be interested informing a club. The reaction was so good that we were able to get the Sun City Jogging Club started last April."

High point of the Club's brief existence was its recent participation in a 17-week Fitness Festival which wound up on February 26. Sponsored by the Del E. Webb Development Company in conjunction with local groups, it was open to every recreation organization of Sun City, Inc.

The Fitness Festival, which featured exercises designed to improve flexibility, strength and aerobic capacity, also highlighted seminars and lectures on general fitness, nutrition, obesity and stress control.

As the PCPFS Newsletter went to press the Fitness Festival was scheduled to hold a commencement ceremony on March 2 in the Sun Bowl featuring aerobic pioneer Dr. Ken Cooper.

Members' ages in the Jogging Club range from "over 30 to over 80" said Mrs. Budde. "We've an excellent performer in 71-year-old Mrs. Veallon Hixson who has placed first or second at least five times in the 10,000 meter run in the over-60 category.

One of the Club's top runners is Dr. Richard T. Elton, 61, dean of Area IV of Rio Salado Community College, who has placed no lower than fourth in 15 distance races since November 1977. Elton's goal—if he can break 3½ hours—is a chance to run in the Boston Marathon.

Big Ass • The number of regular exercisers has risen sharply in the last two years, among those exercising since leaving school, over one-third have done so in the last year, and 60% have done so in the last two years.

Fun • Two out of five people believe that they ought to take more exercise than they now do. And 32% who exercise regularly say they are not getting enough of it.

• Almost all parents recognize the importance of their children participating in school exercise programs.

The survey also found a number of programs for increasing exercise activities which touch a responsive chord with the public, including:

- Availability of exercise or athletic facilities at local schools, parks, churches or community centers.

- Development of voluntary physical fitness programs at places of work.

- Company-sponsored talks for employees by doctors and other experts which stress the beneficial effects of exercise.

- Television programs featuring beneficial effects of exercise.

- Booklets provided by employers or health insurance companies concerning the positive effects of exercise.

- Reduction in insurance premiums for people engaged in a structured health maintenance program (presumably involving exercise).

The survey report, entitled "Health Maintenance," is available from: Office of Corporate Responsibility, Pacific Mutual Life Insurance Co., P.O. Box 9000, Newport Beach, CA 92660.

Ryun Named Chairman

Jim Ryun, former Kansas University track great, holder of the American record in the mile and 1500-meter runs, has been named chairman for the Junior Athletic Championship Program. The U.S. Jaycees will host the 1979 Junior Athletics National Championships during July 26-29 at Tulsa, OK.



Hank Aaron and Dr. Claude E. Terry, Jr., take their oaths of office as members of the PCPFS before U.S. Attorney William L. Harper in Atlanta, GA.

Billy Jean Boosts Exercise For Prevention of Injuries

Recuperating after her latest surgery—removal of a bone in her heel—tennis star Billie Jean King recently told Chicago Sun-Times reporter Len Zeihm that her past sports injuries could have been avoided if she had known then what she knows now.

"I didn't learn what physical fitness was until 1974," she said. "Now I'm starting to learn from my doctor. A few orthopedic doctors are now big into sports medicine. Physical fitness is common knowledge now, but a lot of young players don't think they need to do it."

She offered these pre-game tips to avoid athletic injuries:

- Do stretching exercises before and

after playing. Begin by stretching the toes and then work up to the back and neck. Never do bouncing exercises; instead hold a stretched position for the count of three.

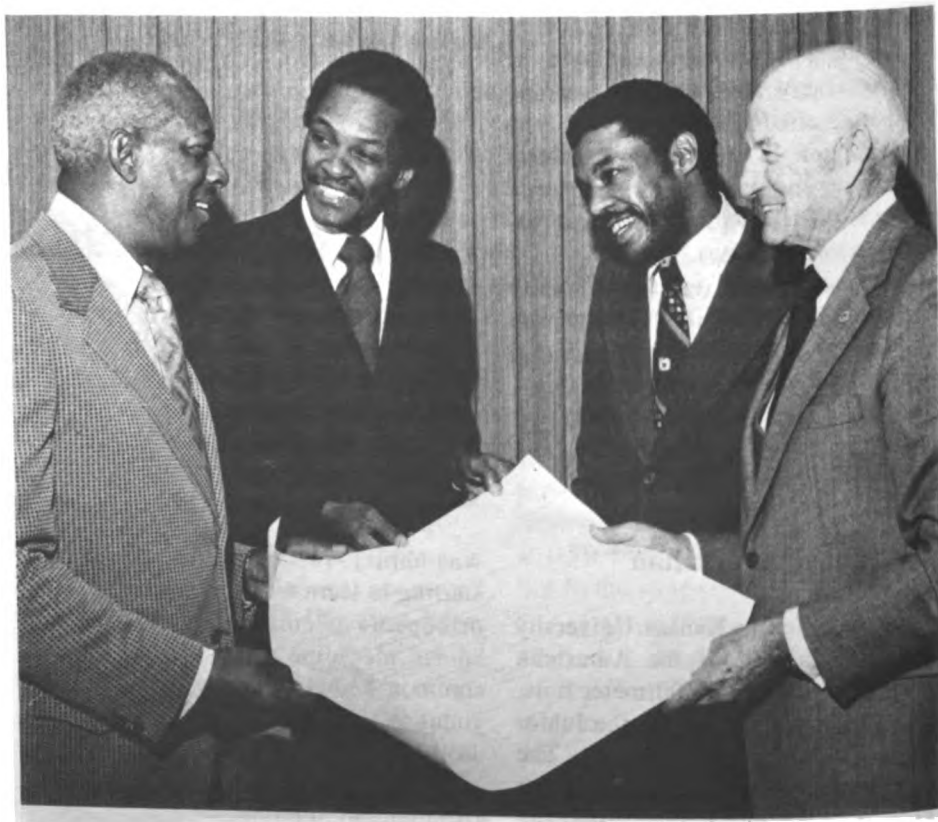
- Develop a weight training routine which exercises the entire body. Lift a weight that can be lifted no less than 12 times at one sitting. Repetitions are the key, not the weight being lifted, and they should be done on an every-other-day basis. These exercises strengthen the muscles around the joints and protect them.

Billy Jean had to admit that the problem of how to treat tennis elbow is a mystery to her too.



This oath of office ceremony in the Los Angeles County Courthouse, appears to have drawn a standing-room-only audience. Here, holding their Presidential commissions and flanked by PCPFS Executive Director C. Carson Conrad and District Superior Court Judge Betty Zeigler, are new Council members Joseph Smith, Beverly Hills, CA, left and Dr. Sammy Lee, Huntington Beach, CA, sole holdover member. The list of fitness leaders attending are, 2nd row, from left: Mrs. and Mr. Andy Bakjian, Peter D. Clentzos, Lorraine Hughes, Gwen Waters, and George Otott. 3rd row, from left: Dr. Frank Jobe, Karen Blaisdell, Dr. Edward Decker, Susan Jones and Hal Shurbeck. 4th row, from left: Dr. Ash Hayes, Dr. Ernest Vandeweghe, Robert Flanin, Joe Halper, James Cheffers, Neel Buell and Floyd Rhea.

Dr. LeRoy T. Walker, Durham, NC, professor of Physical Education at North Carolina State University, receives his Presidential commission from C. Carson Conrad, PCPFS Executive Director. On hand for the occasion were two of his former students, Anthony Eilmore, 2nd from left, a professor at the University of Maryland, and Walter Ricks, an aide to Sen. Robert Morgan of North Carolina. The ceremony was held in the American Alliance of Health, Physical Education and Recreation offices in Washington. Dr. Walker is Past President of AAHPER.



Run for Life Presented Top Award

Connecticut Mutual Life Insurance Company completed its first year as sponsor of the nationwide public service Run For Life fitness program by receiving the 1978 Distinguished Service Award of the President's Council on Physical Fitness and Sports for promoting the health and lifestyle benefits of running.

Former New Mexico Governor Jerry Apodaca, Chairman of the President's Council, appearing at a national conference of Connecticut Mutual Life General agents, said, "Run For Life delivers the essential message of the President's Council on Physical Fitness and Sports. It reaches those who have not yet taken their first step towards fitness and heart health and it encourages them to do so carefully and cautiously."

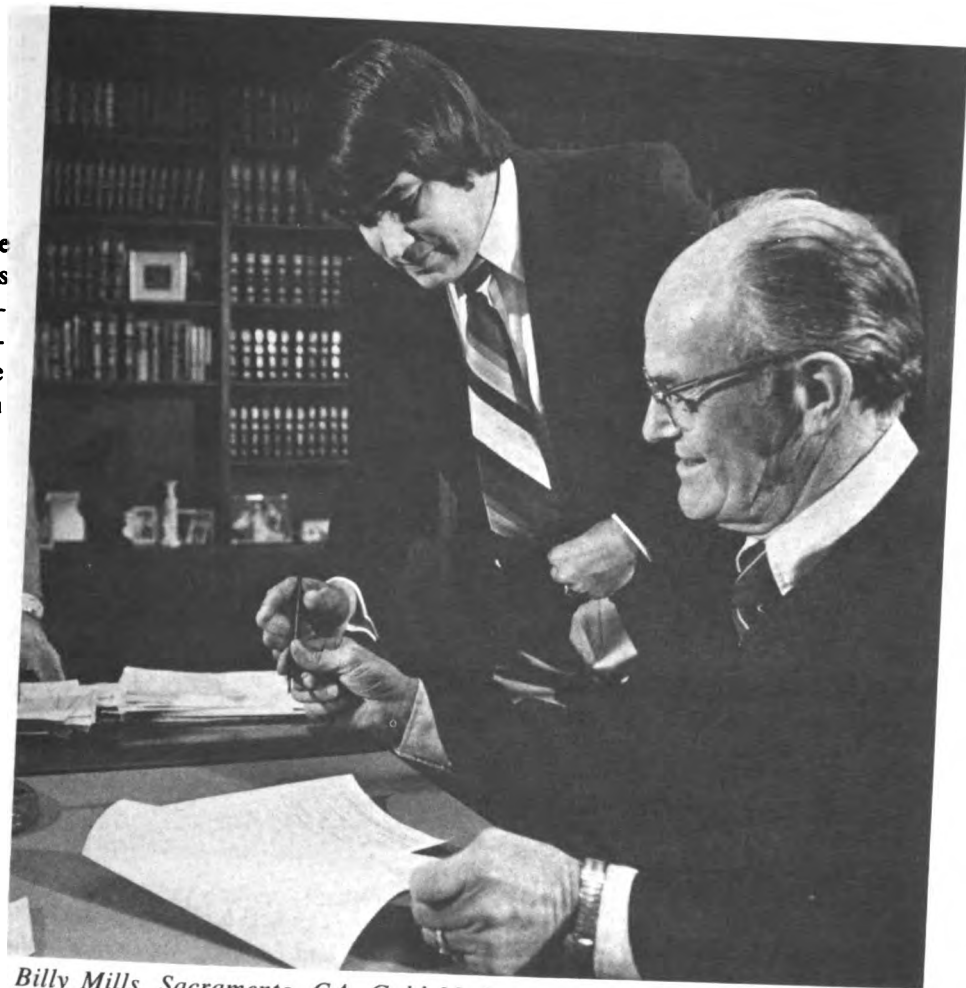
"This year," he continued, "the President's Council will concentrate on broadening the involvement of private industry in promoting physical fitness in America. We will challenge them to do for other exercises and other sports what Connecticut Mutual Life has done for running."

(Cont't from page 2)

was guest of honor at a luncheon given by the Florida Governor's Council on Fitness.

The third Florida stop was Palm Beach, where Apodaca was the keynote speaker at the national convention of a major insurance company. He also presented an award to a Florida legislator and ran in a 2-mile race with Frank Shorter, the 1972 Olympic marathon champion.

After a hurried trip back home to take care of personal business, Apodaca was on the road again, this time in New York City. On February 5, he appeared on the Arlene Francis TV show and met with the representatives



Billy Mills, Sacramento, CA, Gold Medal winner in the 10,000-meter run in the 1964 Olympics, is sworn in as a President's Council member by U.S. District Superior Court Judge Thomas MacBride in the judge's chambers in Sacramento.

of several firms that had expressed interest in sponsoring fitness programs. On February 6, there was a series of press interviews and a dinner at the Downtown Athletic Club, where Apodaca presented the Robert Stewart Memorial Award (named for a former PCPFS official) to tennis star Billie Jean King.

Early the next morning there was an appearance on the ABC-TV network show, "Good Morning America," and then it was back to New Mexico to get ready for the next outing.

There is little risk that Apodaca will run short of energy. He ran the Boston Marathon in 1978, runs several miles a day, plays tennis, squash, and racquetball, and enjoys skiing. A star running back at the University of New Mexico as a collegian, he is a self-admitted "jock" and fitness enthusiast. Presi-

dent Carter said he picked Apodaca for the fitness job both because of the personal example he sets and because of his proven ability as an administrator. Apodaca recently completed a 4-year term as governor of New Mexico, and he also has extensive business interests in his home state. He began his career as a high school coach.

Apodaca is married and has five children, one of whom is a scholarship athlete at his alma mater.

'Fitness for Life' Program

A fitness program for the total community has been in operation since 1974 at the Cleveland State University. It's Fitness for Life program is a year-long activity which is available both to the university community and the citizens of Cleveland, including those in business and industry.

Kinney Opens Mall Walking Campaign

Kinney Shoe Corporation's "Great America Walk" campaign, launched in January in the Livingston (NJ) Mall with a dramatic photo exhibit, will be seen in 35 of the nation's major shopping malls.

Featuring the works of outstanding photographers, the exhibit, sponsored by Kinney in conjunction with the PCPFS, highlights such themes as: "Walking Is a Discovery," "There Are Famous Walks and Walkers," and "Walking Is Work."

On hand to launch the campaign in New Jersey was PCPFS Executive Director C. Carson Conrad who sees the shopping mall as an ideal walking environment. Conrad, who said "we have to dispel the myth that walking is a Mickey Mouse activity," predicted that in the next few years, "we'll be able to put walking up there where jogging is today."

The mall presentation, one of the phases of Kinney's Walking Tours of America, also featured walking clinics followed by a walking race.

Athletes in Training Don't Need Vitamins Or Supplements

Athletes in training have an average intake of approximately 4000 calories a day to fuel three hours or more of exercise and would have no need for vitamin pills or nutritional supplements.

This was the finding of Dr. Sarah Short, professor of nutrition at Syracuse University. A Colgate sports medicine panelist, she had researched the diets of the school's six athletic teams and made them the subject of a computerized profile.

Dr. Short's findings are available by writing to: Colgate Sports Medicine, 300 Park Avenue, Dept. R, New York, NY 10022.



The new Council boasts a cross-section of society including physicians, former athletes and coaches, and representatives of the entertainment and legal community. Here, President Carter meets Mrs. Charles N. Johnson, Phoenix, AZ, a working housewife and former schoolteacher. In lower photo, James A. Nicholas, M.D., right, a Director of Lenox Hill Hospital, N.Y., displays his commission and looking on, from right to left, are: his wife, Kiki, Gov. Jerry Apodaca, C. Carson Conrad and the Hon. Arnold Guy Fraiman, Justice of the Supreme Court of the State of New York.



(Cont'd from page 1)

In its initial meetings, the PCPFS reviewed recent legislation affecting physical fitness, sports medicine, and amateur sport; discussed the role of council members; established communications and working relationships with the PCPFS staff, and considered a number of projects and actions proposed by the staff.

It was decided that the council will aggressively promote the organization of governors' councils on fitness in each of the 50 States. Jerry Apodaca, the council's Chairman, also announced his intention to capitalize on the personal interest of President Carter.

"If he can find time in his busy schedule to jog and play tennis," said the former governor of New Mexico, "that fact clearly is going to have an influence on the lives of thousands of other Americans."

Several White House staff members, including Jack Watson, Secretary to the Cabinet, participated in the PCPFS meetings. Watson told the group that one of the reasons for the President's selection of Governor Apodaca as Chairman was the similarity of their views on the subjects of exercise and sport.

Watson said the President participates in sport both for the pleasure he derives from it and because he is convinced that it is essential to his physical and mental well-being. "He has great self-discipline," the aide said, "and he probably does a better job of balancing the intellectual and physical demands of life than anyone I've known." The new Council will have its third quarterly meeting in April.

'Women in Motion' Booklet
Women's Sports Foundation has developed a motivational booklet entitled, *Women in Motion*, designed to encourage working women to be physically active.

The booklets are available at cost \$20 for 100 books and \$175 for 1,000 employers desiring to distribute them to employees. For additional information write to: Women's Sports Foundation, 195 Moulton Street, San Francisco, CA 94123.



Patty and her father, Jim Wilson, hold hands as they burst through the 2,000-mile finish line banner. Lending support to the pair was a group of local runners and Gov. Jerry Apodaca (shown jogging between the Wilsons) as they arrived at Lafayette Park, located across the street from the White House. Following the run, the governor congratulated Patty and presented her a special citation from the President's Council.

Patty Proves Epilepsy Is No Bar

Patty Wilson's faithful followers had patiently waited in a steady drizzle to cheer the courageous standard bearer of America's 2 million epileptics as she crossed the finish line to climax a 2000-mile "Super Run."

The run had started in Minneapolis on August 5 and ended in Washington on her 17th birthday. The California teenager did it mainly to prove "that handicapped people can do extraordinary things with their lives," said Jack McAllister Executive Director of the Epilepsy Foundation of America.

Patty, who had attracted joggers in each city along the run, received added support during her last leg from a group which included Gov. Jerry Apodaca (then chairman-designate of the PCPFS) as they wound up the 2000-mile Super Run in Lafayette

Park, located across the street from the White House.

During the ceremony which followed the run Patty received a special PCPFS citation from Apodaca who said her achievement had demonstrated that epilepsy is not a barrier to normal life. Other presentations were also made by the District of Columbia, the Epilepsy Foundation of America and the Road Runners Club of America.

A resident of La Palma, CA, Patty first drew attention at the age of 13 by completing a 30-mile run, and then followed it with a 100-miler. Prior to the 2000-mile run she had run 1310 miles from her home to Portland, OR.

The Super Run was sponsored by the EFA and expenses were underwritten by Allstate Life Insurance Company.

et cetera

Classic Run Is Sellout

The 10-Mile Cherry Blossom Classic began mailing out entries on January 29 and eight days later the entry list was closed when it reached the maximum total of 3,500.

The popular run, to be held in Washington, DC April 1 at the Hains Point and Tidal Basin areas, is sponsored by Perrier in cooperation with the President's Council.

McGinnis' New Title

J. Michael McGinnis, M.D., former Deputy Assistant Secretary for Health (Special Health Initiatives), Department of HEW, has been named Acting Deputy Assistant Secretary for Health (Disease Prevention and Health Promotion).

Short Heads Ga. PF Unit

Jack Short, Georgia State Consultant for Physical Education, has been named Chairman of the Georgia Commission on Physical Fitness. Twenty-five persons have been named to serve staggered terms of 1, 4, and 6 years.

2 Brochures Offered On Smoking Hazards

Free brochures on the hazards of cigarette smoking published in a comic format are available from the American Cancer Society, Inc.

One of the brochures, directed at youngsters who may be making a decision whether or not to smoke, is entitled, "Taking a Chance—With No Chance to Win." A second brochure, directed at adults, is called, "So You Want to Stop."

Both are available at your local American Cancer Society in your area. If not available locally write to American Cancer Society, Inc., 777 Third Avenue, New York, NY 10017.

Next Regional Clinics

Upcoming PCPFS Physical Fitness and Sports Clinics are the Midatlantic Regional on April 20-21 at the U.S. Naval Academy, Annapolis, MD, and the Metropolitan New York Regional on May 18-19 at the Harry S. Truman Educational Complex, Bronx, NY.

Next AAFDBI Conference

The Fifth Annual American Association of Fitness Directors in Business and Industry (AAFDBI) Conference will be held on October 23-26 at Colorado Springs, CO.

Olympic Track Trials

The AAU has selected Eugene, OR, as the site of the men's and women's Olympic track and field trials. The scheduled dates are June 21-19.

New Address for WSA

The Women's Sports Foundation, formerly located at 1660 Amphlett Blvd., San Mateo, CA, has moved to 195 Moulton St., San Francisco, CA 94123. Its phone number is (415) 563-6366.

Cerebral Palsy Games

The National Association of Sports for Cerebral Palsy will hold its national games in New Haven, CT, August 1-4. American athletes will be selected in this competition for the 1980 Cerebral Palsy Olympiad in Holland.

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
AND SPORTS
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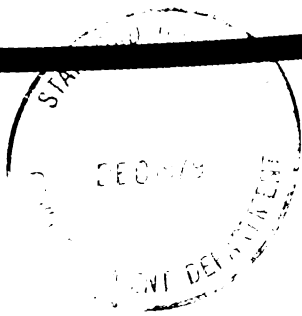
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President's Council on Physical Fitness & Sports

Washington, D.C. 20201

NEWSLETTER

JULY 1979



President Jimmy Carter congratulates Lisa Branchina as he presents the 15-year-old honor student from Jefferson Davis Junior High School, Hampton, Va., with the five millionth PCPFS Presidential Physical Fitness Award on May 22. Also participating in the White House ceremony are, from left, C. Carson Conrad, Executive Director of the President's Council on Physical Fitness and Sports; Lisa's mother, Mrs. Minnie S. Branchina; Dr. LeRoy T. Walker, Ph.D., Past President of the American Alliance for Health, Physical Education, Recreation & Dance; Jerry Apodaca, former governor of New Mexico and current Chairman of the PCPFS, Dr. George F. Anderson, Ph.D., Executive Secretary, AAHPERD, and Harold H. Mainor, Lisa's physical education teacher.

5 Millionth Fitness Award Won by Honor Student

Lisa Branchina, a 15-year-old honor student and cheerleader from Hampton, VA, is the winner of the five millionth PCPFS Presidential Physical Fitness Award.

President Jimmy Carter made the presentation of the nation's most prestigious physical fitness award to her at a White House ceremony on May 22.

Established by President Johnson in 1966, the PPFA is given to boys and girls who meet rigorous standards on a battery of six performance tests. Among the marks a 15-year-old girl must match or excell are the following: 50-yard dash, 7.1 seconds; 1½-mile run, 14 minutes; bent-knee situps, 40 in one minute; and standing long jump,

6-feet-1 inch.

There were only 9,000 winners of the PPFA in 1969, but the program has grown steadily since then. During the 1978-79 school year, the number of winners exceeded 700,000 for the first time.

Lisa, a ninth grader at Jefferson Davis Junior High School in Hampton, has won the Presidential Award each of the five years she has been eligible. Should she win it in each of her three high school years, she will join a select handful of boys and girls who have won the award eight years in a row.

An attractive blue-eyed brunette who stands 5-feet-4 and weighs 106 pounds, Lisa shines in every aspect of school

life. She is treasurer of her school's chapter of the National Honor Society; captain of the girls' softball team; has served as a member of the Student Council Association, and has been on the academic honor roll since fourth grade.

Youngest of four children of Santo W. and Minnie S. Branchina, Lisa lists her hobbies as reading, embroidery, and "all sports."

The PPFA Program, administered by the American Alliance for Health, Physical Education, Recreation and Dance for the PCPFS, uses no tax monies and is self-sustaining financially.



Dorothy Hamill, former Olympic Games gold medalist and world figure skating champion currently starring in Ice Capade shows, is sworn in as a member of the PCPFS by Robert J. Lipshutz, Counsel to the President, at a White House ceremony.

President's Council Confirms 3 Regional Clinics For FY 1980

Two of the three sites have been confirmed for the PCPFS fiscal year 1980 regional physical fitness and sports clinics, according to Glenn Swengros, Director of Federal-State Relations.

The only site not yet determined is the first regional clinic in the Greater Dallas Area on October 8-9 1979. Clinic Directors are Art Friedman, Consultant, Instructional Services Department; Educational Service Center, Region 10; P.O. Box 1300; Richardson, TX 75080. Telephone (214) 231-6301 X310.

Also: Charles Sterling, Director, Health and Physical Education; Richardson Public Schools; 400 South Greenville; Richardson, TX 75080. Telephone (214) 238-8111.

The Southeastern Regional Clinic will be held February 22-23, 1980 at

the University of Central Florida, Orlando, FL 32816. Clinic Director is Dr. John Powell, Chairman, Department of Physical Education; University of Central Florida, P.O. Box 25000, Orlando, FL 32816. Telephone (305) 275-2595.

The Northeastern Regional Clinic will be held May 2-3, 1980 at Glastonbury High School; Glastonbury CT. Clinic Directors are: William E. Huber, Coordinator of Athletics; New Britain Public Schools, 27 Hillside Place; New Britain, CT 06050. Telephone (203) 827-2223. Also: Davis Wiggin, Director of Athletics; Glastonbury H.S.; Glastonbury, CT 06033. Telephone (203) 633-5231 X249.

For additional information contact clinic directors at the addresses and phone numbers furnished.

USOC Festival Adds 5 Sports; 2300 in Meet

The U.S. Olympic Committee has expanded the National Sports Festival 11 program at Colorado Springs, CO, on July 26-August 1 from 26 to 31 events.

The six-day Festival, sponsored by Coca-Cola, is expected to draw over 2300 entries from coast-to-coast—many of whom will be shuttling from the VIII Pan American Games in San Juan, PR, to the USOC program.

The five sports added to the inaugural Sports Festival are: tennis, indoor speed skating, yachting, equestrian sports and roller skating.

USOC Executive Director F. Don Miller said that unlike the inaugural Festival when the entire costs were paid by the Olympic Committee, this year's program will be funded by the following: Coca-Cola will contribute \$500,000; NBC, \$500,000; and the city of Colorado Springs has guaranteed \$285,000 against any shortfall.

'Fitness After 50' Seminar Scheduled

The seventh annual "Fitness After Fifty—Fitness and Your Heart" seminar will be held October 5-7 at the Institute on Man and Science, Rensselaerville, NY.

Presented by the Center for the Study of Aging, Inc., the seminar's cooperating agencies include the PCPFS, American Geriatric Society, National Graduate University, Institute on Man and Science, and National Council on Aging.

Continuing medical education credits will be given for physicians, nursing home administrators and similar professionals.

Registration is limited and inquiries should be addressed to: Sara Harris, Executive Secretary; Center for the Study of Aging, Inc.; 706 Madison Avenue; Albany, NY 12208. Telephone: (518) 465-6927, or 462-1331.

HEalthWorks Model Fair Draws 12,000

HEalthWorks '79—a prototype health fair created by the Department of Health, Education, and Welfare with cooperation from the PCPFS and the National Park Service, drew an estimated audience of approximately 12,000 on the Mall in Washington, DC during its three-day run from May 22-24.

HEalthWorks is designed to serve as a model for communities around the country that want to hold similar fairs, said HEW Secretary Joseph A. Califano, Jr., who added that "our primary mission is to give people the information they need to help prevent disease and to improve health . . . The fair will demonstrate that a few simple changes in our lives can improve our health and may add measurably to our lifespan."

VIPs in attendance included Connecticut Gov. Ella Grasso, Ohio Rep. Louis Stokes, Washington, D.C. Mayor Marion Barry, Dr. Thomas Nesbitt, President of the American Medical Association; Dr. Joseph Cuppuccio, President of the American Dental Association; former New Mexico Gov. Jerry Apodaca, Chairman of the PCPFS; Dr. LeRoy Walker, Ph.D., a PCPFS member and former Head coach of the Olympic Track and Field Team in 1976, and Mrs. Frances Humphrey Howard, sister of the late Hubert H. Humphrey.

HEalthWorks was presented in a carnival setting in five tents which featured shows and demonstrations in Physical Fitness, Living Habits, Stress, Nutrition and Health Screening. One of its most popular attractions was a two-mile celebrity run led by Califano, Apodaca and former Olympic skier Suzy Chaffee.

In addition to the static displays inside the tent, the PCPFS held such activities as aerobic dancing, gymnastic demonstrations, Fitness for Older Americans, and a track and field clinic for women.



Coming in strong at a bunched finish in the 2-mile VIP Run on opening day of HEalthWorks '79 are, from left, Suzy Chaffee, former Olympic skier; HEW Secretary Joseph A. Califano, Jr., and Gov. Jerry Apodaca, PCPFS Chairman.

School Fitness Researcher Lauds 'Project Sunflower'

Progress during the school physical fitness research program, "Sunflower Project," is described as "almost unbelievable" by spokesman Wayne Osness, Chairman, HPER, University of Kansas.

The project involves an entire elementary school (Trailwood) in the Shawnee Mission, Kansas, School District where a personal fitness program has been superimposed over the entire curriculum.

"We are now midway through the second school year of our three year program," reports Osness, "and we have found that all of the school community have been extremely supportive and excited. The results have been almost unbelievable."

"We want to share this success with others throughout the United States, and would be willing to work with other schools in implementing such a program and invite others to see the program in action."

The Sunflower Project at Trailwood Elementary School is designed to improve the personal fitness of its students, their parents and teachers. The program emphasizes aerobic activity, motor development, nutrition, heart health, pulmonary health, and personal health education.

(See PROJECT, page 8)

Distance Race Planning

An information packet about the medical aspects of long distance race planning is available from Noel D. Nequin, M.D., Cardiac Rehabilitation and Health Enhancement Center, Swedish Covenant Hospital, 5145 N. California Ave., Chicago, IL 60625.



President Jimmy Carter, who jogs two to five miles a day, "has achieved a high level of physical conditioning and is in excellent health," according to his personal physician Rear Adm. William M. Lukash. The President's physical revealed a decrease in resting pulse rate from 60 to 40 and weight loss from 157 to 148 pounds.

PF Triumphs in Florida

The Broward County School Board has voted to maintain the 2-year requirement for physical education in the high schools, and also to increase the requirement from a semester to a full year in both seventh and eighth grades.

Hershey Meet Draws Large Youth Field

Nearly 2.5 million youngsters from across the nation are expected to participate in the 1979 Hershey's National Track & Field Youth Program, according to Earl J. Spangler, President of the Hershey Chocolate Company, a division of Hershey Foods Corporation.

Largest of its kind in the country, the program will be conducted this summer for boys and girls aged 10 to 15. The national finals will be held August 18 at Laidley Field adjacent to the future site of the National Track & Field Hall of Fame in Charleston, WV.

The program is conducted by the National Recreation and Park Association in cooperation with the National Track & Field Hall of Fame and the PCPFS. It is underwritten by the Hershey Chocolate Company, and is being organized with the help of former Olympic decathlon champion Rafer Johnson.

Children may qualify in as many as nine events: 50-yard dash, 100-yard dash, 220-yard dash, 440-yard run, 440-yard relay, 880-yard run, mile run, standing long jump, and the softball throw.



Sen Dick Lugar of Indiana participates in the Harvard Step Test at the "Dick Lugar's Fitness Festival." Co-sponsored by Butler University and the PCPFS, the festival on May 5 included a five-mile run and demonstrations on physical exercise, nutrition, and preventive health care.

Free Adult PF Booklet

Keep Fit America, a 48-page pocket-sized PCPFS publication is available free of cost in multiple quantities to such interested groups as YMCAs, JCCs, and business and industry.

An introduction to adult physical fitness, the 3-inch x 3-inch publication includes self-testing activities, graded exercises, and a jogging program.

The publication is available from: The President's Council on Physical Fitness and Sports, 400 6th St., S.W., Washington, DC 20201.

Exercise Trails Extended

JC Penney stores were involved in 290 trails nationwide, and 64 have been set up separately by other sponsors such as the U.S. Air Force, Parks Departments, Jaycees, YMCAs and schools, and 37 of the 50 states have Trails on the ground, according to a year-end progress report on Exercise Trail activity as of Jan. 5, 1979. A company spokesman said "we hope to have at least 500 trails by the time the program is discontinued."

AAFDBI Sets Agenda For October Meeting

The Fifth Annual Conference of the American Association of Fitness Directors in Business and Industry (AAFDBI) will be held October 23-26 at the Four Seasons Motor Inn in Colorado Springs, CO.

The agenda will include research findings, reports on new aspects of fitness programs, exhibits, awards, the annual business meeting, a special students' session and appearances of celebrity guests, including former Congressman and Olympic decathlon gold medalist Bob Mathias.

Conference speakers will include Bruno Balke, Ph.D., Aspen, CO.; Leonard Kirschner, M.D., Medical Director of the U.S. Air Force Academy, Colorado Springs; R. Keith Fogle, Fitness Director, Prudential Insurance Company of America, Newark, NJ; Elliot Stone of the Massachusetts Health Data Consortium, Boston; Karl Stodefalka, Ph.D., and Judith Vickory, Ph.D., of Pennsylvania State University. Other speakers are Curtis Wilbur, Ph.D., of the National Heart, Blood and Lung Institute, Bethesda, Md.; Michael Pollock, Ph.D., of Mt. Sinai Hospital, Milwaukee; John Marshall, M.D., New York Cornell Medical Center, New York City; Jo Anne Griffith, Women's Sports Foundation; and Joseph Chadwick, M.D., Stanford Research Institute, Palo Alto, CA.

Sportsmedicine Resource File to Be Established

A resource file on U.S. sports medicine, fitness, and conditioning centers, clinics and camps is being established at the editorial offices of *The Physician and Sportsmedicine*.

To be listed, administrators of public and private sportsmedicine centers should submit information on their facility to: Sportsmedicine Centers Project, 4530 W. 77th St., Minneapolis, MN 55435.

The three-day conference will consider such topics as "Rationale for Fitness Programs in Business and Industry", "Education, the Lifeline to a Healthy America", "Organization, Administration, Qualifications of Fitness Programs", "Medical Guidelines—Preliminary Screening and Legal Representation", "Strain-Stress-Exercise-Energy", "Nutrition—Exposure in the Corporate Setting", "Exercise Stress Testing", "Women's Programming", and "Stress Relief Through Bio-Feedback".

Research papers will be presented by fitness directors, researchers, consultants and educators working in this field. Individuals are invited to submit abstracts of original papers for presentation during the research sessions. Submissions may include experimental research, historical research surveys and case study designs.

Abstracts must include a statement of the purpose, brief description of the methodology, the results, interpretations and conclusions, and should not exceed 200 words. All abstracts should be sent by August 24 to Dennis L. Colacino, Ph.D., Fitness Director, PepsiCo, Inc., Anderson Hill Rd., Purchase, NY 10577.

The conference is open to AAFDBI members, students and guests. For more information about the program, registration and hotel accommodations, contact Program Chairman James Post, Manager, Executive Fitness Program, Xerox Corporation, Xerox Square—013, Rochester, N.Y. 14644. Phone: (716) 423-3841.

Film Directories Offered

Directories of football and baseball films featuring major contests, game tips and instruction are available on a free loan and rental basis from: Athletic Enterprises, 6914 Antigua Place, Sarasota, FL 33581.



PCPFS consultant Fay R. Biles, Ph.D., was named president-elect of the American Alliance for Health, Physical Education, Recreation and Dance. Professor of Allied Health Sciences, Department of HPER, Kent State University, Ohio, she will assume the presidency in April 1980.

AAHPER Adds D—for Dance

With the addition of the word "dance" the American Alliance for Health, Physical Education and Recreation has become the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).

The change in name was made by resolution passed by the Alliance Assembly, governing body of the organization, on March 19 during the 94th Anniversary Convention of AAHPERD in New Orleans.

The National Dance Association, one of the seven associations making up the Alliance, had urged the inclusion of the word "dance" in the corporation title in order to make it clear that dance is a separate discipline and should be awarded a position in its own right.

AAHPERD is a voluntary professional organization made up of 50,000 individual members who work and teach in the curriculum areas which focus on physical activity and health-related aspects of education.

N.C. 25th State to Form Governor's Fitness Council

North Carolina has become the 25th state to establish a fitness council.

In a letter to the PCPFS Chairman, Gov. Jerry Apodaca, North Carolina Gov. James B. Hunt, Jr., said "the 1979 General Assembly of North Carolina enacted on May 23 legislation to establish a Governor's Council on Physical Fitness and Health. The Council, composed of 10 members, will be in the Department of Human Resources."

Florida Governor's Council Voted Additional \$150,000

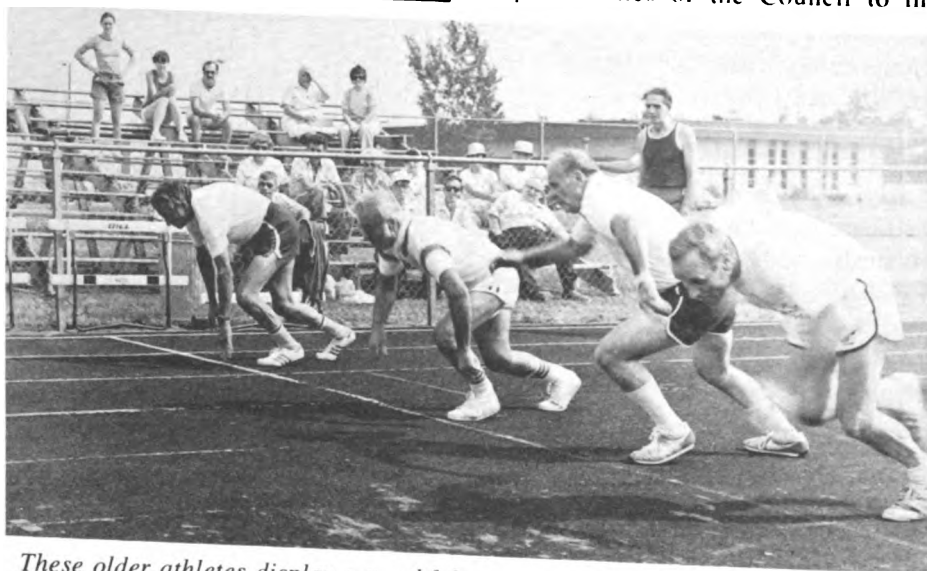
The Florida Governor's Council on Physical Fitness, backed by Gov. Bob Graham and the Florida Legislature, received an additional appropriation of \$150,000 to its existing \$49,600 budget.

Council Executive Director, Linda Bittner Crider, Ph.D., told the PCPFS that "four new positions have also been allotted to broaden the scope and responsibilities of the Council to in-

clude the area of sports."

Crider also reported that the Council had co-sponsored Workshop '79 for Active People Over 60 at Daytona Beach in May. The Workshop was a cooperative project of public and private groups, including financial aid from Travelers Insurance Company.

Dr. Richard Keelor of PCPFS guided Program Development and also participated in its activities.



These older athletes display a youthful zest to win as they bolt out at the start of this race held during Senior Olympics II, which was held under the Joint sponsorship of the Illinois Department on Aging, the Springfield Recreation Department, and Senior Olympics, Inc.

Senior Olympics Prove Elderly Pay Little Attention to Age

The Illinois Senior Olympic program is rapidly debunking the stereotyped idea that the older adult is fragile, weak and rocking-chair bound.

Patterned after the Golden Age Olympics of Sanford, FL, the inaugural Illinois program in 1977 attracted 135 men and women and the entry list was doubled in last year's Senior Olympics II.

Drawing from 80 communities, the competition included both 55-to-64 and 65-and-up age groups. Olympic

events were widely varied in both track and field events from sprints to distances races; also featuring such events as swimming, bicycling, table tennis, table tennis, trap shooting and archery.

First, second and third place finishers received medals which were later presented at a banquet. High point winner in the men's 75-and up competition was Alfred Kamm, Ed.D., of Springfield, who is President of Senior Olympic, Inc.

Conrad Is Elected To Int'l Committee

Physical Fitness and sports world leaders from 31 countries elected C. Carson Conrad, PCPFS Executive Director, as a new member of the International Committee on Physical Fitness and Sports.

Conrad, U.S.A. delegate, served as Chairman for the Plenary Session of the VIth International Conference on Fitness and Sports held in Cascais, Portugal, from May 7-12. He was a member of the International Committee from 1973-77.

Other International Committee members are: Jorg Stauble, Director, Sports for All, Swiss Sports Association; Jurgen Palm, National Director of Trim, Deustcher Sportbund, Frankfurt, Germany; Zbigniew Mikolajczak, Director, Assn. for the Development of Physical Culture, Dabrowskiego, Warsaw, Poland; and Heikky Serkamo, Director, Finmark Recreational Sports Association.

King-Sized Donation

A \$2 million pledge—largest ever made by a private corporation—was made by Burger King to fund facilities, food and trainers at training centers in Squaw Valley, CA, and Colorado Springs, according to the U.S. Olympic Committee.



PCPFS members in Washington for a Council meeting at the New Executive Office Building pose for a group photo outside the White House before taking a leisurely stroll through adjacent Lafayette Park. Accompanied by Deputy Assistant to the President Eugene Eidenberg, third from left, the members are, from left: James A. Nicholas, M.D., Joseph B. Smith, Governor Jerry Apodaca, PCPFS Chairman; Mrs. Charles N. Johnson, Sammy Lee, M.D.; Claude E. Terry, Ph.D.; Billy Mills and Al McGuire.

PCPFS REPORT

Situation on Exercise in the United States

(The following article is an excerpt from a working paper on "Physical Fitness and Exercise" that the PCPFS staff prepared for HEW's planned National Conference on Prevention Objectives. The paper does not necessarily represent official HEW policy, but the PCPFS believes that it will be both interesting and useful to persons actively involved in physical fitness and sport programs. Additional installments will appear in future issues of the Newsletter.)

Participation in exercise and sport reached unprecedented levels in the United States in the second half of the 1970s. The signs of increased physical activity are evident to anyone who looks, but runners and joggers are its most pervasive symbol. Rarely seen 20 years ago, and often ridiculed when they were, today they appear daily in nearly every street, neighborhood, and park in the country.

According to the most reliable surveys, approximately 55% of American

adults (18 years old and over) participate with some degree of regularity in exercise and sport (1). In round numbers, that is about 90 million men and women, or slightly more than twice the number who were involved in exercise only 15 years ago (2).

Other figures confirm the extraordinary growth of participation in exercise and sport. Thirty million young people (ages 6 through 21 years) take part in organized out-of-school sports activities, most of them in age-group swimming, track and field, basketball, baseball, and football programs (3).

USOC Appoints Ferrell

Robert J. Kane, President of the U.S. Olympic Committee, has appointed Joel Ferrell, Jr., Chairman of the Olympic Development Committee, as liaison representative to the PCPFS.

Some 538,000 highly-skilled athletes participate in intercollegiate sports programs, and 6.45 million boys and girls are involved in interscholastic programs. College intramural sports programs account for 4.34 million participants, and college club and recreational sports involve another 1.41 million (4).

☆☆☆

References

1. The President's Council on Physical Fitness and Sports. "Adult Physical Fitness Survey." Opinion Research Corporation. 1972. 1975.
2. The Gallup Poll. "American Exercise Survey." 1978.
3. U.S. Office of Education. "Report to UNESCO for Conference on Physical Education and Sport." 1976.
4. Statistics derived from reports supplied by these organizations: Association of Intercollegiate Athletics for Women; National Association for Intercollegiate Athletics; National Collegiate Athletic Association; National Junior College Athletic Association; and National Federation of State High School Associations.

(Continued in next issue)



Denis F. Mullane, President of Connecticut Mutual Life Insurance Company, center, is presented the PCPFS Distinguished Service Award by Gov. Jerry Apodaca, Chairman of the President's Council, as Olympic marathon gold medalist, Frank Shorter, company national spokesman, looks on. Mullane was honored for helping promote national fitness and health through programs such as Connecticut Mutual's RUN FOR LIFE.

'Project Sunflower' Lauded

(Cont'd from page 3)

Its goals are to:

- Teach children the fundamentals of good health and fitness.
- To create a positive attitude about themselves, their nutrition and lifestyles which will continue into later life.
- Provide each student with a positive experience that will demonstrate the positive feeling associated with good health and fitness.

The Sunflower Project is a total school project, involving all 450 children through grades K-6. After receiving physical assessment, families begin an aerobic training program designed to fit their capabilities.

In school a recess period has been changed to a fitness break during which all students participate in whole body activity for the entire 20-minute session. Each fitness break is designed so that all students, regardless of physical capabilities, can participate completely without embarrassment or self-consciousness.

Since teachers, to a large extent, control the attitudes of their students, an aerobic fitness program has been especially designed for their participation after school hours. This has been critical to the overall success of the program. The existing physical education program at the school has been left intact, since it involves the movement education experiences and the fundamental motor development that are vitally important to the child.

The Sunflower Project is jointly presented by: Shawnee Mission Kansas Schools, University of Kansas HPER, University of Kansas Medical Center, American Heart Association, Kansas Affiliate, and American Lung Association, Kansas Affiliate.

For information on the Sunflower Project contact: Mrs. Donna Osness, Project Director, D.O. Reading & Health, 8101 W. 95th St., Shawnee Mission, KS 66212, or Dr. Leon Greene, Project Coordinator, Dept. of HPER Robinson Center, University of Kansas, Lawrence, KS 66045.

Survey Reports '78 Gains in School Sports

Interscholastic athletics participation made significant gains in 1978 "despite legislative, financial and judicial hurdles," according to a recent biennial high school sports survey conducted for the National Federation of State High School Associations.

By recording an increase of 13.2% over the 1976 figures, the 20,000 member schools boosted their participation past the 6.4 million mark. (The survey counted individuals once for each sport participated in by boys and girls.)

Largest gains were notched by girls athletics which hiked participation by 26% to more than 2 million. The survey also noted that "since 1970 the number of girls participating in interscholastic athletic programs . . . increased a resounding 600%.

The survey also revealed that track and field, the most popular girls high school sport in 1976, was overtaken by basketball which added more than 150,000 competitors—a jump of 38.8%. The balance of the top 10 most popular sports were: volleyball, softball, tennis, swimming and diving, gymnastics, field hockey, cross-country and indoor track and field—the latter replaced golf in the top 10.

Basketball attracted the most participants since 1970 with 405,511, track and field had 403,882, and volleyball had 308,139, and softball and tennis gained more than 100,000 competitors.

In boys sports, tennis continued to make major gains since 1970 as 40 percent more schools sponsored the sport and participation figures climbed by almost 87%. Soccer, added 1100 schools (more than 50% increase) and had over 62,000 competitors. By adding 28,000 booters since 1976, an increase of 25%, soccer's percentage increase was the best among boys sports. Basketball registered an 11% gain by adding 75,000 cagers.

Junior Superstars Launched for H.S. Students

Athletic Skills
Format Stresses
Physical Fitness

A successful television series—The Superstars—is being expanded to reach the nation's high school students providing them with an opportunity to develop and test their physical fitness and sports skills.

Known as THE JUNIOR SUPERSTARS by Mountain Dew, the new program was developed in cooperation with PCPFS and is patterned after the National Youth Fitness Test. Employing the format of The Superstars, it allows boys and girls between the ages of 13 and 18 to participate in six events which measure physical fitness and motor skill.

Announcement of the new program was made jointly by John Sculley, president of Pepsi-Cola Company, and Dick Button, president of Candid Productions, Inc., organizer of The Superstars.

Said Sculley, "We've taken an extremely appealing concept and made it available to high school students in all 50 states."

IN THE FIRST YEAR of its operation the program involves one high school in each state, with selection based on the school's record in the National Youth Fitness Test. The President's Council has extended official invitations to the top schools to participate.

Commenting on the program, C. Carson Conrad, PCPFS Executive Director, said "We believe THE JUNIOR SUPERSTARS will make a major contribution to physical fitness by stressing the interest and participation of both teachers and students in regular vigorous exercise."

The local segment of the program will involve all students, not just the athletically gifted. Its basic purpose is to promote skill attitudes associated with a physically active life. Particip-

pants will represent themselves, with no team scores or inter-school competition being involved.

By qualifying in the upper half of all secondary schools in a particular state on the National Youth Fitness Test (NYFT), a high school can be identified as a JUNIOR SUPERSTARS school by the PCPFS. This entitles each school to conduct a JUNIOR SUPERSTAR CONTEST and provides them with a package of awards. The contest is similar to the NYFT with the addition of aquatics activity (for

schools with pools) and two motor skills tests.

Any awards and recognition will be in compliance with amateur and federal rules, and all activity beyond the local physical fitness event will be held in July and August.

During the competition students will participate in the following six events: 100-yard dash, one-mile run, gym test (pull-ups and sit-ups for time), 100-yard swim, basketball skills test, and a soccer skill test. An obstacle course will be added during the finals.

Family Health Attitude Report

Working women exercise more than non-working women.

Almost half (48%) of single parents exercise regularly.

Adults who exercise regularly are divided almost equally between the sexes; and they are concentrated among the very young (41%), the very old (39%), the very affluent (44%), and the suburban (39%) family members.

These were some of the findings of Yankelovich, Skelly and White, Inc., in the firm's series of research reports on the General Mills American Family Report 1978-79.

The PCPFS Executive Director, C. Carson Conrad, served as an Advisory Committee member on the study which reported on the attitudes of family members toward health and health care.

School Group Relocates

The National Federation of State High School Associations has relocated to 11724 Plaza Circle, Box 20626, Kansas City, MO 64195. Brice B. Durbin is the Federation's Executive Director.

Army Bars Cemeteries to Living Joggers

The Army probably sympathizes with joggers who can't find safe roads or streets for their workouts—but says that's no reason to allow them to trot through its cemeteries.

There was a time, the Army admits, when the jogging traffic through Arlington National Cemetery was fairly light so it didn't try to enforce its regulations which strictly forbid "recreational and sporting activities in national cemeteries." But now that "hundreds of them" are jogging through, Arlington Cemetery Superintendent Raymond Costanza says, "we lose control of them."

So, now that the Army has decided to bar joggers who stray on stray on their burial grounds the moral here would seem to be: Stay clear of cemeteries as long as you still have an option.



C. Carson Conrad receives the Nordstjernen, Knight of the Order of the North Star, from Consul General Bengt Friedman at the Swedish envoy's New York residence. The award, bestowed upon the PCPFS Executive Director by Sweden's King Carl XVI Gustaf, honors Conrad as a "strong advocate of Swedish ideas in the field of physical fitness."

Swim Project Promoted As Exercise Aid

"Swimming - A Cool Way to Physical Fitness," a 3-month pilot project for Los Angeles County which ends August 31, has resulted in the establishment of 40 area clinics. Designed by Blue Cross of Southern California, in cooperation with the PCPFS, YMCA and the Recreation and Parks Department, the project is aimed at all age groups and socio-economic levels in the community.

Swimming as an exercise was chosen for its wide appeal to all including the handicapped, and because it can be practiced year-round at the numerous Southern California public and private pools; provides cardiovascular benefits, and improves muscle flexibility, strength and endurance.

Participants in the project are told that only 45 minutes are required three or more times a week to ensure proper water exercise. Explanations were also provided by a staff of specialists on the effects of exercise, safety concerns, exercise guidelines and suggestions to achieve good health.

For further information on the project, contact Ms. Carmen Ulmer, Blue Cross of Southern California; P.O. Box 70000, Van Nuys, CA 91470.

Bob Hoffman at 80 Looks to a Long Life

High tribute was recently paid to 80-year-old Bob Hoffman by Pennsylvania Rep. William F. Goodling, who called the famed former athlete, coach, publisher, philanthropist, barbell and health food manufacturer "an inspiration to millions of Americans."

Goodling in his remarks in the Congressional Record also inserted an article from the Harrisburg Patriot-News that traced Hoffman's phenomenal career which began in 1908 when he won his first track meet.

A former member of the President's Conference on Physical Fitness and Sports, Hoffman says to his friends, "I'm as healthy as ever . . . and I'll live to be 100."

LaCrosse Program Schedules Cardiac Rehab Workshops

The La Crosse Exercise Program has announced the schedule for the newly developed cardiac rehabilitation one and two week workshops being offered

October 8-19, 1979 and April 9-20, 1980.

The first week of the workshops consist of didactic lectures with structured laboratory experiences and examination, while the "optional" second week will allow the individual to become involved as a "staff participant" in selected aspects of the program.

The workshops will provide an in-depth understanding and "hands on" experience of cardiac rehabilitation and a thorough understanding of the organizational and administrative aspects of a program.

For further information, please contact: Workshop Unit - La Crosse Exercise Program; Mitchell Hall, University of Wisconsin-LaCrosse, LaCrosse, WI 54601. Telephone: (608) 785-8686.

Mich. Publisher Wins Governor's PF Award

Michigan Gov. William G. Milliken named publisher Gregory Smith as the winner of the 1979 Governor's Physical Fitness and Health Award.

Smith, publisher of the Antrim County News, in Bellaire, and The Leader and Kalkaskian in Kalkaska, is a competitive cross-country skier and organizer of a track club. He also formed an athletic club and provided a building to house it.

U.S. Observers Give China Good Marks for Fitness

An optimistic note was sounded in three separate reports by American fitness specialists who recently visited the Peoples Republic of China and observed its campaign to promote health and recreation for all age groups.

Rep. Beverly Byron of Maryland, a member of the House Armed Services Committee, and an avid runner who represented the PCPFS, reported:

- An expansion of interest for students in elementary secondary schools and colleges beyond the primary goal of scholastic achievement. Today, she said, physical development is also treated as a key ingredient in the educational process, and there are standards of fitness which all students must meet.

- Daily fitness training for all citizens is encouraged by fitness commissions at the local level.

- Factories have morning physical fitness breaks in which all workers participate. In addition, each industrial workplace has teams in such sports as volleyball, basketball, softball and ping-pong.

- There is an increased emphasis on swimming due to the stimulus provided by Chairman Mao who wanted half of the population to become swimmers.

The second report, from Peter D. Clentzos of Pasadena, CA, National AAU Examinations Chairman, Track and Field, observed that "the Chinese people take their physical fitness and sports programs seriously."

Clentzos who visited China as a PCPFS consultant with his wife, Helen, said that "millions of Chinese start each day with some form of exercise, such as calisthenics, jogging, bicycling or Tai Chi, swimming, mountain climbing or camping."

He predicted a bright future for the nation. "China," he said, "will emerge with world class performances in all sports. It's all a matter of time."

Dr. William Blamer, the third observer, a member of the Michigan Council on Physical Fitness and Health," said there was no need for fitness and health councils in China.

Blamer, a Charles Stewart Mott Community Athletic Director, observed that the Chinese stay fit because: about 85% are farmers who perform manual labor; bicycling is the main mode of transportation for city dwellers; their diet is low in fat and limited by rationing, and schools promote positive health attitudes and habits.

Pope Supports Sports

Pope John Paul II, in recently congratulating World Cup soccer winners Argentina and Italy's national teams, also quoted fitness ideas of early Christian thinkers.

"Athletic activity," he said, "if properly performed tends to develop in the organism strength, skill, resistance and harmony, and it simultaneously favors growth in internal energy, becoming a school of loyalty, courage, endurance, resolution and brotherhood."

'4th R' Stressed In Ad Campaign

The latest PCPFS national advertising campaign is urging parents to look into their community schools and, if necessary, make the "4th R"—regular physical activity—a reality for all children.

Ads are stressing that only one in three children are receiving an adequate program of physical education in school—which is defined as at least one period per day of vigorous activity.

As a result of an inadequate physical activity program, the ads point out, children become overweight, even obese, a condition that inevitably leads to poor health later in life.

Experts Write 'Bill of Rights for Young Athletes'

The following was taken from "Youth Sports Guide for Coaches and Parents," published by the Manufacturers Life Insurance Company and the National Education Association for Sport and Physical Education. Copies of this book are available from AAHPER Publications, 1201 16th Street, NW, Washington, DC 20036, for \$3 each.)

The popularity of competitive sports for children does not mean that the programs are free of controversy. One of the most frequent criticisms of youth sports programs is that they are organized by adults-for adults. While such criticism may be justified in specific situations, the foundation of competitive programs for children is the adult leadership provided by volunteer

coaches and officials. Although the motives of adults who supervise children sports programs may be sound, the programs do not always provide safe, beneficial and satisfying experience for the young participants.

The following "Bill of Rights for Young Athletes," written in an attempt to protect young athletes from adult exploitation, was written by medical, physical education and recreation experts:

1. Right of the opportunity to participate in sports regardless of ability level.

2. Right to participate at a level that is commensurate with each child's development level.

4. Right to have qualified adult leadership.

4. Right to participate in safe and healthy environments.

5. Right of each child to share in the leadership and decision-making of their sport participation.

6. Right to play as a child and not an adult.

7. Right to proper preparation for participation in the sport.

8. Right to equal opportunity to strive for success.

9. Right to be treated with dignity by all involved.

10. Right to have fun through sport.

Creditable Workshop

College credit was given for the U.S. Tennis Association's Tennis Teachers Workshop which was held June 23-24 in Ahaheim, CA. Participants attending the two-day course were awarded one unit of upper division credit by California State University, Fullerton.

Special Olympics Aid Rises

More than half the U.S. Chapters of the Special Olympics now receive some support from state or federal sources to assist in the continuing development of Special Olympics programs. On another good news front Coca-Cola USA and its bottlers throughout the nation have renewed their support of Special Olympics during 1979.

New Net Tourney Handbook

The U.S. Tennis Association announces the publication of a *Handbook for Planning and Conducting Tennis Tournaments*. Copies may be ordered from the Publications Department, USTA Education and Research Center, 729 Alexander Road, Princeton, NJ 08540, for \$6 each (postpaid).

Communities to Get Fitness Circuit \$\$

Perrier recently launched the first of a series of Parcourse Fitness Circuits and will offer more than 200 grants to selected communities throughout the country in its expanded program.

Perrier's nationwide program was kicked off last year at a fitness celebration by Senators Edward Kennedy and George McGovern, Tom Nesbitt, M.D., marathon champion Bill Rodgers, Olympic gold medal swimmer Donna De Varona, and Perrier president Bruce Nevins.

For information about bringing the program to your community, contact: Parcourse, Ltd., P.O. Box 99589, San Francisco, CA 94123.

PCPFS Staff Cited

Glenn Swengros, PCPFS Director of Federal-State Relations, has been cited for "able leadership" by the Society of State Directors of HPE&R.

Also honored at the annual AAHPERD Convention in New Orleans was PCPFS Executive Director C. Carson Conrad who received the Council of City and County Directors Service Award for special expertise and support of CCD projects and research.

Bicycle Safety Film

A bicycle safety film produced by the Travelers Insurance Co., which highlights the causes, of bicycle and motor vehicle accidents is available free on a loan basis. Titled, "It's Your Move," the 10-minute, 16mm film is offered by The Travelers Film Library, One Tower Square, Hartford CT 06115.

Offer for Trainers

Reprints of an article published in the February 1979 issue of Training Magazine are being offered free of charge. Entitled, "Why Your Organization Should Consider Starting a Physical Fitness Program," it is available by writing to: President's Council on Physical Fitness and Sports, 400 6th St. S.W., Washington, DC 20201.

Pool Installations Up

A total of 104,000 residential and non-residential swimming pools were installed in 1978—only 600 less than the industry's all-time record set in 1973, according to John E. Broderick, president and publisher of *Swimming Pool Weekly/Age*.

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October 1979



Gen. Bohannon Receives Top Council Award

Lt. Gen. Richard Bohannon, M.D., (USAF-Ret.) founder and president of the National Jogging Association, received the President's Council on Physical Fitness and Sports' Distinguished Service Award during the Council's quarterly meeting on September 6 at the new Executive Office Building.



Gov. Jerry Apodaca, left, PCPFS Chairman, presents the Council's Distinguished Service Award to Lt. Gen. Richard Bohannon, M.D., (USAF-Ret.), founder and president of the National Jogging Association, for his major contributions to the nation's physical fitness boom.

Under Dr. Bohannon's dynamic leadership, the NJA has grown from its inception in 1968 with 1,400 members to an organization of more than 35,000. According to national fitness authorities he is considered as one of the major reasons that the United States is in the midst of an unprecedented physical fitness boom. A dedicated runner for 20 years, Dr. Bohannon, at the age of 71, jogs at least three miles six days a week.

Dr. Kenneth Cooper, Director of the Aerobics Center in Dallas, called him "the person to whom I am most indebted for the development of the Aerobics program . . . No man has had any greater commitment, nor any higher level of contribution, to the field of preventive health and physical fitness."

Dr. Bohannon, who also serves as vice president on the board of trustees at the Institute for Aerobics Research, served as the Air Force Surgeon General from 1963-67. He is a member of

Half Million Participate In National Jogging Day

National Jogging Day on October 13, which drew more than half a million participants, was termed a "rousing success" by PCPFS Executive Director C. Carson Conrad.

In Washington the day was highlighted by the National Jogging Day 20-kilometer run which attracted nearly 3,000 entries. The run was preceded by a Physical Fitness and Sports Clinic at American University that featured Jim Fixx, Kathy Switzer, Amby Burfoot and Gabe Mirkin, M.D.

Events were held in more than 300 locations including San Francisco's Bridge Vista Run; Seattle's Marathon Warm-Up, and the Georgia Lung Run in Pembroke.

President Jimmy Carter last month had signed a bill declaring October 13 as National Jogging Day.

Cosponsors of the day, along with the PCPFS and the National Jogging Association (NJA) were the National Recreation and Park Association and the American Lung Association.

(See BOHANNON page 2)

Bohannon Honored

(Cont'd from page 1)

the Association of Military Surgeons, the American Public Health Association, the American College of Physicians, and a Fellow in the American College of Physicians.

He holds honors as the Most Distinguished Alumnus of Baylor Medical School in 1964, and the Most Distinguished Alumnus of Southern Methodist University in 1968. In 1978, he received the Honor Award of the Texas Governor's Commission on Physical Fitness.

The ceremony honoring Dr. Bohannon was followed by the adoption of a resolution by the President's Council commending the NJA for its "major contribution to the national program of physical fitness and sports through the promotion of jogging;" for serving as a primary source of technical information of jogging and exercise, and for its "effective motivational program for beginning joggers."

The resolution also recognized the NJA publication, *The Jogger*, for its outstanding growth, and for distributing 300,000 copies of its booklet *Successful Jogging*. The Council pledged its cooperation and support to the NJA and urged individuals to do likewise.

Jr. Olympic Games

The 1980 National AAU/USA Junior Olympic Games will be held Aug. 15-17 at Santa Clara, CA.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, SW, Washington, DC 20201.

Council members are: Gov. Jerry Apodaca, Chairman, Henry (Hank) Aaron, Anita L. DeFrantz, Abbi Fisher, Dorothy Hamill, Mrs. Charles N. Johnson, Sammy Lee, M.D., Alfred (Al) J. McGuire, Billy Mills, James A. Nicholas, M.D., Dinah Shore, Joseph B. Smith, Claude E. Terry, Jr., Ph.D., and LeRoy T. Walker, Ph.D.

Staff members are: C. Carson Conrad, Executive Director; Richard O. Keeler, Ph.D., Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guldry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; and George Marker, NEWSLETTER Editor.



Division winner Doak Walker of New York strains to make one more situp in Junior Superstars national finals.

Junior Superstars Crown Nation's H.S. Fitness Champs

The search to find the top four fitness students in the United States came to a climax recently in the Bahamas at the national finals of the Junior Superstars by Mountain Dew championships.

The competition brought together boys and girls, 13- to 18-years old, who represented selected high schools in each state—based on the school's record in the national Youth Fitness Test and, in many instances, on the recommendations of State Directors of HPE&R as well as local supervisors and authorities. The program was developed in cooperation with the PCPFS.

All four champions triumphed through the grueling 7-event program patterned after the National Youth Fitness test. They were: Bill Bradshaw, Spartansburg, NC, and Kim Northrup, Lexington, KY, in the Upperclass division; and Doak Walker, Dix Hills, NY,

and Wren O'Connor, Miami, FL, in the Underclass division.

Students participated in the following seven events in the national finals: 100-yard dash, one-mile run, gym test (pull-ups and sit-ups for time), 100-yard swim, basketball skills test, soccer skills test and the obstacle course.

The march to national titles began with local competitions which ended before completion of the school year. Winners of both categories advanced to one of six regional sites (Boston, Cincinnati, Gainesville, Chicago, Denver and Los Angeles) which were held on weekends during July and August. The winners were invited to the Bahamas.

600 Soldiers Win PSA

Gov. Jerry Apodaca, PCPFS Chairman, joined President Jimmy Carter in congratulating 600 members of Headquarters, 45th Medical Battalion, Hanau, Germany, who recently earned the Presidential Sports Award.



25 States Form Nat'l Governors' Councils Assn.

Shown here are some of the participants in the PCPFS Conference of Governors' Councils on Physical Fitness and Sports. FRONT ROW (from left): Tim Butler, UT; Don Casady, IA; Joni Barnett, CT; Sonny Rooker, TX, Vice President; Jim Liston, IL, President; Wayne Edmonds, Secretary-Treasurer; Humzey Yessin, KY; Alan Cudworth, MI; BACK ROW (from left): Dara Houliston, FL; Jim Testor, SC; Dave Hughes, SC; Linda Crider, FL; William Gainey, NC; Jim Anderson, NY; Lew Lyon, MD; Duane Carlson, Blue Cross-Blue Shield; John Hiebert, KS; Wayne Osness, KS; Marvin Adner, MA; Richard Redfearn, MI, and Mort Diamond, MD.

Historic formation of a national governing body for the 25 Governors' Councils on Physical Fitness and Sport highlighted the group's conference on July 10-11 in Washington, DC.

PCPFS Chairman Gov. Jerry Apodaca presided at the two-day meeting which was climaxed with the formation of the National Association of Governors' Councils on Physical Fitness and Sports.

The National Association elected the following slate of officers: Jim Liston, Illinois, President; A. A. Rooker, Texas, Vice President; and Wayne K. Edmonds, Pennsylvania, Secretary-Treasurer. Glenn V. Swengros, PCPFS' Director of Federal-State Relations, will coordinate the activities of the Governors' Councils.

J. Michael McGinnis, M.D., Acting Deputy Secretary for Health, HEW; welcomed the Councils and Sen. Clairme Pell of Rhode Island discussed legislative efforts for physical fitness and sports.

The purpose of the Conference was to provide the councils with current information on new PCPFS programs; assist in improving lines of communication between each other, and update them on Federal legislation which may apply to their states.

Southeast Captures Hershey Youth Nat'l Track Finals

A strong Southeast Regional team edged a highly-touted team from the Mid Atlantic Region by one point to win regional honors at the National Finals of the 1979 Hershey's National Track and Field Youth Program at Huntington, WV.

The 42-event national Finals culminated one of the largest track and field programs in the country. Sponsored by the Hershey Chocolate Company in cooperation with the National Track and Field Hall of Fame, the President's Council on Physical Fitness and Sports, and the National Recreation and Park Association, the program is designed to promote participation, enjoyment and physical exercise for children.

More than 500 boys and girls, ages 10 to 15, from all 50 states and the District of Columbia, participated in the finals. They qualified for the all-expenses-paid trips to the National Finals by competing against more than

2.5 million youngsters in local, district and state meets held across the country this summer.

The Southeast team accumulated 267 points, one more than the meet runner-up from the Mid-Atlantic Region. The champion Southeast Regional team was comprised of participants from Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

New York led all states with 11 individual winners. Washington, D.C. was second in state competition with four winners.

Public Health Meeting Set

The 107th Annual Meeting of the American Public Health Associations will be held November 4-8 at the New York Hilton. Theme of the meeting is "Child and Family Health in America."

Situation Report on Exercise in U.S.

(The following article is an excerpt from a working paper on "Physical Fitness and Exercise" that the PCPFS staff prepared for HEW's planned National Conference on Prevention Objectives. The paper does not necessarily represent official HEW policy, but the PCPFS believes that it will be both interesting and useful to persons actively involved in physical fitness and sport programs. Additional installments will appear in future issues of the NEWSLETTER.)

THE GROWTH in participation is even more dramatic when viewed in terms of specific activities. The number of adult runners grew from a handful in 1960 to six million in 1972, 11 million in 1975, and 17 million in 1978 (1, 2). Tennis has added 10 million players in the past five years, and racquetball grew from an obscure sport with only 50,000 adherents in 1970 to a popular activity with 3.1 million players in 1978 (5).

The intensity of exercise has risen along with the rate of participation. One of every six adult Americans invests an average of 300 minutes a week in vigorous physical activity, and an equal number spend 200 minutes a week the same way (5). RUNNER'S WORLD magazine reports that there are now 200 marathon races (26-plus miles) in the U.S. each year; that more than 50,000 Americans have successfully completed at least one marathon; and that more than 4,000 have run the marathon distance in less than three hours.

This surge of activity has taxed exercise and sport facilities and created an unprecedented demand for information, instruction, and equipment. Tennis courts, swimming pools, ski slopes and gymnasiums usually are filled to capacity; sales of sporting goods and athletic footwear have reached record levels; books on exercise, and especially books on running, routinely appear on best-seller lists; and sports medicine has emerged as popular medical specialty.

ONE OF THE MOST striking features of the growth of participation in exercise and sport is the degree of involvement by females, the middle-aged and the elderly, groups which were not significantly represented in these ac-



TABLEAU. . . This solitary figure running through the field and greeting the breaking of dawn seems to symbolize the booming national movement of joggers who now strive to improve the quality of their lives.

tivities before the past 10 or 15 years. Exercise participation is highest in the younger age groups, but 38% of Americans aged 50 years and over say they exercise "regularly" (2). In several activities, including bicycling, tennis, and swimming, the number of female participants equals or exceeds the number of males, and their rate of participation is growing faster in many sports.

There appear to be several reasons for this doubling of participation in the past 15 years. Among those most frequently cited are increases in leisure time, increased affluence, growing concern about health and health care

costs, and intensive efforts by both public and private agencies to promote exercise and sport. The rapid growth of participation coincides almost exactly with the life of the President's Council on Physical Fitness and Sports (PCPFS), which was established in 1956, and with the promotional efforts of the American Heart Association, the YMCAs, and similar groups and agencies.

In one of the most recent surveys on the subject, respondents were asked to identify what they perceived as the major benefits of regular exercise. The answers they gave most frequently included: "I sleep better, look better, and have improved concentration." "I have a better outlook on life and am better able to cope with pressures." "I am more assertive and think more creatively." "I think I will live longer."

(Cont'd in next issue)

References

1. The President's Council on Physical Fitness and Sports. "Adult Physical Fitness Survey." Opinion Research Corporation 1972, 1975.
2. The Gallup Poll. "American Exercise Survey." 1978.
5. "Perrier Survey of Fitness in America." Louis Harris and Associates, Inc. August 1978.

MILLS, NICHOLAS

Introducing The PCPFS Members

Billy Mills was the first and still only American to win the 10,000 meter run in the Olympic Games.

An Oglala Sioux Indian born in 1938 on the Pine Ridge Indian Reservation in South Dakota, he was orphaned at an early age and was sent to boarding schools operated by the federal government.

He later won an athletic scholarship to the University of Kansas, where he excelled in track and was graduated in 1962 with a B.S. in Education.

Billy joined the Marine Corps in 1962 and continued his quest to make the Olympic team by running 100 miles a week. His efforts paid off and he qualified both for the 1964 Olympic Games 10,000 meter run and the marathon.

His subsequent victory in the 10,000-meter run in Tokyo still ranks as one of the Olympic Games' biggest upsets. The late Avery Brundage, former President of the International Olympic Committee commented: "I have been watching the Olympic Games for over 50 years and I have never seen an American athlete respond to pressure like Billy Mills did in winning the 10,000 meters."

Billy proved the Olympic triumph was no fluke by establishing a world record the following year in the six-mile run at San Diego.

He has been named to the Hall of Fame of Kansas, San Diego, South Dakota, National Track and Field, U.S. Track and Field, American Indian, and was also selected as one of the 10 Outstanding Young Men of America by the Jaycees in 1972. In 1969 he was appointed Assistant to Commissioner of Indian Affairs, Bureau of Indian Affairs.

(See *Introducing*, page 6)



Billy Mills (inset) gazes approvingly today at his gold medal performance 15 years ago when he scored a major upset by defeating Tunisia's Mohamed Gammoudi and Ron Clarke of Australia in the 10,000 meter run at the 1964 Olympic Games in Tokyo.

Southwestern Regional Clinic Lauded

The Southwestern Regional Clinic on Physical Fitness and Sports was "a total positive effort," said Art Friedman, Consultant of Instructional Services, Education Service Center, Region 10, Dallas.

Friedman, co-director of the Clinic at Richland Community College, October 8-9, added that satellite clinics will be held throughout the state to implement the Council's recommendations.

The Clinic drew over 1400 participants and featured such faculty headliners as Millie Cooper, Dr. George Sheehan, Dr. Garland O'Quinn, Joan Sullivan and Dee DaBramo.

The next PCPFS workshop is the Southeastern Regional Clinic on Physical Fitness and Sports, Feb. 22-23, 1980, at the University of Central Florida, Orlando, FL. Clinic coordinator is Dr. John Powell, Chairman, PE Department (305 275-2595).

Introducing

(Cont'd from page 5)

Currently associated with the Northwestern Mutual Life Insurance Co., Sacramento, CA, Billy resides in Fair Oaks, CA, with his wife, Patricia, and their three daughters.

Dr. James Nicholas' interest in physical fitness surfaced as a high school two-letter man in football and baseball. He continued his athletic career at New York University and also played semipro baseball and earned \$5 a game.

It was during World War II and the Korean War in which he served as an orthopedic surgeon that he developed interests in reconditioning and rehabilitation.

In 1972 he founded the Institute of Sports Medicine and Athletic Trauma at New York's Lenox Hill Hospital and serves as its Director of Orthopedic Surgery. He is also active in orthopedic research, including osteoporosis, rehabilitation and sports medicine.

A team physician for the New York Jets, Rangers, Knickerbockers and Cosmos, Dr. Nicholas has published numerous papers dealing with physical fitness, conditioning, deconditioning, injuries and problems relating to the joints.



James Nicholas, M.D.

Since he is an Adjunct Associate Professor of Physical Education at N.Y.U. as well as an orthopedist, he says, he has an excellent vantage point to see the problems in both specialties being dovetailed and symbiotic.

He believes that a fitness education program must include an understanding of the demands made on physical performance of an individual and the pathology that they have which they do

not know about—both incurred as a result of exercise and from previous surgery and injury and growth and development. He calls these the “Three P’s”: Participation, Performance and Pathology.”

His concerns include fitness for all age groups, the handicapped as well as the elite athlete, and the development of programs for those who cannot sustain themselves by running.

Besides travel, astronomy and golf, his hobbies also include staying fit. Today the 58-year-old physician rides a stationary bicycle at least an hour a day, five days a week; previously he ran five miles a day, five days a week.

Dr. Nicholas and his wife, Kiki, a psychologist, have three children, Philip, 21; Stephen, 19, and Nicole, 17.

Abbi Fisher Newest Member of Council



Abbi Fisher

Twenty-two year old Abbi Fisher, of South Conway, NH, recently became the youngest member of the President's Council on Physical Fitness and Sports.

A skier since she was 3 and a racing skier at the age of 16, Abbi is a member of the 1980 U.S. Olympic Ski Team and winner of the 1978 World Cup. She also plays tennis and soccer and is a rock climber. When her racing days are over she plans to work in the area of rehabilitative therapy.

Jogging Humor

My doctor told me jogging could add years to my life, and I think he was right. I feel 10 years older already.

“Off Your Duff” Converts TV Viewers to Fitness Doers

“Off Your Duff,” a one-hour special on physical fitness recently televised nationwide by PBS stations, reported wide audience response to its message to “Stand up, turn off your TV . . . and start moving.”

In addition to carrying the national telecast, some 135 PBS stations followed up with locally-produced programs which told viewers where instruction and recreational facilities could be found in their communities.

Funded by 3M, the national and local telecasts led to over 100,000 inquiries from viewers who wanted to take a next step toward entering fitness programs. Many viewers decided to

bypass PBS stations, according to Walter S. Meyers, 3M's vice president for marketing, and instead contacted participating YMCAs and other cooperating organizations.

Local follow-ups ranged from half-hour to hour telecasts. Some were panel discussions and locally produced documentaries, and many involved provisions for manning specially installed hotlines.

The telecast, held in cooperation with the PCPFS, featured athletes and personalities who told of engaging in fitness programs and feeling better for it.

CURRENT PCPFS ROSTER

Consultants, Clinicians, B&I Advisors Listed

The following lists provide the current rosters of the PCPFS Consultants and Clinicians as well as the Special Advisors on Physical Fitness in Business and Industry:

CONSULTANTS AND CLINICIANS

Tracy E. Albright, M.D., 104 Codman Road, Brookline, MA 02146; Ruth H. Alexander, 4802 NW 18th Place, Gainesville, FL 32605; Lee Allsbrook, Elementary PE Specialist, Middle Tennessee State University, Murfreesboro, TN 37132; Faye Biles, Prof. of Allied Health Services, Kent State University, Kent, OH 44242; Frank Bolden, Director, Dept. of HPEAS, D.C. Public Schools, Washington, DC 20002; James L. Breen, Chairman, Department of Human Kinetics and Leisure Studies, George Washington University, Washington, DC 20052; Charles A. Bucher, 3. The Knoll, Armonk, NY 10504; Neil Buell, Director Emeritus Institute, Associate Dean of Community Activities, Coastline Community College, Fountain Valley, CA 92798; John D. Cantwell, M.D., Director, Preventive Cardiology, Clinic, Peachtree Ctr. Cain Tower, 229 Peachtree Street, NE, Atlanta, GA 30303; H. Harrison Clark, Research Professor, PE, 2561 Pioneer Pike, Eugene, OR 97401; Thomas Cureton, Jr., Professor Emeritus and Director, Physical Fitness Institute, 141 Armory Building, Champaign, IL 61820; Dee DaBramo, Director of HPEAS, Village of Mamaroneck, Mamaroneck, NY 10543; Margold Edwards, Assoc. Prof. of Education, University of Pittsburgh, Pittsburgh, PA 15261; Linda K. Estes, 1408 Wellesley, N.E., Albuquerque, NM 87106; Tanya Everett, 155 10th Street, #8, Santa Monica, CA 90403; Rosalyn Fabianke, Post Office Box 747, Red Bay, Alabama 35582; Ted Forbes, 2122 Paseo Dorado, La Jolla, CA 92037; Samuel Pot, M.D., 7400 Fairfax Road, Bethesda, MD 20014;

Warren K. Giese, 4627 Perry Court, Columbia, SC 29206; William Haskell, Stanford University School of Medicine, 730 Welch Road, Stanford, CA 94305; Ash Hayes, Health & PE Curriculum Specialist, San Diego City Schools, 4100 Normal Street, Room 212, Annex 1, San Diego, CA 92103; John Horton, Vice President and Manager, Doremus & Company, 1701 K Street, NW, #1000, Washington, DC 20006; Stan Jacobson, Tacoma Public Schols, Box 1357, Tacoma, WA 98401; Frank Jobe, M.D., 575 East Hardy Street, Inglewood, CA 90301; Susan Johnson, Health, Safety & PE Division, State Dept. of Public Instruction, Raleigh, NC 27611; Keith Kingbay, Cycling Activities Manager, Schwinn Bicycle Company, 1856 North Kostner Avenue, Chicago, IL 60639; Ted Klumpp, M.D., Chairman of the Board, NAHD, Chairman (Emeritus), Winthrop Labs., 90 Park Avenue, #3900, New York, NY 10016; Eve Kraft, CoChairperson, Ed. & Res. Ctr., US Tennis Association, 729 Alexander Road, Princeton, NJ 08540; Hans Kraus, M.D., 465 Park Avenue, New York, NY 10022; Lawrence Lamb, M.D., 135 Downing Street, San Antonio, TX 78209;

Stan LeProtti, Post Office Box 316, Irmo, SC 29063; James A. Lovell, President, Fisk Telephone Systems, Inc., 3101 Milam, Houston, TX 77006; Elaine Mason, Professor of Physical Education, California State University, Fresno, CA 93740; Logan Mundt, 1048-B North Jamestown Road, Decatur, GA 30033; John Naughton, M.D., Dean & Professor of Medicine, State University of New York, Buffalo, NY 14222; Leahseneth "Lacey" O'Neal, 4209 Blaine Street, NE, Washington, DC 20019; Joan Parker, Women's Physical Education Dept., University of California, Berkeley, Berkeley, CA 94720;

Robert A. Pestolesi, Physical Education & Recreation Dept., California State University/D. Hills, Carson City, CA 90747; Michael Pollock, Director, Cardiac Rehabilitation, Ctr. for Eval. of Human Performance, Mount Sinai Medical Center, Milwaukee, WI 53202; Guy Reiff, Professor, Physical Education Dept., University of Michigan, Ann Arbor, MI 48104; Allan Ryan, M.D., Editor-in-Chief/Post Graduate Medicine, McGraw Hill, Co., 4530 West 77th Street, Minneapolis, MN 55435; George Sheehan, M.D., 79 West Front Street, Red Bank, NJ 07701; Berit B. Stanton, 116 East 68th Street, #5B, New York, NY 10021;

Joan Sullivan, Chairwoman, Physical Education Dept.,

Portland Community College, Portland, OR 97219; Michael Tichy, Prof. of Health and PE, Portland State University, Portland, OR 97219; Bill Toomey, 152 Monarh Bay, Laguna Beach, CA 92677; Jack Wilmore, Director, PE Department, University of Arizona, Tucson, AZ 85721; Philip K. Wilson, Prof., School of HPER, University of Wisconsin/La Crosse, La Crosse, WI 54601; James Winthers, Director, Community Services, San Juan Unified School District, 3738 Walnut Avenue, Carmichael, CA 95608; Gary Wiren, Director of Club & Prof. Relations, Professional Golfers' Association, Box 12458, Lake Park, FL 33405; and E. M. Vandeweghe, M.D., 211 North Prairie Avenue, Inglewood, CA 90301.

SPECIAL ADVISORS ON PF IN B&I

Roy R. Anderson, Vice President, Allstate Insurance Companies, Northbrook, IL 60062; Joseph W. Bartlett, Gaston Snow & Ely Bartlett, Boston, MA 02110; Jess A. Bell, President, Bonne Bell Company, Lakewood, OH 44107; Norman Brinker, Chairman of the Board & CEO, Steak and Ale Restaurants, Dallas, TX 75230; Edward H. Budd, President, The Travelers Insurance, Hartford, CT, 06115; John O. Byren, Executive Vice President, American Stock Exchange Inc., New York, NY 10003;

Suzy Chaffee, 36 Gramercy Park East, #5N, New York, NY 10003; James L. Daniell, President, RMI Company, Niles, OH 44446; Donna de Varona, One Sherman Square, #24K, New York, NY 10023; James F. Fixx, 37 Crescent Road, Riverside, CT 06878; David T. Kearns, President, Xerox Corporation, Stamford, CT 06904; Charles M. Kittrell, Phillips Petroleum Company, Bartlesville, OK 74004;

David W. Lupton, President, The National Varsity Club, Rumson, NJ 07760; Guy Mabry, Vice President, Owens-Corning Fiberglass, Toledo, OH 43659; Archie J. McGill, Vice President/Business Marketing, American Telephone and Telegraph Co., Basking Ridge, NJ 07920; Joseph F. McKinney, President, Tyler Corporation, Dallas, TX 75201; John S. Pingel, President, Ross Roy Inc., Detroit, MI 48207; Ray C. Robbins, Chairman of the board and CEO, Lennox Industries, Inc., Dallas, TX 75240; Edgar B. Speer, Chairman of the Board, U.S. Steel Corporation, Pittsburgh, PA 15230; Katherine V. Switzer, Manager, Special Promotions, Avon Products, Inc., New York, NY 10019.

New Facilities Guide Published

The American Alliance for Health, Physical Education, Recreation and Dance has announced the publication of its 1979 edition of "Planning Facilities for Athletics, Physical Education and Recreation."

The comprehensive facilities guide should prove valuable to school administrators, physical education department heads, athletic directors, architects and planning consultants.

To order, write to AAHPERD Publication Sales, Dept. U, 1201 16th Street, N.W., Washington, DC 20036. The 240-page book, listed under stock number 240-26570, is priced at \$15.95.

AAU Nat'l Convention Set

The Amateur Athletic Union's 92nd National Convention will be held Nov. -Dec. 1 at Caesar's Palace in Las Vegas, NV.

Conditioning 'Saved My Life': Ashe

World class tennis star Arthur Ashe, who recently suffered a heart attack at the age of 38, credited his physical condition for saving his life.

Health & Fitness Calendar

NOV. 7-11: Closed Workshop/Council for National Cooperation in Aquatics at Colorado Springs, CO.
NOV. 16-18: USOC Executive Committee Meeting at Dallas, TX.
NOV. 25-DEC. 2: Annual AAU National Meeting at Las Vegas, NV.
DEC. 6: PCPFS Quarterly Meeting at Washington, DC.*
DEC. 9: Tenth National Conference of High School Directors of Athletics at Dallas.
DEC. 29-JAN. 4, 1980: National Running Week.
JAN. 4-10: NCAA Annual Meeting at New Orleans.
JAN. 31: PCPFS Quarterly Meeting.*
FEB. 1-2: National Conference on Physical Fitness and Sports for All.*
FEB. 13-24: XIII Winter Olympics at Lake Placid, NY.
FEB. 22-23: Southeastern Regional Clinic on Physical Fitness and Sports.*
APRIL 10-15: AAHPERD Conference at Detroit.
MAY 1-7: National Physical Fitness and Sports for All Week.*
MAY 2-3: Northeastern Regional Clinic on Physical Fitness and Sports.*
MAY 22: PCPFS Quarterly Meeting.*
MAY 26-30: American College of Sports Medicine Annual Conference at Las Vegas.
JUNE 29-JULY 5: Explorer Olympics at Ft Collins, CO.
SEPT. 11: PCPFS Quarterly Meeting.
*Conducted or cosponsored by the PCPFS

Writing in the Washington Post, he said that doctors at the New York Hospital told him "I probably had a congenitally weak spot in the back wall of the left ventricle of my heart."

"The fact that I am physically active did not bring on my attack . . . doctors tell me that my physical condition probably kept the attack from being more severe. It may even had saved my life."

"My doctors confirmed for me what you've been hearing often in the era of the jogger—if your basic health permits it, periodic, graduated and intense physical exercise is good for you. It keeps the arteries open, delivers more oxygen to the heart muscle, relieves tension, helps the body process sugar and helps the lungs function properly."

Ashe said if he passes his scheduled angiogram test he will begin training for the U.S. Pro Indoor tournament in January.

et cetera

9½ Million Aching Backs

A 1977 national survey of 110,000 persons disclosed that 4.4% reported they had back or spine trouble during the past year, according to *Back Talk*, newsletter of the San Mateo, CA, YMCA.

Projected to the entire U.S. population, this indicates that almost 9½ million people are similarly afflicted. The survey did not include patients in hospitals nor did it include single episode reports.

Free Tennis Manual

The first revised edition of *A Manual for Financing Public Tennis Playing Facilities* is available free from the Publications Department, USTA Education and Research Center, 729 Alexander Road, Princeton, NJ 08540.

Deaf Skiers Convention

The 7th Biennial Convention of the U.S. Deaf Skiers Association, hosted by the Denver Ski Club of the Deaf, will be held Feb. 9-16, 1980 at Steamboat Springs, CO.

ACSM Slates Exam For Program Directors

A deadline of Jan. 12, 1980 has been set for receiving 1980 applications for the American College of Sports Medicine Program Director Certification. A written exam will be offered on March 8 throughout the U.S. and, for those receiving a passing grade, a practical exam will be given on May 27 in Las Vegas, NV.

For further information contact: Continuing Education Coordinator, American College of Sports Medicine, 1440 Monroe St., Madison WI 53706 (608) 262-3632).

Guidry USTA Speaker

Matthew Guidry, Ph.D., PCPFS Director of Community and Special Projects, addressed the U.S. Tennis Association's ninth annual Tennis Teachers Conference, Aug. 29-31, in New York City.

Guidry spoke on the prevention and care of tennis-related injuries, and tennis for the handicapped at the meeting which drew nearly 1000 tennis experts, pros and teachers from 42 states and 13 nations.

H.S. Week Supported

The National Council of the National Federation of State High School Associations unanimously supported the adoption of a national "High School Activities Week," the first to be held in September 1980. The week will spotlight high school athletic and non-athletic activities across the nation.

How to Cut Cycle Accidents

For copies of a model ordinance adopted by Des Plaines, IL, which has reduced bicycle accidents write Keith Kingbay, Cycling Activities Manager, Schwinn Bicycle Co., 1856 N. Kostner Ave., Chicago, IL 60639.

New Walking Book

A new book, *Walking Tours of America*, outlines mini-tours of 60 major cities and provides maps, points of interest and benefits of walking for physical fitness. Published by Collier Books, it was developed by the Kinney Shoe Corp. and the PCPFS. The 381-page book is priced at \$7.95.

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
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NEWSLETTER

DECEMBER 1979

Fitness Experts to Attend 'Sports for All' Forum

*Nat'l Conference
To Be Held Feb. 1-2
In Washington*



Featured speakers at the National Conference on Physical Fitness and Sports for All will include Kathrine Switzer, first woman to officially run the Boston Marathon, and LeRoy T. Walker, member of the PCPFS and first national track and field coach.

Pre-registration Information

Participants in the National Conference on Physical Fitness and Sports for All must pre-register. To obtain registration forms and additional information, contact Marion Evans, Coordinator - National Conference, P.O. Box 3445, Rockville, MD 20034. Telephone (301) 881-9400.

The conference will be in the Shoreham Americana Hotel, 2500 Calvert Street, NW, Washington, DC 20008.

Telephone (202) 234-0700. Conference room rates are \$38 single and \$40 double, plus 8% sales tax and 80 cents occupancy tax, and reservations must be made by Dec. 31, 1979.

The conference is designed for professionals in the areas of physical education, physical fitness, recreation, sport, and health, but members of the general public also are welcome.

(See SPORT, page 7)

16 PF Experts Slated to Give Presentations

Sixteen of America's top authorities on physical fitness will be featured at the National Conference on Physical Fitness and Sports for All on February 1-2, 1980 in Washington, DC. In addition, dozens of experts will serve on panels that will react to the presentations by the authorities and to questions from conference participants.

The conference is being organized around five subject areas. For each of the areas, one authority will summarize current knowledge, another will present guidelines for action, and a third will serve as moderator.

Lawrence Lamb, M.D., noted author and syndicated medical columnist who is a consultant to the PCPFS, has been selected to deliver the conference keynote address.

The five subjects referred to above, and the persons who have thus far been chosen to address them, are:

Physical Fitness and Sports for Pre-School Children-Vernon Seefeldt, Ph.D., Director, Youth Sports Institute, Michigan State University (State-of-the-Art Presentation); Genevieve Millet Landau, former editor-in-chief, *Parents* magazine, and Director, Has-

CONFERENCE PROGRAM

Friday, February 1

8:30 to 9:00
9:00 to 10:30
10:30 to 11:00
11:00 to 12:15

Registration
Opening Session
Break
Physical Fitness Guidelines for Adults Implementation in the Workplace
Panel Reaction
Lunch
Physical Fitness Guidelines for School-Age Youth Implementation in Schools
Panel Reaction
Break
Physical Fitness Guidelines for Older Adults Implementation in the Community
Panel Reaction
Exercise Break
Exercise Demonstration
Reception

12:15 to 1:45
1:45 to 3:00

3:00 to 3:30
3:30 to 4:45

4:45 to 5:00
5:00 to 5:30
6:00

Saturday, February 2

9:00 to 10:15

Sports for All Implementation Through the Community Recreation Program, the National Governing Bodies, and the Individual
Panel Reaction
Break
Workshops
Lunch
Physical Fitness Guidelines for Pre-School Children Implementation in the Family
Panel Reaction
Closing Session

10:15 to 10:45
10:45 to 12:00
12:00 to 1:30
1:30 to 3:15

3:15 to 4:30

Dr. Cureton Sweeps (11-for-11) Meet

Thomas K. Cureton, Ph.D., professor emeritus of physical education at the University of Illinois and a long-time PCPFS consultant won all 11 of the events he entered in the 75-years-and-over class in the 1979 Senior Olympics at Springfield, IL.

The 77-year-old "Father of Physical Fitness in America," who received the PCPFS' Distinguished Service Award in 1978, scored victories in the 50-yard dash, the 100-, 220-, 440-yard runs, the 10,000 meter run and one mile walk and in swimming he won the 50-yard freestyle, 50-yard backstroke and 100-yard four-stroke medley. His other two wins were in cycling events.

Dr. Cureton's wife, Portia, also shared in the family glory by winning five of six events.

Some 250 entered the meet which was directed by Jim Liston, Executive Director of the Illinois Governor's Council on Physical Fitness, and recently elected president of the National Association of Governors' Councils on Physical Fitness and Sports.

Explorer Olympics Slated

The National Explorer Olympics, which is sponsored by the USOC, the PCPFS and the Boys Scouts of America, will be held at Colorado State University June 29-July 5, 1980.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, SW, Washington, DC 20201.
Council members are: Gov. Jerry Apodaca, Chairman, Henry (Hank) Aaron, Anita L. DeFrantz, Abbi Fisher, Dorothy Hamill, Mrs. Charles N. Johnson, Sammy Lee, M.D., Alfred (Al) J. McGuire, Billy Mills, James A. Nicholas, M.D., Dinah Shore, Joseph B. Smith, Claude E. Terry, Jr., Ph.D. LeRoy T. Walker, Ph.D., and Alton M. White, Sr.
Staff members are: C. Carson Conrad, Executive Director; Richard O. Keeler, Ph.D., Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guldry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; and George Marker, NEWSLETTER Editor.

Nation's Improved Lifestyle Linked to Fitness Boom

"A resurgence of physical exercise and fitness" is credited with braking the past generation's slide into a sedentary lifestyle of Americans, according to a major 1979 Public Health Service report.

Entitled, "Healthy People: The Surgeon General's Report and Health Promotion and Disease Prevention," the HEW publication points to the 1977 Gallup Poll which found that "nearly half of American adults say they exercise regularly to keep fit. Millions participate in tennis, bicycling, swimming, calisthenics and other forms of exercise."

The report also adds that "people who exercise regularly report they feel better, have more energy, and often require less sleep. "Regular exercisers often lose excess weight as well as improve muscular strength and flexibility. Many also experience psychological benefits including enhanced self-esteem, greater self-reliance, decreased anxiety, and relief from mild depression.

"Moreover," it continues, "many adopt a more healthy lifestyle—abandoning smoking, excessive drinking, and poor nutritional habits. Sustained exercise improves the efficiency of the heart and increases the amount of oxygen the body can process in a given period of time. Compared to non-exercisers, people who engage in regular physical activity have one and a half to two times lower risk of developing cardiovascular disease, and an even lower risk of sudden death."

The report also makes the point that despite a doubling of the percentage of those who exercise, most do not exercise often, or vigorously enough, to achieve maximum health."

Discussing other gaps in national participation, the report finds that rates "are much higher among whites than minorities; among males than females; among younger than older persons; among more educated than less educated; among professionals than blue-collar worker; among the affluent than

the poor and among suburbanites than city dwellers."

The report calls attention to the reversal of a trend, begun in the early 1960s, which responded to the emphasis of President John F. Kennedy through his Council on Youth Fitness, for schools to provide more extensive fitness programs, and as a result, a number of states began to require daily physical education for school children.

"But since the late 1960s," the report states, "many school physical education programs have had to cut back for lack of adequate state and local funding."

The report also observes that business and government have developed an increasing number of employee fitness programs. The benefits of such programs it finds, accrue equally to management and to workers "who,

feeling better, often may work better."

Continuing, the report notes that "on a national level, government involvement has largely been through the President's Council on Physical Fitness and Sports. Since 1956, the Council has provided impressive leadership in drawing attention to the importance of exercise and fitness. It has assisted in development of employee health programs, public information programs, and special projects designed to increase participation in fitness and sports activities."

In issuing its report, which lists 15 priority activities or "actions for health," Surgeon General Julius B. Richmond noted that the American people have begun to realize the extent to which their physical and emotional well-being depend upon preventive measures which they alone can affect.

Boston to Host First Olympic Sports Medicine Conference

The U.S. Olympic Committee will present the First Olympic Sports Medicine Conference—Winter Sports in Boston on Feb. 26-29, 1980. Course registration, limited to 400 participants, is designed for orthopedic surgeons and other physicians interested in Sports Medicine, as well as paramedical personnel.

The course will include screening and conditioning of athletes, protection against hazards of sports and environment, factors which alter athletic performance, recognition and treatment of common and difficult injuries, and rehabilitation for return of the athlete to competition.

The conference will also provide an unprecedented forum for meeting with the USOC and its medical section, the U.S. Olympic Council on Sports Medicine. Several days after completion of the XIII Winter Olympics, this gathering will launch an important phase in planning for the 1984 Olympics and the U.S. National Team.

A post-Olympic banquet will be held on February 27 featuring guest speaker William E. Simon, former Secretary of the Treasury. Simon, who is treasurer of the USOC, will speak on "The Future of Health Care in the United States."

Conference sponsors are the U.S. Olympic Council on Sports Medicine with the assistance of the American Orthopaedic Society for Sports Medicine, an affiliate of the American Academy of Surgeons; Irving Dardik, M.D., Chairman, U.S. Olympic Council on Sports Medicine; and James Nicholas, M.D., President, American Orthopaedic Society for Sports Medicine, and a PCPFS member. Course chairmen are: Dr. Dardik, Robert Leach, M.D., Dinesh Patel, M.D. and Bertram Zarins, M.D.

For further information, write to Olympic Sports Medicine Conference, c/o Department of Orthopaedics, 75 E. Newton Street, Boston, MA 02118.

KIMBERLY-CLARK CHIEF'S VIEWS:

How to Gain Acceptance for Fitness Program

The following is the partial text of an acceptance speech made by Darwin E. Smith, Chairman of the Board and Chief Executive Officer of Kimberly-Clark Corporation, which was presented the Business and Industry Honor Award at the annual AAFDBI Conference:

"Because of my personal interest in our Health Management Program, I looked forward to this opportunity to share some thoughts with you. Physical fitness is one of my favorite topics. But in preparing for this evening, I was somewhat fearful of carrying coals to Newcastle. After all, you are the experts. What can I tell you about physical fitness and health that you haven't heard before?

"I decided that perhaps the best service I could perform would be to tell you my own views on what it takes for a fitness program to be accepted—and ultimately successful—in a business or corporate environment. Based on my observations of our own program, I have five points to offer, and I hope you will find that they are relevant to your own situations.

"**Point No. 1** is for you who are involved in physical fitness programs to realize and appreciate the importance on your own work. Fitness deals with health, and good health is the most precious possession of most people. So to the extent you are improving

people's health, you are enriching their lives—not only at work but also at home and in the community. Not many people have an occupation that enables them to contribute that much to society.

"**Point No. 2** is that fitness programs have to make business sense. In case you haven't noticed it, we in management tend to be a hard-headed lot. Among our many responsibilities are those not only for employees' welfare but also for stockholders' interests. After all, stockholders have invested their savings in our company and they have a right to expect a fair return on that investment—which means that their money must be spent wisely. So keep in mind that fitness programs should be designed to meet acceptable business goals, such as increasing productivity, reducing absenteeism, and helping slow down the rate of escalating health care costs. If you can do that and avoid the country club syndrome, your program is not likely to be looked upon as a frill but as a justifiable employee benefit that is paying its own way.

"**Point No. 3** is to always be thoroughly professional in the way you conduct yourself in the day-to-day activities of your program. That may seem to be a superfluous statement. But monotony or sameness can at times be a threat to any job or program. It

can tempt you to become too casual in your business relationships with people; it can lull you into carelessness about your appearance; and it can allow you to overlook a deterioration in housekeeping. If you have the mental discipline to be sharp in the execution of your duties, your professionalism is going to impress your program participants and your management.

"**Point No. 4** is to be a motivator. The ultimate success of your fitness program depends on your ability to modify people's behavior and to change their lifestyle. That's a tough assignment because people just don't automatically gravitate to whatever is good for them—even when they recognize it as being good. They have to be sold. They have to be convinced, and their efforts in their own behalf have to be recognized and encouraged...

"**Point No. 5** is to look at people as individuals instead of numbers or statistics. Pull back every once in awhile and see what you are doing for Fred or Jane or Mike...

"What really pleases me is to see employees whom I know—once substantially overweight and many with hypertension—now looking lean and trim, and with their blood pressure under control.

"What really pleases me is to see individuals back on the job and doing well after cancer was discovered early enough for corrective treatment.

"What really pleases me is to know that our program was responsible for preventing one of the members of our board of directors from having a heart attack. His serious condition was detected in our treadmill test; he subsequently had open-heart surgery; today he is on a regular exercise program and is as fit as a fiddle.

"What really pleases me is to know that other individuals have been rehabilitated from alcoholism, drug abuse and other special health problems. . . ."

AAFDBI Cites Firms, Individuals

The Fifth Annual American Association of Fitness Directors in Business and Industry (AAFDBI) Conference, held Oct. 23-26 at Colorado Springs, CO, drew 440 delegates who exchanged ideas on methods in which exercise and health management can cut risk factors leading to heart disease.

Co-sponsored by the PCPFS, the meeting featured award presentations to the following corporations and individuals:

Kimberly-Clark Corporation, Business and Industry Honor Award; Hans

Kraus, M.D., Exceptional Merit Award; Jim Joy, Individual Honor Award; Richard O. Keelor, Ph.D., Bert Knitter, Jim Post, B. G. Woodham, Jr., and Richard C. Warner, Ed.D., each received the Service Award; and NBC's "Today" Show and the 3M Company each was presented with an Honorary Certificate.

The fast-growing fitness group, organized in 1975 with 39 members, passed the 1000-member mark in October.

DR. WALKER REPORTS:

Soviet Sportakiad Helpful To U.S. Olympic Planning



Alton M. White, Sr., 39, Executive Director of the Tampa (FL) Housing Authority, and administrator and leader of numerous community and civic activities, was recently appointed to fill the last vacancy in the 15-member PCPFS staff.

INTRODUCING . . .

LeRoy Walker, Famed Coach

LeRoy T. Walker, Ph.D., an avid innovator, is working on a new concept with the nation's coaches which would make available excellent track and field coaching and facilities both to the elite and emerging athletes.

The PCPFS member, who is the first national track and field coach the U.S. has ever had, says the concept calls for reorganizing the nation on a regional basis and "we have already identified the coaches and the regions."

Head Coach of the U.S. Olympic Track and Field Coach in 1976 and Past President of AAHPER, he currently serves as Professor of Physical Education at North Carolina Central University.

Born in Atlanta, Dr. Walker lives in Durham, NC. He has two children, LeRoy, Jr., and Carolyn, and three grandchildren, Shawn, Melodie and Wanda.

LeRoy T. Walker, Ph.D., served with a team of commentators accompanying the camera crew which televised the Seventh U.S.S.R. Summer Games (known as the Sportakiad) held in various Soviet cities from July 21 to August 4, 1979.

The following is his report of the Games to the PCPFS:

The Summer Games of the U.S.S.R. have been described as a noble attempt at the flowering of the sports talents of the nations and nationalities of the Soviet Union's 15 Republics.

The tone for the Summer Games is implicit and explicit in this statement made by Soviet president Leonid Brezhnev.

"We want to see our youths not only comprehensively educated and spiritually beautiful, but also healthy, tough, and physically fit. We must keep raising the international class of our sport. The main thing is the mass character of our sport, the development of physical culture, encompassing all our youth, the tempering of their strong-will qualities, and physical training of the young men and women for labor and defense."

The number of participants in the Games at the venues in Moscow, Kiev, Leningrad, Minsk, Tallinn, Riga, Vilnius, and Kaunas represented only a small segment of the millions who first entered the competition in the fifteen Republics. The millions of entrants in the initial phase of the Games clearly indicates the increased attention given to physical fitness and sports since the Great October Socialist Revolution, prior to which only 50,000 people engaged in physical activity as compared to today when 52 million people in the Republics systematically engage in "physical culture" and sport.

The following figures reveal the interest in and concern for fitness and sports in the U.S.S.R.: 220,000 physical fitness collectives, 66,000 gym-

nasia, 1,400 swimming pools, 600,000 sports grounds, 3,000 large stadiums, 125,000 teachers in general secondary and primary schools, 6,000,000 volunteer coaches and physical education teachers, and 5,100,000 sports officials.

The Sportakiad are held every four years in the year prior to the Olympic Games. The 1979 Games were particularly significant to the Soviet Union because the 1980 Olympic Games will be in the U.S.S.R. Because of this added dimension, 100 foreign countries were invited to give the Summer Games an international flavor (84 of those countries invited sent delegations).

The U.S.A. sent one of the largest foreign delegations. There were 30 events in the Summer Games, many of which are not on the Olympic Schedule, such as chess and tennis.

The major purposes of the Summer Games were achieved. For the U.S.S.R. officials, it provided an opportunity to work out the "bugs" at the venue sites, gave the event officials a chance to work under competitive conditions, correct communication problems, and stage a dress rehearsal for the opening ceremonies in 1980 (which were spectacular). For the athletes from outside the U.S.S.R., the U.S.A. athletes in particular, it provided an opportunity to compete in their events in the Olympic facilities, and gain some insight into the adjustments which must be made in a alien culture.

Coaches' Job Bank

The Track and Field Association of the United States of America (TFA/USA) says it receives requests for people interested in out-of-country positions. The group is building a job bank and interested coaches may obtain more information by contacting: TFA/USA, 10920 Ambassador Drive, Kansas City, MO 64153, telephone (816) 891-1077.

Situation Report on Exercise in U.S.

(The following article is an excerpt from a working paper on "Physical Fitness and Exercise" that the PCPFS staff prepared for HEW's planned National Conference on Prevention Objectives. The paper does not necessarily represent official HEW policy, but the PCPFS believes that it will be both interesting and useful to persons actively involved in physical fitness and sport programs. Additional installments will appear in future issues of the Newsletter.)

There is no question but that regular exercise is a highly popular and fashionable form of behavior in the U.S. in the 1970s, or that many people regard it as an effective and economical means of maintaining and enhancing health. However, there is a darker side of the exercise and sport picture.

The same surveys that show 55% of American adults engaging in exercise and sport tell us that 45% never participate in any form of physical activity beyond that absolutely required of them. The percentages of inactive people are much higher among the elderly, the less affluent, and the least educated.

But an even more compelling reason for concern is the recent decline in the quantity and quality of school physical education programs. The economic pinch has produced cutbacks in State and local funding that have sharply curtailed physical education requirements. One result is that only one child in three participates in the daily program of physical education that is recommended by the PCPFS and most medical authorities on the subject, and that physical education is increasingly being offered on an elective basis at the secondary school level.

The PCPFS also is concerned that many school programs do not emphasize the endurance, strength, and flexibility exercises that contribute to physical fitness. For instance, only about one-half of all elementary and secondary school students have an opportunity to take part in the systematic conditioning, testing, and evaluative process that is encouraged by the Presidential Physical Fitness Award program. Many school programs seem to be preoccupied with the secondary objectives of physical education, such



Striding easily is Georgetown University's Pia Palladino who outran a field of 400 women to win the Moving Comfort 10-Kilometer race in Washington, DC, in 36:41.

as the development of "peer group relationships" and others, to the detriment of fitness, which the PCPFS and the medical profession believe should be the primary objective.

Recent developments in exercise and sport are analogous to what has happened in cigarette smoking, where more than seven million adults have given up the habit but an equal number of teenagers have adopted it. We have seen adult participation in exercise double in only 15 years, but at the

They're Really Involved

Minot High School in North Dakota boasts an outstanding athletic participation record in which more than two thirds of the student body were involved in the interscholastic program.

In the 1972-73 school year, Minot's enrollment was 3,016 pupils, with 2,052 of the total participating in 10 sports. During 1978-79, of an enrollment of 2,708, 1,906 participated in 16 sports.

same time we have witnessed a visible deterioration in school physical activity programs.

This trend has serious implications for the future in view of studies that consistently show childhood habits, including exercise practices, tend to carry over into adulthood. Many of today's elementary and secondary school students are not being equipped with the interests, the skills, and the philosophical base that would tend to make them physically active adults.

The consequences of adult inactivity and inadequate school programs surface in a variety of ways. The PCPFS offers a simple screening test designed to identify children who are considered to be "physically underdeveloped" by reason of excess weight, muscular weakness, low endurance, lack of coordination, or some combination of these problems. One of every six children taking the test fails it.

When a representative cross-section of adult Americans recently was checked against desirable weight charts adjusted for age, sex, and physique type, it was found that 62% of them were overweight (6). Perhaps half of those were obese, or overweight to the point that it constitutes a health problem.

Also, the quality and intensity of participation in exercise and sport frequently are not of the level required to produce significant health benefits. For example, 55% of American adults say they exercise "regularly," but closer questioning reveals that only 37% participate as often as once a week.

In school programs, insufficient funding and lack of agreement on objectives appear to be major hindrances to the growth of exercise programs. Lack of facilities and programming is most critical in sparsely-populated rural areas and congested inner cities.

References

6. Pacific Mutual Life Insurance "Health Maintenance" Louis Harris and Associates November 1978

Sports for All

(Cont'd from page 1)

another will present guidelines for the application of this information by individuals, institutions, and organizations.

Expert panel members will react both to the presentations by the authorities and to questions from conference participants.

At the end of a decade of rapid growth, 55 percent of American men and women (90 million people) regularly engage in some form of physical activity. Seven million young people take part in interscholastic and intercollegiate sport, and another 29 million are involved in organized out-of-school sport programs.

The intensity of activity has risen along with the rate of participation. One of every three adults now spends more than 200 minutes a week working out, and more than 17 million of them run several times a week.

While these changes have been occurring, both research and practical experience have been adding to our knowledge. The national conference will be the first organized effort to determine how far we have come and the directions in which we should be going.

Several national organizations are assisting in the planning for the conference. To date they include the American Alliance for Health, Physical Education, Recreation and Dance; the American Association of Fitness Directors in Business and Industry; the American Heart Association; the American Medical Association; Blue Cross/Blue Shield; the Bureau of Education for the Handicapped; the National Association of Governors' Councils on Physical Fitness and Sports; the National Recreation and Park Association; the U.S. Jaycees; and the YMCA. All conference sessions will be in the O'reham Americana Hotel, 2500 Calvert Street, NW, Washington, DC 20008 (202) 234-0700.

Sports Medicine Seminar

The 13th Annual Sports Medicine Conditioning Seminar will be held in title on March 22, 23.

Runner's Booklet Offered

Copies of *Run for Yourself*, a beginning runner's handbook developed by the staff of the President's Council, are available free from National Car Rental System, Inc. as long as supplies last. The booklet is identical in content to *One Step at a Time*, the running booklet distributed by the PCPFS, but it includes advertising and promotional material inserted by National Car Rental.

National Car Rental invites bulk orders from schools, colleges, military units, clubs, and large employers. Orders should be addressed to: Manager of Public Relations, National Car Rental System, Inc., 5501 Green Valley Drive, Minneapolis, Minn. 55437.

The booklet includes tips on running style, pace, and what to wear, plus a section on flexibility exercises.

16 Experts

(Cont'd from page 2)

bro Center for Child Development (Guidelines for Parents).

Physical Fitness and Sports for School-Age Children and Youth-LeRoy Walker, Ph.D., member of the PCPFS and former president, AAHPERD (Moderator).

Physical Fitness and Sports for Adults-Samuel Fox III, M.D., Director, Cardiology Exercise Laboratory, Georgetown University Medical Center (Moderator); Jack Wilmore, Ph.D., Director, Department of Physical Education, University of Arizona (State-of-the-Art Presentation); Dennis L. Colacino, Ph.D., Director, Pepsico Fitness Programs (Guidelines for Workplace Programs).

Physical Fitness and Sports for Older Adults-Marion Hanks, former member of PCPFS and Elder, Church of Jesus Christ of Latter Day Saints (Moderator); Herbert DeVries, Ph.D., Director, Physiology of Exercise Laboratory and Andrus Gerontology Center, University of Southern California (State-of-the-Art Presentation); Janet MacLean, Ph.D., Director, Center on

5½ Million Play H.S. Athletics

More than 3.7 million male and 1.85 million female students participated in athletics on the high school level, according to the 1979 National Federation Sports Participation Survey.

The annual survey previous compiled biennially, includes participation for over 86 percent of the nation's high schools. That figure includes all member schools of the 50 state high school associations and the District of Columbia which make up the membership of the Federation.

Figures from the 1978 biennial survey showed an increase in total participation of 13.2 percent more than 400,000 participants over 1976 figures). Girls sports, which had shown dramatic gains, was up 26.6 percent from 1976, according to the 1978 survey. Boys participation had risen 6.3 percent from 1975-76 to 1977-78.

Basketball remained the most popular girls sport in sponsoring schools and participants. More than 15,000 schools sponsored the sport for girls in 1978-79 with just short of 450,000 participants competing. Track and field and volleyball followed, in both categories.

The most popular male sport remains football with over 985,000 high school boys playing. Basketball (619,601) and track and field (526,567) remain second and third in participants. In sponsoring schools, basketball is the most represented male sport with almost 17,000 schools. Track and field, football and baseball follow. Baseball gained in sponsoring schools and its loss of participants was minimal.

Aging and the Aged, University of Indiana (Guidelines for Community Programs).

Sports for All-Kathrine Switzer, Director, Avon Running Programs (Moderator); Robert Kane, President, U.S. Olympic Committee (State-of-the-Art Presentation); Joseph Curtis, Director, Department of Parks and Recreation, City of New Rochelle, NY (Guidelines).

Digest Discontinued

The Physical Fitness Research Digest, published quarterly by the President's Council on Physical Fitness and Sports, is being discontinued with the October 1979 issue. If the publication is resumed, either on a free or subscription basis, persons now in the mailing list will be notified.

Lalanne Takes A Dip

Jack Lalanne, who pioneered America's physical fitness movement, celebrated his 65th birthday recently by taking a chilly dip in a Japanese lake.

Not satisfied to enjoy an ordinary swim, he harnessed himself to 65 boats loaded with 6500 pounds and towed them for one mile. We forgot to mention that his hands and feet were bound.

After the swim he said, "I've never felt better in my life . . . I feel great."

Jr. Olympic Stars

Each year some 4 million youngsters compete in 17 Junior Olympic sports. The national meets, administered by the AAU and sanctioned by the USOC, are proving grounds for superstars. In 1976, for instance, 74% of America's gold and silver Olympic medals were won by only 18% of the team—all former Junior Olympians.

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OFFICIAL BUSINESS

U. of Central Florida Hosts PCPFS Regional Clinic

Next on tap in the PCPFS's 1979-80 clinic slate is the Southeastern Regional Clinic on Physical Fitness and Sports which will be held February 22-23 at the University of Central Florida, Orlando, FL.

For information contact either: Jimmy Carnes, Executive Director; Governor's Council on Physical Fitness & Sports, Capitol Bldg., Tallahassee, FL 32304; telephone, (904) 488-0148; or, Dr. John Powell, Chairman; Dept. of Physical Education, University of Central Florida, P.O. Box 25000, Orlando, FL 32816; telephone, (305) 275-2595.

Michigan Teachers Cited

Michigan Gov. William G. Milliken recently honored 286 school teachers in the state who participated in Project Fitness—Phase II during the 1978-79 school year.

The project, begun in 1977 by the Michigan Department's Council on Physical Fitness and Health, is an important step toward helping students establish and maintain good physical fitness and health habits early in life.

YMCA Job Vacancy

Lloyd C. Arnold, Ed.D., National Director of YMCA's Health and Physical Education, has announced a vacancy for the position of Director of the National Cardiovascular Health Program. For further information contact: Sophia LaRusso, 291 Broadway, New York, NY 10007. Telephone, (212) 374-2117.

Colgate's Women's Games

The Sixth Annual Colgate's Women's Games, which attracted 18,000 entries this summer, will hold the 1980 finals in Madison Square Garden on February 25.

NAIA Joins TFA/USA

The National Association of Intercollegiate Athletics (NAIA), with a membership of more than 500 colleges and universities, has become a member of the Track and Field Association of the United States of America (TFA/USA).

WSA's N.J. Association

The Women's Sports Foundation's New Jersey Association is located at 58 Main Street, Chester, NJ 07930. Telephone: (201) 879-7367.

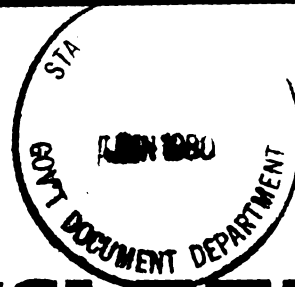
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**President's Council
on Physical Fitness
& Sports**
Washington, D.C. 20201



NEWSLETTER

March 1980

NATIONAL CONFERENCE SPECIAL ISSUE

President Lauds Fitness as 'Best Investment'



An audience of nearly 1,000 physical educators, coaches and recreational specialists at the First National Conference on Physical Fitness and Sports for All in Washington, DC, hears President Carter praise physical fitness programs as the "best possible investment in American health." Seated on the platform, from left, are: C. Carson Conrad, Executive Director, PCPFS; Lawrence Lamb, M.D., Julius B. Richmond, M.D., Surgeon General; Shirley Hufstедler, Secretary of Education; Al McGuire, NBC sports commentator and PCPFS member; Jerry Apodaca, former Governor of New Mexico and current PCPFS Chairman, and PCPFS members: Alton M. White, Sr., LeRoy T. Walker, Ph.D.; Claude F. Terry, Jr., Ph.D.; Joseph B. Smith, James A. Nicholas, M.D.; Billy Mills, Sammy Lee, M.D.; Mrs. Charles N. Johnson, Abbi Fisher and Anita L. DeFrantz. Dinah Shore, Dorothy Hamill and Hank Aaron were unable to attend.
See CARTER, page 2)

ON INSIDE . . .

This National Conference special issue features:

- President Carter's praise for the role of exercise in improving the nation's health.
- Education Secretary Hufstедler's call for improved fitness in schools.
- Surgeon General Richmond who wants Americans to know that fitness is a "chance of a lifetime."
- Dr. Hans Kraus being honored for his contribution to national physical fitness.

Carter Links U.S. Health Gains To Improved Exercise Habits

President Jimmy Carter, to the nearly 1,000 persons attending the first National Conference on Physical Fitness and Sports for All that he regards physical fitness programs as "the best possible investment in American health."

"Everything we do to make Americans more physically fit," he said, "pays off handsomely. It cuts medical bills, it helps our people to live longer, and it adds to the quality of each day of life that we live."

Mr. Carter linked recent drops in the mortality rate and increases in life expectancy to improved exercise habits. "We have seen a one-percent-per-year drop in the incidence of fatal heart disease," he said. "That says something about the success of the Council on Physical Fitness these past two decades."

While applauding the fact that adult participation in exercise and sport has doubled in 15 years, the President reminded his audience, which consisted largely of physical educators, coaches, recreation specialists, and fitness experts, that "we still have a long way to go."

One of every two American adults, the President said, still does not exercise at all, and some of the others do

not work out often or vigorously enough to have much effect. Many, he added, also eat too much or eat the wrong kinds of food, and he voiced concern over the number of teenagers taking up cigarette smoking.

The President said that improving the fitness of children and youth is "our big challenge and our biggest opportunity." He noted that scores on the National Youth Fitness Test have not improved in 15 years and suggested that young people have not been fully involved in the fitness revival that is sweeping the country.

"It is vital," he said, "that we encourage all our children, particularly those who are not gifted athletes, to participate in sports and to develop good physical fitness habits." He made it clear that his recommendation would include handicapped youth.

The national conference was held on February 1-2 at the Shoreham Hotel in Washington, D.C. It was sponsored by the President's Council on Physical Fitness and Sports and cosponsored by the U.S. Office of Education and the Public Health Service.



President Carter

President Lists Items Requiring Immediate Action

President Carter's address to the National Conference on Physical Fitness and Sports for All included a series of directives to the Council on Physical Fitness and Sports. Among the items on which he urged immediate action were these:

- Work with individual States to establish a Governor's Council on Physical Fitness and Sports in each of the 50 States (27 States currently have such councils).
- Work with the schools to establish daily physical education programs at all grade levels.
- Urge all employers to provide facilities for employee fitness programs (the President said he would personally ask employers to take such action).
- Encourage all Federal departments and agencies, including the military services, to support physical fitness programs (he said he would talk to the Secretary of Defense and others in the government about increasing their efforts).

Presidential Rx

Many people use heavy official or personal demands on their time as an excuse not to exercise, but President Carter made it clear to those attending the National Conference on Physical Fitness and Sports for All that he is not one of them. He said he had deliberately increased his exercise program as one means of coping with the mounting burdens of his office.

"I do jog regularly," he said, "almost every day, along with my wife." He said he also swims, bowls, hikes, skis, and plays tennis and softball.

"Exercise is part of my own existence," he said, "and part of the enjoyment of that existence."



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, SW, Washington, DC 20201.

Council members are: Gov. Jerry Apodaca, Chairman, Henry (Hank) Aaron, Anita L. DeFrantz, Abbi Fisher, Dorothy Hamill, Mrs. Charles N. Johnson, Sammy Lee, M.D., Alfred (Al) J. McGuire, Billy Mills, James A. Nicholas, M.D., Dinah Shore, Joseph B. Smith, Claude E. Terry, Jr., Ph.D. LeRoy T. Walker, Ph.D., and Alton M. White, Sr.

Staff members are: C. Carson Conrad, Executive Director; Richard O. Keeler, Ph.D., Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; and George Marker, NEWSLETTER Editor.

SURGEON GENERAL'S MESSAGE:

'Tell the American People Fitness Is Chance of Lifetime'

Julius Richmond, M.D., the Assistant Secretary for Health and Surgeon General, told delegates to the National Conference on Physical Fitness and Sports for All that they must provide the public the information it needs to make intelligent decisions about health.

"I hope everyone here," he said, "will seize this opportunity to find new and better ways to tell the American people that physical fitness is after all the chance of a lifetime—for a lifetime, for a long and healthy lifetime.

"It's the chance for strengthening one's own cardiovascular system.

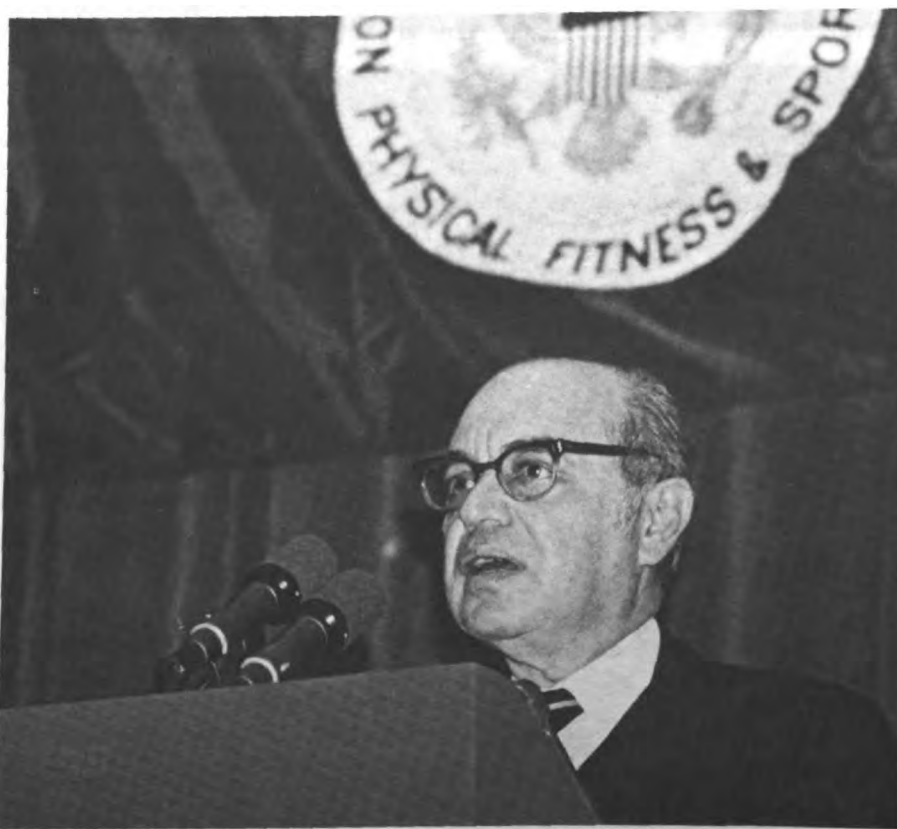
"It's the chance for maintaining a lifetime of good tone in the muscular and skeletal systems.

"It's the chance for building and maintaining a sound respiratory system.

"It's the chance to control one's weight.

"If we begin with the pre-school child and continue working with all age groups through to our senior adults, this nation can wage a far more successful campaign against so many health problems that now sap the strength of our people: obesity, muscular and mental fatigue, cardiovascular disease, and others."

Dr. Richmond said he was pleased to note the emphasis the conference had placed on the phrase "for all." "There is no minimum or maximum age that an individual must attain to be eligible for regular physical activity," he said. "That kind of routine ought to begin early in life and be maintained through to the senior years."



Julius Richmond, M.D., the Assistant Secretary for Health and Surgeon General, tells the conferees that regular physical activity should begin early in life and be maintained to the senior years.

Shirley Hufstедler

Education Secretary To Review School Fitness Programs

Shirley Hufstедler, Secretary of the new Department of Education, promised to review departmental programs that "affect physical fitness teaching and training" during her remarks to the National Conference on Physical Fitness and Sports for All.

She also expressed hope that the conference would produce ideas for improving existing programs and developing those "that should be in place for the young people of the future."

The Secretary agreed with President Carter that "there is no greater task than maintaining our young people in the condition of physical fitness."

"Each young person, girl or boy, can profit from competitive sports," he said. "Even those youngsters who have physical handicaps can participate in many kinds of sport that lift the eyes, lift the spirit, and strengthen the body.

"No one needs to tell the people in this room", she added, "that learning is not possible unless the body is kept in sufficient strength to permit the mind to absorb."

The Secretary said she was pleased with recent increases in sports participation among women and girls, and hoped there would be similar improvements in opportunities for the elderly and the middle-aged.

INTRODUCTION TO PAPER:

'Physical Fitness Guidelines for Older Adults'

Following is the introduction to the paper, "Physical Fitness Guidelines for Older Adults," that was presented to the National Conference on Physical Fitness and Sports for All by Herbert A. deVries, Ph.D., of the Andrus Gerontology Center and Department of Physical Education, University of Southern California:

Statistics on population trends for the United States indicate that we are rapidly becoming a nation of older people. The absolute number, as well as the proportion of our older population segments, is increasing rapidly.

In evaluating the effects of the aging process on human performance, several problems arise. First, it is difficult to separate the effects of aging per se from those of concomitant disease processes (particularly cardiovascular problems) that become more numerous as age progresses.

Second, the sedentary nature of adult life in the United States makes it very difficult to find "old" populations for comparisons with "young" populations at equal activity levels.

Third, very little work has been done on longitudinal studies of the same population over a period of time. Conclusions drawn from cross-sectional studies in which various age groups are compared must be accepted with reservations because the weaker biological specimens are not likely to be represented in as great numbers in the older populations tested as in the younger (due to a higher mortality rate).

Just as various individuals age at different rates, various physiological functions seem to have their own rates of decline with increasing age. Indeed, some functions do not seem to degenerate with age; under resting conditions, there seem to be no changes in blood sugar, blood pH, or total blood



Dr. H.A. deVries

volume. In general, the functions that involve the coordinated activity of more than one organ system decline most with age, and as might be expected, changes due to the aging process are most readily observed when the organism is stressed. Homeostatic readjustment is considerably slower with increasing age.

Strength decreases very slowly during maturity. After the fifth decade, strength decreases at a greater rate, but even at age 60 the loss does not usually exceed 10 to 20 percent of the maximum, with women's losses being somewhat greater than those of men. When maximal grip strength was investigated in 100 men who all did similar work in a machine shop, no change in either grip strength or endurance was found from age 22 to 62. These data suggest that in this age bracket the more typical finding of small losses with age may largely be due to disuse phenomena rather than a true age effect. However, in old age, there is little question that sizeable decrements in strength do occur.

(Cont'd on page 5)



The festive Coca-Cola National Conference reception and the company of Deena Clark, Washington television personality, appears to help U.S. Olympic Committee President Robert Kane forget the Olympic Games controversy for at least one evening.

Exercise's Role in Promotion Of Health Among Adults

Jack H. Wilmore, Ph.D., presented a paper entitled "Exercise in the Promotion of Health in the Adult Population" at the National Conference on Physical Fitness and Sports for All. Following is his brief summary of that presentation:

Patterns of modern living have channeled the average American into an increasingly sedentary existence. Man, however, was designed and built for movement, and it appears that physiologically he has not adapted well to this reduced level of activity.

Regular exercise is necessary to develop and maintain an optimal level of good health, performance, and appearance. It can increase an individual's physical working capacity by increasing muscle strength and endurance; by enhancing the function of the lungs, heart and blood vessels; by increasing the flexibility of joints; and by improving the efficiency or skill movement.

For many adults with sedentary oc-

(From page 4)

Animal studies have shown that important age changes occur at the cellular level. First there is a loss of contractile elements which accounts for the decrement in strength. While this loss could be the result of losses in motor nerve fibers, this has been ruled out in studies on rats which have shown that while muscle fiber numbers may be down by about 25 percent in old rats no change occurs in nerve fibers. The second important change at the cell level is a reduction in respiratory capacity and this accounts for losses in muscle endurance and capacity for recovery.

Recently it has also been shown that the loss in human muscle tissue with age can entirely account for the downward trend in basal metabolism which has been an accepted fact in metabolic studies for nearly a century.

cupations, physical activity provides an outlet for job-related tensions or mental fatigue. It also aids in weight control or reduction, improves posture, contributes to a youthful appearance, and increases general vitality. Active individuals appear to have fewer heart attacks than their less active counterparts. Furthermore, if an active individual does suffer an attack, it probably will be less severe and his chances of survival are greater.

Additionally, more than 50 percent of lower back pain or discomfort is due to poor muscle tone and flexibility of the lower back and to inadequate abdominal muscle tone. In many instances, this disability could be prevented or corrected by proper exercise. And finally, much of the degeneration of bodily functions and structure associated with premature aging seems to be reduced by frequent participation in a program of proper exercise.

An individually prescribed exercise program to supplement the normal daily activities of most adults is essential for good health.



Dr. Jack Wilmore

Perfect Score

Jerry Apodaca, Chairman of the PCPFS and former Governor of New Mexico, was elated by the size and enthusiasm of the crowd attending the opening session of the National Conference. Asked to appraise the February 1 meeting, he replied: "if this were a gymnastics meet, I would give it a 10-point-oh."



Bruce Gilbert, Vice President of Coca-Cola U.S.A., right, plays host during a social break to two embassy members of the People's Republic of China, who flank Casey Conrad, PCPFS Executive Director, and Dr. Sammy Lee, PCPFS member and former U.S. Olympic diving team gold medalist.



President Jimmy Carter greets PCPFS Executive Director C. Carson "Casey" Conrad, before making his introductory remarks to the National Conference. At right are Dr. Larry Lamb, syndicated medical columnist and PCPFS consultant, and Dr. Julius Richmond, Surgeon General.

Family Can Play Role in Aiding Pre-Schoolers' Motor Skills

Following are excerpts from the paper, "Physical Fitness Guidelines for Pre-School Children: Implementation in the Family," that was presented at the National Conference on Physical Fitness and Sports for All by Vern Seefeldt, Ph.D., Director of the Institute for the Study of Youth Sports, Michigan State University:

In order to change the activity patterns of young children we must direct the attention of scientists, teachers, legislators and parents to the potential benefits that could accrue from such an effort.

Ideally, it appears that any program which can boast of such concomitant benefits as social and cognitive growth, greater cardiorespiratory efficiency, stimulation to physical growth, increased leisure skills and stamina for emergencies would be eagerly sought by parents and children. However, these benefits have often been elusive for many and others have not made the effort to obtain them.

Symbolic of this dilemma is the vast expenditure of Federal funds that is

contemplated to aid those who are ill or infirm, many because of the debilitating effects of inactivity, in relation to efforts aimed at forestalling these effects through programs of prevention.

We have not clearly established that a need for additional physical fitness exists in early childhood, nor that many of the debilitating illnesses of adulthood could have been alleviated by changes in lifestyles at younger ages. Problems such as these, although not insurmountable, will require more years for their resolution.

There are several ways that we can bring about change through our existing educational structure, with the rate of change depending on the effectiveness of our message. The first of these is to make accessible what we know about the structure of movement and its potential benefits to young children, and secondly, to become actively involved in the education of parents so that they will be able to properly instruct their children in the locomotor and sports skills.

Parents have a significant role to (See FAMILY, page 12)

Information Gained Must Be Put Into Practice: Conrad

C. Carson Conrad, Executive Director of the PCPFS, told the delegates to the National Conference on Physical Fitness and Sports for All that the meeting was merely the first step in addressing the problems that it was called to consider.

"The second step is longer and more difficult," he said. "It involves carrying the information that we have gained back to the areas we represent and seeing that it is put into practice. Unless we do that, our efforts here will have been largely in vain."

Conrad, in closing the 2-day conference, said he found it difficult to reconcile much that he had heard with the facts that many schools don't require physical education, that we don't make effective use of many of our splendid resources for sport, and that we have scarcely tapped the physical fitness potential of community recreation programs.

"In considering how to approach non-exercisers," Conrad said, "I keep returning to the fact that knowledge is well ahead of practice. For instance, our experts advise us that childhood activity habits may shape the course of an entire life. Given that fact, it amounts to something approaching (See CONRAD, page 7)

If the President Can Find Time . . .

Jerry Apodaca, Chairman of the PCPFS, welcomed delegates to the National Conference on Physical Fitness and Sports for All by noting that President Jimmy Carter's personal example creates "tremendous opportunities" for the physical fitness movement.

"If the President of the United States can dedicate a part of each day to physical fitness," said the former Governor of New Mexico, "then obviously all of us can. Those of us here have an obligation to show the American people how they can help themselves."

Carter's Filmed Speech To Be Offered for Sale

The President's Council on Physical Fitness and Sports will be offering for purchase a 16mm sound on color film of President Jimmy Carter's remarks to the National Conference on Physical Fitness and Sports for All.

For further information on the length and cost of the film, edited to include the President's views on physical fitness, contact: George Marker, NEWSLETTER Editor, 400 6th St., S.W., Washington, DC 20201. Telephone (202) 755-8132.

Conrad

(Cont'd from page 6)

criminal negligence for parents to fail to see that their children get plenty of exercise, learn basic physical skills, and develop a healthy attitude toward sport."

Conrad suggested that the National Conference would give physical fitness a shot in the arm similar to that provided by President Kennedy in 1961. "I think we're on the verge of another breakthrough," he said, "and I feel privileged to be a part of it."

Conrad pledged that the Council staff would begin efforts immediately to carry out President Carter's directives concerning the establishment of daily physical education programs at all grade levels, employee fitness programs in both the public and private sectors, and a Governor's Council on Physical Fitness and Sports in each of the 50 States.

"The biggest problem in the national fitness program," he said, "is to overcome people's doubts. It's difficult for them to believe that something as available, inexpensive, and simple as exercise can be so rewarding and valuable. As the President said, it's our best investment in health, and those of us here have a responsibility to get that message out to the rest of the country."



Governor Jerry Apodaca, the PCPFS Chairman, presents Hans Kraus, M.D., with the President's Council's Distinguished Service Award during a ceremony at the National Conference as Julius Richmond, M.D. Assistant Secretary of Health and Surgeon General, and Shirley Hufstедler, Secretary of Education, look on. Dr. Kraus, a PCPFS consultant, was honored for his studies which convinced President Eisenhower of the need for a national physical fitness program, and for his long-time advocacy of regular, vigorous exercise to prevent, or minimize, a wide range of health problems.



Jacki Sorenson's musical routine during the Conference's exercise break brought the conferees to their feet stretching and dancing. This enthusiastic pair is A.A. "Sonny" Rooker, Executive Director, Texas Governor's Council on Physical Fitness; and Joni Barnett, Chairwoman, Connecticut Governor's Committee on Fitness.

Physical Education Teachers 'Are Not Doing the Job': Reiff

The material that follows was excerpted from the paper, "Physical Fitness Guidelines for School-Age Youth," that was presented to the National Conference on Physical Fitness and Sports for All by Guy G. Reiff, Ph.D., Professor of Physical Education, University of Michigan:

My conclusion is that, at least in the physical fitness component, physical education teachers, naturally with some exceptions, have not recognized the need and, quite frankly, are not doing the job. Several reasons can be postulated:

- a. Overemphasis on teaching and participation in lifetime sports, particularly those which do not produce the physical stress mentioned earlier.
- b. Overemphasis on "movement education."
- c. Attitudes generated by many teacher training institutions which "soft sell" vigorous exercise as an important objective.
- d. Financial cutbacks which historically have made physical education, art and music (and lately athletics) the sacrificial lambs.
- e. The use of physical education as a "dumping ground" for free periods and for students who can't get along anywhere else.
- f. An ill-informed public regarding what constitutes a good program and what the benefits are of a good program.

If the "physical" is to really be emphasized in physical education, I feel that the common denominator for any or all solutions must be *ACCOUNTABILITY*, both for the teacher and administrator. Physical education has survived for years with little or no accountability on the part of either, yet it is interesting to note that many school administrators are former physical educators and coaches.

The public is either historically apathetic, or has had few expected outcomes to demand of the teacher of physical education. To the public, physical education is perceived as interscholastic sports; in reality, it is only one phase of a good program.

The obvious result of much of this is that nobody harasses the principal, and since he has enough problems from other quarters, he makes few, if any, demands on the physical education teacher. Then, too, the administrator is not always certain as to what constitutes a good physical education program.

Real evaluation of students' achievements in physical education somehow seems to get overlooked by administrators, yet they obviously would never overlook these criteria for other subjects such as mathematics, English, and science, to name a few.

The blame for the gap in the public's knowledge of the field must be placed primarily on physical educators. Over the years a great job was done in selling interscholastic sports but a poor one in selling physical education. In their defense, however, it must be recognized that the communications media, as well as the public, have been more receptive to press releases covering the interscholastic program rather than to stories about the rest of the physical education program.

Both a lack of clearly defined physical fitness objectives and inadequate knowledge of the importance of developing the physiological systems are quite apparent in many programs. Much of the confusion stems from these factors.

Research in physical education has historically suffered from a weak data base. Many of the research needs of the field have not been met. For many years, physical education has had very little or no representation in the Department of Health, Education, and Welfare. The creation of the new Department of Education offers a unique



Dr. Guy Reiff

opportunity in the history of our profession.

We have an obligation to initiate all possible action to insure that physical education has a significant role within the new department, and furthermore, that it has the human and financial resources to impact upon the physical fitness of American youth.

3 Companies Host Conference 'Socials'

Persons attending the National Conference on Physical Fitness and Sports for All were guests of three companies at a series of refreshment breaks and social events held in conjunction with the 2-day meeting.

Fitness Motivation Corporation, the New York City firm that operates the Presidential Sports Award program for the PCPFS, was the host company for all conference coffee breaks.

The Coca Cola Company entertained 750 persons at a Friday evening reception, and the Penn Mutual Life Insurance Company was host to the conference faculty and staff on Thursday evening.

Musical Interlude

Jacki Sorensen, the originator and president of Aerobic Dancing, Inc., led the Friday afternoon audience at the National Conference on Physical Fitness and Sports for All in a series of dance maneuvers and stretching exercises set to music.

Delegates Receive Five New PCPFS Fitness Booklets

Five new PCPFS booklets dealing with a wide range of fitness topics were distributed to delegates to the National Conference on Physical Fitness and Sports for All. Titles in the series are: WALKING, BICYCLING, MUSCULAR STRENGTH, FLEXIBILITY, and FITNESS IN THE WORK PLACE.

The walking book is in production and will be distributed free to persons responding to a new PCPFS advertising campaign promoting walking for older adults.

PCPFS staff members are attempting to find firms in the private sector that are willing to underwrite quantity production of the other booklets in the series.



PCPFS member and Conference co-chairman Al McGuire gestures as he serves up one of his rapid-fire punch lines which kept the appreciative audience laughing throughout his routine. His light-hearted humor included tales of his boyhood in New York City, his experiences as coach of the Marquette University basketball team, and a good-natured reference to a runner who had his troubles negotiating the hilly Camp David course—a reference which a smiling President Jimmy Carter graciously acknowledged.



The PCPFS, in a special ceremony at the National Conference, presented the Presidential Sports Award to Sen. Claiborne Pell of Rhode Island. The senator was cited as being "a highly visible example to millions of Americans of the benefits of regular, vigorous exercise . . . (and) he was instrumental in authorizing federal support for sports medicine, Governors' Councils on Physical Fitness and Sports, and model fitness programs . . ."

10 Organizations Contributed To Staging, Planning Conference

The following organizations and agencies contributed to the planning and staging of the first National Conference on Physical Fitness and Sports for All on February 1-2 in Washington, D.C.:

The U.S. Jaycees; the American Association of Fitness Directors in Business and Industry; the American Heart Association; the Young Men's Christian Association; the American Alliance for Health, Physical Education, Recreation, and Dance;

Also; Blue Cross/Blue Shield; National Recreation and Park Association; the National Association of Governor's

Councils on Physical Fitness and Sports; the American Medical Association; and the Bureau of Education for the Handicapped-HEW.

'High Point of Day'

President Carter told the delegates to the National Conference on Physical Fitness and Sports for All that running often is the high point of his day. "I admit," he added, "that that may say less about the joys of running than it does about the absence of joy in political duties."

National Conference Letters

The following comments are from letters written to the PCPFS by persons attending the National Conference on Physical Fitness and Sports for All:

"Thank you for inviting me to your first National Conference on Physical Fitness and Sports for All. What a great thrill it was to hear the President of the United States go to bat for our cause the way he did!"

BUCK DAWSON
Swimming Hall of Fame
Fort Lauderdale, Fla

"Thanks for giving me the opportunity to participate in the first National Conference on Physical Fitness and Sports for All. The President's remarks kicked off the weekend with a 'bang', and the momentum grew as one authority after another presented papers. I have had a number of exciting experiences throughout my athletic career, but last weekend's conference topped them all!"

IRVIN A. CROSS
CBS Television Sports
New York, N.Y.



Irvin Cross

"Your charge to the conferees was taken very seriously by the three of us from Indiana University. I have just finished a letter to Governor Bowen to encourage acceptance of President Carter's call to form a Governor's Council on Fitness in each State. Have contacted Maurice Endwright, who is Executive Director of our Indiana Commission on Aging, and have asked that he join with us in making fitness a prime concern in the deliberations of the 1981 White House Conference. Have done one radio and one television program already on the conference and will be taking the message to a conference in Illinois on February 15 and a National Gerontological Conference in Denver on February 28."

JANET R. MACLEAN, RE.D.
Center on Aging and Aged
Indiana University
Bloomington, Ind.

"I am still excited about the conference. The President's speech and presence were truly motivating. Maybe we all can ride on the crest of the wave the conference created and help make the 1980s the decade which will make America and Americans healthy once again."

SCOTT J. KELLER
National Fitness Centers, Inc
Chagrin Falls, Ohio

"From the start, with the thoughtful remarks by President Carter, to the concluding presentation, the conference must be considered a huge success. It would be a monumental mistake to let the momentum from this conference dissipate without capitalizing on the opportunities to strengthen fitness and physical education, as well as related areas."

RAYMOND A. CISZEK
The AAHPERD
Washington, D.C.



Dr. Janet MacLean

"The fact that you were able to marshal support from President Carter, Judge Hufstедler, and Dr. Richmond, among many others, made a lasting impact on me, as I'm sure it did on many others. I have written a letter to Governor Ray encouraging her to establish a Governor's Council on Physical Fitness and Sports. I am sure that many good things will come of the conference."

ROGER C. WILEY
Washington State University
Pullman, Wash

"Your program and featured speakers were outstanding. President Carter's comments about his personal concern for physical fitness and his encouragement to physical educators and recreation leaders were encouraging."

BARRY D. MANGUM
The Maryland-National Capital
Park and Planning Commission
Riverdale, Md

"Without question, February 1-2, 1980 will be viewed as landmark days in our profession."

CHARLES STERLING
Richardson Independent School District
Richardson, Tex.

(See LETTERS, page 11)

Members of Faculty at First National Conference

The President's Council on Physical Fitness and Sports gratefully acknowledges the cooperation of the following faculty members in the First National Conference on Physical Fitness and Sports for All:

KEYNOTER

Larry Lamb, MD., syndicated columnist, PCPFS Consultant.

CO-CHAIRMEN

Al McGuire, NBC sports commentator and PCPFS Member, and Irv Cross, CBS commentator on "CBS Today"; C. Carson Conrad, Executive Director, PCPFS.

MODERATORS

Samuel Fox III, M.D., Professor of Medicine, Georgetown University School of Medicine, and Director, Cardiac Exercise Program; Leroy Walker, Ph.D., Professor of Physical Education, North Carolina Central University, U.S. National Track Coach and PCPFS Member; Elder Marion Hanks, Member of National Executive Board, Boy Scouts of America, former member, PCPFS; Kathrine Switzer, Director, Avon International Running Circuit, and first woman to run the Boston Marathon; Karl Stoeckel, Ph.D., Penn State University; Robert Leake, Ph.D., Utah State Dept. of Education; Ann Radd, National Assn. of Human Development; Michael Harrigan, Trigon Sports International Inc.; and Renee Jenkins, M.D., Assistant Professor, Dept. of Pediatrics and Child Health, Howard University.

IMPLEMENTATION PRESENTORS

Dennis Colacino, Ph.D., Director of Fitness Programs, PepsiCo Inc., Research Chairman and president-elect for AAEPDBI; Joseph E. Curtis, Commissioner of Human Services, New Rochelle, N.Y., trustee of the National Recreation and Park Society; Janet MacLean, Re.D., executive director, Indiana University Center on Aging and Aged; Education Consultant, National Council on Aging; Lee Allbrook assistant professor and elementary PE specialist, Dept. of HP&R, Middle Tennessee State University, co-developer of a new Tennessee curriculum guide for PE for elementary school children; and A.E. "Ash" Hayes, Ed.D., Curriculum Specialist in HPE and Athletics for the San Diego City Schools; Consultant and former Director of Federal-State Relations, PCPFS.

STATE-OF-ART

Herbert deVries, Ph.D., Physiology of Exercise Laboratory, Andrus Gerontology Center and professor of PE, University of Southern California; Robert Kane, President of U.S. Olympic Committee; Dean Emeritus of Physical Education and Intercollegiate Athletics at Cornell University; Guy Reiff, Ph.D., professor of PE and of Education; University of Michigan, Fellow American College of Sports Medicine, and Jack Wilmore, Ph.D., professor and former Head, Dept. of PE, University of Arizona; Consultant to PCPFS; and Vern Seedfeldt, Director, the Institute for the Study of Youth Sports, Michigan State University.

PANELISTS

Brent Arnold, Xerox International Center for Training; Lloyd C. Arnold, National Council of YMCAs; Joseph Bartlett; Jess Bell, President, Bonne Belle, Inc.; Timothy Brown, Ph.D., University of Delaware; Peter Brown, Self Development Associates, Inc.;

Howard Bruns, Sporting Goods Manufacturers Assn.; Rep. Beverly Byron (D., Md.); Ellsworth R. Buskirk, Ph.D., Pennsylvania State University; Duane Carlson, Blue Cross and Blue Shield Assns.; Bill Crutchfield, Florida Special Olympics, Inc.; Thomas Cureton, Ph.D., University of Illinois; John Davis, National Recreation and Park Assn.

Donna de Varona, National Broadcasting Corp.; Marigold Edwards, Ph.D., University of Pittsburgh; Jim Hunter, NCAA; Marcia Fein, PepsiCo, Inc.; R. Keith Fogel, Prudential Life Insurance Co. of America; Vinna L. Freeman, Dept. of PE, D.C. Public Schools; Art Friedman, Education Service Center; Samuel Fuenning, M.D., University of Nebraska;

Robert Glover, The Runners Handbook; Marge Hanson, AAHPERD; Raymond Harris, M.D., President, Center for the Study of Aging; Ralph Hirsch, League of American Wheelman; Susan Johnson, State Dept. of Education of North Carolina; John B. Kelly, Jr., U.S. Olympic Committee; Rosabel Koss, Ph.D.;

Hans Kraus, M.D., New York University; Sammy Lee, M.D., PCPFS; David Leslie, University of Iowa; James Liston, Illinois Governor's Council on Health and Fitness; Michael Marsallo, Prince Georges County, Md.; Frances Mays, Virginia Dept. of Health and PE;

Charles McCullough, National Federation of State and H.S. Athletic Assns.; Doris McHugh, Huntsville, AL, school system; Logan Mundt, AARP; Lacey O'Neal, NFL Players Assn.; Wayne Osnes, Kansas Governor's Council on Fitness; Robert A. Pestolesi, Ph.D., Dept. of PE&R, University of California, Long Beach; Ann Radd, Nashville Assn. of Human Development;

Eugene Skora, National Senior Sports Assn.; Everett Smith, M.D., University of Wisconsin; Georgiana Stewart, Kimbo Education Projects; Agnes Taylor, Maryland State Office on Aging; Claude Terry, Jr., Ph.D., PCPFS; Michael Tichy, Portland State University; Bill Toomey, Sports Directions, Ltd.; Thomas Vodola, Ed.D., Township of Ocean School District; and Barbara Weed, Barbara Weed Systems.



Dr. E.A. "Ash" Hayes

Letters

(Cont'd from page 10)

"I attended each session and thought all were excellent. Like everyone else, I was especially pleased to hear the President go on the line in behalf of physical fitness, sports, and physical education. The comments by the Secretary of Education were also very positive and supportive.

"I will attempt to organize our South Dakota AHPERD College and University section in support of a South Dakota Council on Physical Fitness and Sports."

STAN MARSHALL
South Dakota State University
Brookings, S.D.

"I am sure you felt the energy generated at this conference, which was provided initially by President Carter and his opening speech. I think we are now at the gates, so to speak, of fitness and must make sure that we can carry through with the challenges that were expressed during the conference."

DENNIS L. COLACINO, Ph.D.
PEPSICO
Purchase, N.Y.



Elder Marion Hanks, J.D.

Family Aids Pre-Schoolers

(Cont'd from page 6)

play in the motor education of their children. Ironically, many of them feel incompetent to do so. While they may feel obligated and prepared to spend some time developing the speech patterns and cognitive processes of their children, few realize that the gross motor skills require stimulation and practice as well.

The capability of parents to become teachers of motor skills to young children was demonstrated by Miller (1978). To test the feasibility of various learning environments, she assigned nursery school children (aged 3-4-5 years) to one of four groups. Group 1 was taught motor skills by movement specialists; Group 2 was taught by their parents, who had previously learned each lesson from the movement specialists; Group 3 used the same facilities and equipment as Groups 1 and 2, but received no instruction. They played freely for the same amount of time each week as the two groups spent under instruction. Group 4 was a control, comprised of

children attending the neighboring nursery schools.

After a 27-week experimental period, the skill levels of the groups were retested. Groups instructed by the movement specialists and parents of the children did not differ in skill level, but their skills were significantly advanced over those of the "free play" and control groups.

Of particular interest was the manner in which the children in the "free play" group spent their time. After the novelty of exploring the equipment had subsided, they seldom engaged in vigorous activities. They spent most of their time sitting in small groups, involved in social games. Their lack of initiative in practicing the fundamental motor skills was evident by their post-test scores, which in some cases had reverted to more rudimentary stages than their pre-experimental scores. The experiment demonstrated clearly that gross motor skills do not develop, even in favorable settings, unless someone serves as a model for children and motivates them to learn specific skills.



John Davis, Executive Director of the National Recreation and Park Association, elaborates on the sports potential of recreation agencies during a National Conference panel discussion. As a result of the meetings, the NRPA and the PCPFS have agreed to strengthen communication and cooperation between the two agencies.

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
AND SPORTS
WASHINGTON, D.C. 20201
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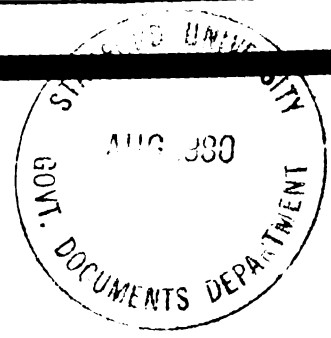
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President's Council on Physical Fitness & Sports



Washington, D.C. 20201

NEWSLETTER

JULY 1980

President's Fitness Directive Triggers Action

At the first National Conference on Physical Fitness and Sports for All earlier this year, nearly 1,000 persons heard President Jimmy Carter outline a four-part plan for strengthening the national physical fitness program.

The plan, which encompassed school and employee programs and efforts by both Federal agencies and State governments, was the most ambitious ever proposed by an American president.

Staff members of the PCPFS have devoted a major share of their time since the national conference to carrying out the directives issued by President Carter, and they recently reported to the White House on the progress that has been made. Highlights of that report follow:

RECOMMENDATION

1. Work with individual governors to establish Governors' Councils on Physical Fitness and Sports in each of the 50 States.

(See COUNCIL, page 11)



Phil Esposito, N.Y. Rangers star center is presented the Robert Stewart Award for outstanding contributions to hockey and physical fitness. The PCPFS award is named for the President's Council Administrator during President Johnson's term of office. Flanking Esposito here are former Notre Dame back and later All-Pro with the N.Y. Giants, Dick Lynch, left, and Jim Gordon, sportscaster of the Rangers and Giants.

Racquetball Fastest-Growing Sport in Nation, Says Survey

An A.C. Neilson Company survey has found that raquetball is the fastest growing participant sport in the nation. According to the survey, which covers the period from 1976-79, the sport has increased by 283% in this period and now boasts more than 10.6 million players.

The nation's most popular sport continues to be swimming with more than 105 million participants, followed by bicycling, camping, fishing, bowling, boating, jogging/running, tennis, pool/billiards and softball.

Joggers Earn Discounts

Manhattan Life Insurance Co. of New York is offering discounts of up to 15% to persons who jog or exercise regularly and under periodic medical checkups. Policies up to \$250,000 are being issued without a medical exam to applicants who meet those requirements.

Nation's Youngsters Prepare For 'Pitch, Hit & Run' Contests

"Batter up" is the call being heard in thousands of local playgrounds and parks across the United States as kids prepare for the annual Pitch, Hit & Run Baseball Competition.

Pitch, Hit & Run, open to boys and girls ages 8-13, is Major League Baseball's Official Youth Program which was developed in cooperation with the President's Council on Physical Fitness and Sports.

New Walking Book Offered by Council

The Joseph P. Kennedy, Jr. Foundation has printed and made available to the President's Council 100,000 copies of a new booklet, "Walking for Exercise and Pleasure."

The foundation created and sponsors Special Olympics, the world's largest sports program for mentally retarded youth.

PCPFS staff members developed the walking booklet, which is designed primarily for middle-aged and older persons. Because of anticipated heavy demand for the publication, the PCPFS is not able to supply it in bulk quantities for redistribution by local organizations and institutions. However, single copies will be provided free to individuals writing and requesting the booklet as long as supplies last.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, SW, Washington, DC 20201. Council members are: Gov. Jerry Apodaca, Chairman, Henry (Hank) Aaron, Anita L. DeFrantz, Abbi Fisher, Dorothy Hamill, Mrs. Charles N. Johnson, Sammy Lee, M.D., Alfred (Al) J. McGuire, Billy Mills, James A. Nicholas, M.D., Dinah Shore, Joseph B. Smith, Claude E. Terry, Jr., Ph.D. LeRoy T. Walker, Ph.D., and Alton M. White, Sr. Staff members are: C. Carson Conrad, Executive Director; Richard O. Keeler, Ph.D., Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; and George Marker, NEWSLETTER Editor.

More than a half-million youngsters are expected to participate in 1,000 local competitions. More than 90% of local competitions are being held July 12-13, designated "National Pitch, Hit & Run Weekend."

The President's Council has approved a series of special warm-up exercises which will be conducted before each local competition. These exercises will be performed under the supervision of Pitch, Hit & Run local competition directors. The exercises are designed to improve flexibility and muscular endurance as youngsters prepare to "Pitch, Hit & Run."

At each level of competition youngsters compete against others their own age in three key baseball skills: pitching for accuracy, hitting for distance, and running the base path for speed. Winners of local competitions, one from each age group, advance to district competitions held on July 26 and 27. From there, 132 youngsters (the two highest scorers from each age group in 11 areas of the country) progress to the next level, the divisional competitions.

The divisionals will be held at the stadiums of 11 Major League ballclubs: Minnesota Twins, Houston Astros, Atlanta Braves, California Angels, Chicago White Sox, Philadelphia Phillies, San Francisco Giants, Cleveland Indians, Boston Red Sox, Baltimore Orioles and New York Mets.

Divisional Competitions will be held on-field as part of the pre-game shows. Following the divisionals, 12 youngsters will compete in the finals, being held on September 27 at Cooperstown, N.Y., site of Baseball's Hall of Fame. The winners' names will be inscribed on the Hall of Fame's permanent Pitch, Hit & Run plaque.

Winners and runners-up will receive their trophies at a special awards ceremony held on-field prior to game two of the 1980 World Series. Finalists and their parents attend the finals and the awards ceremony courtesy of Burger King Corporation, national sponsor of the program.



ROBERT K. WINDSOR

Robert K. Windsor, New Castle, Del., has been named Executive Vice President of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). A veteran of more than 20 years in corporate and associate management, he replaced George F. Anderson who retired on June 1 as AAHPERD's chief staff executive.

AAHPERD Moves HQ. to Virginia

The 50,000-member American Alliance for Health, Physical Education, Recreation and Dance has relocated its national headquarters from Washington, D.C. to suburban Reston, Va.

AAHPERD, founded in 1885 with 49 people, is a national organization for health and physical educators, coaches and athletic directors, and educators drop in safety, recreation, leisure services and dance.

The Alliance cooperates with the PCPFS in the administration of the Presidential Physical Fitness Award program. More than 600,000 awards are made annually to boys and girls ages 10-17.

For more information, write to AAHPERD's new location at 1900 Association Drive, Reston, VA 22091. Telephone, (703) 476-3400.

Military Eyes Mandatory PT, Fitness Academy

A Department of Defense symposium on physical fitness has revived the possibility that the armed forces will establish a physical fitness academy and require that all personnel devote some duty time to physical training.

These were among the recommendations emerging from the June 17-19 meeting in Warrenton, Va.

The symposium report will be evaluated by Robert B. Pirie, Jr., Assistant Secretary of Defense for Manpower, Reserve Affairs, and Logistics. The report includes a recommendation that Pirie's office be responsible for administering and monitoring a new physical fitness program.

The symposium was a direct result of remarks by President Carter at the National Conference on Physical Fitness and Sports for All earlier this year. In his address to the opening session of that meeting, the President encouraged all Federal departments and agencies, including the military services, to support physical fitness programs for their employees.

DOD said the symposium was designed to help it develop a program that would contribute to the individual health and military effectiveness of all personnel. Approximately 100 persons, including experts from outside the armed forces, took part in the meetings.

Among those actions recommended to DOD are these:

- Develop a new physical fitness directive.
- Establish a physical fitness staff, with representatives from all branches of the armed forces, under the Office of the Secretary of Defense.
- Establish an equitable policy for officers and enlisted personnel who fail to meet physical performance standards.
- Apply program to both active duty and reserve personnel.
- All services test personnel of all ages for military fitness.
- Develop system of body composition measurements.
- Direct services to establish a career field for physical fitness instructors.
- Develop system for monitoring the program.

- Develop an incentives and awards program.

The symposium recommendations indicate that the proposed physical fitness academy would be an institution devoted both to training instructors and to research.

Representing the PCPFS at the sym-

posium were C. Carson Conrad, Executive Director; Richard O. Keeler, Director of Program Development; Samuel Fox III, M.D., a former Council member; Jack Wilmore, research consultant; and Thomas Collingwood, clinician.

Crowds in 43 Cities Drawn To 'Great American Walk'

Kinney Shoe Corporation's "Great American Walk" campaign, launched in January, 1979 in Livingston, N.J., drew a popular response from audiences throughout the nation's shopping malls.

The success of the campaign was dramatically demonstrated by the

results which showed that more than 6,000 persons from 28 states and 43 cities signed a Proclamation which was forwarded to the PCPFS offices where it has been officially recognized as part of the national effort to get America walking again. The Proclamation reads:

"WALKING is the safest and most natural form of exercise and is easy to incorporate into our daily lives. It is good for our health, our body, our diet and our spirit. I pledge to help get America walking again. I will:

- Take one long walk to discover America this year.
- Walk whenever possible.
- Walk vigorously, on a daily basis, for the benefits involved.
- Encourage my family and friends to take a walk."

The popular photo exhibit, seen in many of the nation's major shopping malls, was provided as a public service of the Kinney Shoe Corporation in cooperation with the PCPFS.

PCPFS Schedules 4 Regional Clinics

The PCPFS has announced the following list of four Regional Clinics to be held during FY 1981:

Oct. 3-4 - Midwestern Regional Clinic at Ypsilanti, MI. Clinic Coordinators are: Dr. Pat Cavanaugh, Head, Dept. of HPERD, Warner Gymnasium; and George Milican, Dean, Continuing Education, Ypsilanti, MI 48197.

Oct. 15 - "Workshops 80" in St. Petersburg, FL. Workshop Coordinator is Jay Morgan, Sunshine Center, Multi-Service Senior Center, 330 5th Street North, St. Petersburg, FL 33701. Sponsored by the Governor's Council on Physical Fitness and Sports in cooperation with the PCPFS.

Oct. 23-24 - Great Plains Regional Clinic, Lincoln, NE. Clinic Coordinator is: Sam Fuenning, M.D., Director, Nebraska Center for Health Education, University of Nebraska-Lincoln, Lincoln, NE 68588.

Nov. 14-15 - Southern Regional Clinic, Baton Rouge, LA. Clinic Coordinators are: Joyce Moore and Mike Glisson, Louisiana State Dept. of Education, P.O. Box 44064, Baton Rouge, LA 70804.

PE Should Be 'National Priority,' Says Pursell

Rep. Carl D. Pursell (R., Mich.) testifying in recent hearings in Washington, stated that "this country ought to consider physical education as a national priority."

Calling for more funds and greater emphasis on the development of the sound mind and body concept, he asked, from a preventive health standpoint "why should we pay for those people who abuse their body?"

Fitness Program Introduced To PEP Up Senior Citizens

Putting PEP in the lives of America's 35 million senior citizens is the aim of a new physical fitness program recently introduced by The Travelers Insurance Companies.

"PEP Up Your Life," a public service program developed by The Travelers in association with The Presidents Council on Physical Fitness and Sports and the Ethyl Percy Andrus Center for Gerontology at the University of Southern California, includes an 11-minute motivational film, a leader's discussion guide and fitness book for participants.

The film, titled "The Good Life," stresses the importance of including fitness in one's daily routine. It includes a panel discussion with two members of The President's Council, Chairman Jerry Apodaca and Dr. Richard Keelor, Program Development Director, and demonstrations of various exercises.

The leader's guide is designed to help plan fitness programs at senior centers, clubs and nursing homes; the book contains how-to information for participants. It illustrates a variety of exercises that can be done while standing, sitting and even while confined to a wheelchair. Individual exercise planning guides to help seniors keep track of their fitness progress are also provided.

FITNESS FEVER Film: How City Is 'Turned On'

FITNESS FEVER, a new 28-minute color film narrated by sports commentator Pat Summerall, relates how a city is "turned on" to fitness.

Sponsored by Charter Company, the film features Casey Conrad, the PCPFS Executive Director; Dr. George Sheehan, and Jimmy Carnes, Executive Director, Florida Governor's Council.

The film, which also depicts how a community uses private and public resources to encourage fitness, is available on a free-loan basis from: Modern Talking Picture Service, 5000 Park Street North, St. Petersburg, FL 33709. Telephone (813) 541-7571.

"PEP Up Your Life" demonstrates the benefits to be gained through organized fitness activities tailor-made for older Americans, and focuses on the importance of regular exercise to achieve flexibility, strength and cardiovascular endurance.

The fitness book stresses that regular exercise helps alleviate physical and mental problems associated with advancing age. Other benefits are increased strength, endurance and coordination; increased joint flexibility; reduction of minor aches, stiffness and soreness; reduce tension, and reduction of chronic fatigue.

The complete "PEP Up Your Life" program materials are distributed nationwide by: The Travelers Film Library, c/o The Travelers, 1 Tower Square, Hartford, CT 06115, or by contracting your local Travelers agent. Both the book and guide are free and the film is provided on a free-loan basis.

Workshops Offered On Cardiac Rehab

Workshops on cardiac rehabilitation will be offered by the La Crosse Exercise Program and La Crosse Lutheran Hospital Gunderson Clinic, Ltd.

The dates for the final three one-two week workshops during 1980 are: July 7-11 and July 21-25; July 14-18 and July 21-25, and Oct. 6-10 and Oct. 13-17.

For further information contact: Workshop Unit—La Crosse Exercise Program; Mitchell Hall; University of WI-La Crosse; La Crosse, WI 54601. Telephone (608) 785-8686.

Changing Your Address?

NEWSLETTER recipients who relocate should provide us both with your old and new address. Also, enclose your mailing label from a previous issue and send to: PCPFS Mailing List, 400 Sixth St., S.W., Rm. 3030, Washington, DC 20201. Please allow 4-6 weeks for change of address to take effect.

Toomey Heads New Masters Program

The PCPFS is currently at work cooperating with the Penn Mutual Insurance Company and the AAU who are sponsoring a Masters Sports Program nationwide.

Bill Toomey, Olympic decathlon gold medalist and former world-record-holder, has been named the Executive Director of the program. He said, "we need to promote the understanding among all age groups that physical activity is an integral part of good living." Having a sound body is not a game that must end when you don't make the team, any more than it ends when you win a gold medal in the Olympic Games."

Currently, there are Masters programs for competitors age 25 and above in swimming, diving, water polo and synchronized swimming. In addition, there are track and field programs for age 30 and over, and, for the above 40 group, long distance running. More than 13,000 people are registered as Masters, participating through 58 local, regional AAU associations in the United States.

Applications for membership and participation will be available through local Penn Mutual agencies across the United States. Penn Mutual will promote the program through a syndicated column by Toomey for some 4,000 newspapers and radio spots provided to 200 selected radio stations, as well as through personal appearances by Toomey and news and feature stories distributed throughout the U.S.

AAFDBI to Meet in Canada

The Sixth Annual Conference of the American Association of Fitness Directors in Business and Industry will be held Sept. 9-12 in Toronto, Canada.

For information contact Irene Korgul, Fitness Services Unit, Ministry of Culture and Recreation, 77 Bloor St. West, 8th Floor, Toronto, Canada. M7A 2R9. Phone (416) 965-6312.

ey Hea
Master
gram

Camera crew prepares to film a scene for a PCPFS television spot announcement at the Washington, headquarters of GEICO (Government Employees Insurance Company). The new advertising materials, scheduled for distribution later this summer, are designed to develop management and employee support for employee fitness programs.



3 Groups to Aid PSA Program

The National Intramural-Recreational Sports Association (NIRSA), The United States Postal Service (USPS), and American Telephone and Telegraph Company (AT&T) are the newest additions to the list of organizations actively promoting participation in the Presidential Sports Award program.

NIRSA has arranged for the distribution of Sports Award literature to its members and has developed an incentive plan to recognize directors who qualify 50 or more students for the award.

Directors qualifying 50 or more students will receive a letter of commendation and an embroidered blazer patch, and those qualifying 200 or more students will receive a letter and an engraved wall plaque.

In both cases, copies of the letter of commendation will be sent to the director's institution, and plaques will be presented at the annual NIRSA National Conference. Sports directors desiring more information should write or call Fitness Motivation Corporation, 866 Second Avenue, 11th Floor, New York, NY 10017. Telephone 212 751-8200.

The USPS is publishing Presidential Sports Award literature and application forms in its employee journal and also is posting promotional posters in post office work areas. AT&T is publishing articles urging participation in the Sports Award program in its newsletters and employee magazines.

The Presidential Sports Award, designed to encourage and recognize regular participation in sport, is available in 43 popular participant sports. In most sports, the award is presented for 50 hours of participation over four months.

Tax monies are not used to support the Sports Award program, and recipients must pay \$5 for their embroidered emblems, lapel pins, certificates, decals, and membership cards. Program literature is available from this address: Presidential Sports Award, P.O. Box 5214, FDR Post Office, New York, NY 10022.

PPFA Cost Will Be Hiked to \$1 Starting 1980-81 School Year

The price of the Presidential Physical Fitness Award will be increased from 75¢ to \$1 effective with the beginning of the 1980-81 school year. The increase, which is only the second in the history of the 14-year-old program, was necessitated by higher costs for materials and services.

More than five million boys and girls, ages 10-17 years, have qualified for the Presidential Award, and it is estimated that approximately 700,000 more will have joined the list of winners by the end of the current school year. To qualify for the award, a boy or girl must score at or above the 85th percentile on each of the six items of the National Youth Fitness Test.

Literature explaining the Presidential Award program, application forms, and posters will be mailed to all schools. Ys, Jewish Community Centers, and Boys' and Girls' clubs in October of this year.

Prices for the AAHPERD Senior, Junior, and Elementary emblems will remain at \$1. AAHPERD offers several awards based on the same test that

young people take to qualify for the Presidential Award. Information about these programs may be obtained by writing to AAHPERD Publications (Dept. BB), P.O. Box 704, 44 Industrial Park Circle, Waldorf, MD 20601.

Schools also may compete for recognition through the State Champion Physical Fitness Award Program. The award is given to those schools qualifying the highest percentage of their eligible students for the Presidential Award. Three awards are presented in each State, one for schools with 100 or fewer students, one for schools with more than 100 and not more than 500 students, and one for schools with more than 500 students.

Details of the State Champion program will be included in the October mailing.

Fitness Book Popular

A total of 1,401,004 copies of the PCPFS publication *Adult Physical Fitness* has been sold by the Government Printing Office. GPO also reported that approximately 60,000 were sold in 1979.

Thousands Jog Through Cities On National Run for Life Day

Buoyed by Proclamations from the governors of 36 States, thousands of Americans of all ages jogged through 57 cities in the second annual National RUN FOR LIFE Day.

The national run, conceived by Connecticut Mutual Life Insurance Company in cooperation with the PCPFS to promote physical fitness, also helped raise funds for the American Heart Association.

Sports personalities who participated in the run included Olympic marathon victor, Frank Shorter, national chairman for the run, who competed in Hartford, CT, where nearly \$50,000 was raised; L.A. Rams' quarterback Vince Ferragamo ran in Orange, CA, where \$25,000 was raised, and Dallas Cowboy back Randy Hughes helped raise \$44,000 in Dallas.

Gubernatorial Proclamations for the National RUN FOR LIFE Day on April 26 were provided for the following States:

Pony Baseball Corraled

Members of the PONY BASEBALL organization are being encouraged to qualify for the Presidential Sports award, according to Assistant Commissioner Leo Trich, Jr.

PONY BASEBALL, headquartered in Washington, Pa., has more than 40,000 young men and women playing in its leagues who will be eligible to earn the award, said Trich, who estimated that some 26,000 adult managers and coaches are also eligible.

PCPFS Presents Orchids

Orchids to the San Diego City Schools and the San Diego PTA for optimal promotion of the Presidential Physical Fitness Award the most prestigious honor offered to pupils in the nation. Last year, the PTA awarded more than 13,000 standard and Presidential honors to students.

Alabama, Alaska, Arizona, Arkansas, California, Connecticut, Delaware, Florida, Georgia, Hawaii, Indiana, Illinois, Kansas, Kentucky, Maryland, Massachusetts, Minnesota, Mississippi, Missouri, Nevada, New Jersey, New Mexico, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Vermont, Washington and West Virginia.

The RUN FOR LIFE program is designed to encourage entry-level runners to get started safely and avoid becoming drop-outs. A key element in the program is a 13-week course developed by Bob Glover, author of *The Runner's Handbook*. Goal of the course is to build confidence and attitudes of self-help in establishing lifelong patterns of exercises and running.

RUN FOR LIFE courses are planned for many major cities and will soon be underway in Boston, Denver, Washington, DC; Albany, NY; Portland, ME; Indianapolis and Hartford.

Interested persons and groups should contact Bob Glover: 522 Fifth Ave., New York, NY 10036; or RUN FOR LIFE, Connecticut Mutual Life Insurance Company, 140 Garden St., Hartford, CT 06115.

500 Winners Vie in Hershey Track National Finals

The National Finals of the 1980 National Track and Field Program, sponsored by Hershey's in cooperation with the PCPFS, National Recreation and Park Association and National Track and Field Hall of Fame, will be held in Charleston, W.Va., on August 16.

The Program, which attracted approximately 2.5 million boys and girls this year, began in early spring when local parks and recreation departments held qualifying trials in their community.

Local winners were advanced to district meets held in May and early June, and district winners competed in state finals in June and early July in centrally located communities.

State winners were eligible for selection (based on competitive score comparison) to eight regional teams which received expense-paid trips to the National Finals. Each State is guaranteed five positions on its regional team.

All local, district and national meets conducted in the Hershey program have the following events: 50-meter dash, 100-meter dash, 200-meter dash, 400-meter run, 4 x 100-meter relay, softball throw, 800-meter run, 1,500 meter run and standing long jump.

Young Runners' Book Goes on Sale

A valuable addition to health and physical educators' library is a new publication, *Young Runners' Handbook — Guide for Young Runners and Their Parents*.

America's first book on running for boys and girls, ages 7-12, this 128-page, illustrated paperback addresses the need for early aerobics and provides practical tips for the young runner.

Written by medical writers Elizabeth G. Barley and Mark Bloom, the book was researched in consultation with medical and PE specialists with cooperation and co-sponsorship of the PCPFS.

Michael L. Pollock, Ph.D., Director of Medicine, Cardiac Rehabilitation

and Center for Evaluation of Human Performance, Mount Sinai Medical Center, Milwaukee, served as a key consultant for the book project.

The Handbook, which sells for \$3, is part of the Run to Be Fit campaign, a National Run for Health program, sponsored by Kinney in cooperation with the PCPFS.

WSF Membership Grows

The Women's Sports Foundation, which encourages women to be involved in sport activities, has more than 25,000 members on its rolls. WSF president is former Olympic swimming gold medalist Donna de Varona, who also serves as a PCPFS' Special Advisor on Business & Industry.

NAT'L PENTATHLON

Youth Program Set to Expand Nationally

The National Pentathlon, a youth physical fitness program developed by the Coca-Cola Company in cooperation with the PCPFS, is being expanded nationally in 1980-81.

In 1979, over 200,000 boys and girls ages 12 through 18 participated in a seven-state application of the National Pentathlon.

The program is designed to assist local school physical education activities by providing free curriculum materials and learning aids which teach the basic skills of the Pentathlon: speed, strength, agility and endurance. Events in the program are the 100-meter run, long jump, shot put, high jump and 500-meter run.

Bill Toomey, Olympic decathlon champion helped design the program which includes a scoring system for each event.

Performances of each event are evaluated on a scientifically devised scoring table; and the cumulative score represents an index to fitness. It provides an incentive for participants to improve their score and fitness level, and gives PE teachers data on the growth and development of students along with their relationship to their peers in the nation.

The program is simple to administer and requires minimum equipment; and little advanced training and preparation is required by the participants.

The events can be conducted in as little as an hour or over a period of a week or more. The program format is flexible and various formats have little influence on the scoring. Training plans and technical hints, as well as other instructional materials such as posters and a regular Pentathlon Update, will be offered to stimulate the program.

For additional information, write: National Pentathlon, P.O. Box 795, Dana Point, CA 92629.



C. Carson Conrad, PCPFS Executive Director, shows off a statuette of Sport Billy, which was presented to the Council by Sport Billy Production, headquartered in Germany, for its recognition of soccer as a priority sport in America. A miniature replica of the official FIFA Fair Play Trophy. Sport Billy is awarded to the team displaying the most outstanding fair play and sportsmanship during the FIFA World Cup. PCPFS staffers with Conrad are Dr. Richard O. Keelor, Director of Program Development, center, and Dr. Matthew Guidry, Director of Community and Special Projects.

Soccer Film Available

A 28-minute 16mm color film produced by the Prudential Insurance Company of America, in cooperation with the North American Soccer League and the PCPFS, is being made available on a free-loan basis.

Entitled, **THE NAME OF THE GAME IS SOCCER**, the film features games, practices and scrimmages at many levels of proficiency; and it provides techniques and fundamentals of the game through interviews with pro players and live footage of action matches.

The film can be obtained from: Modern Talking Picture Service, 5000 Park Street North, St. Petersburg, FL 33709. Telephone 813/541-7571.

Education Gets 21% of Pie

One-fifth of government spending went to education in 1978, according to the Department of Commerce and EDUCATION USA. Education spending from local, state and federal government amounted to \$119 billion.

Nat'l Net Parley To Hear Guidry

Matt Guidry, Ph.D., Director of Community Programs and Special Projects at the PCPFS, will be a panelist at the National Tennis Teachers Conference in New York City on Aug. 27-29.

The President's Council, a cooperating agency of the Conference, and the USTA have agreed to work jointly in developing innovative tennis programs for tennis oldsters. Dr. Guidry will appear on the panel entitled, "Senior Tennis at All Levels."

USTA's Eve Kraft, a PCPFS consultant and Conference co-director, said, "The game in the 1980s is the focus of our agenda."

Michigan Council Program

'Feelin' Good,' a heart health program for children endorsed by the Michigan Council on Physical Fitness and Health, is being conducted in Jackson County school districts. The program is funded with a \$48,000 grant from the Hurst Foundation.

Council Adds Aides

Willye White Appointed as Consultant

Willye White, former Olympic silver medalist in the long jump and a winner at the Pan American Games in her specialty, was named as a consultant on physical fitness and amateur sports to the PCPFS.

White, Director of Physical Fitness for the city of Chicago who was the Athlete of the Year in 1970, was among five consultants and two special advisors selected to serve in their areas of expertise as representatives of the PCPFS.

Other selections are:

Dr. Harold Henning, a past president of FINA and first president of the U.S. Aquatic Sports, Inc., will serve as a Consultant in Swimming.

Joseph E. Curtis, Director of Parks and Recreation of the city of New Rochelle, NY, will serve as Consultant on Recreation.

Dr. Raymond Harris, M.D., of Albany, NY, a specialist on physical fitness for older Americans, will serve as a medical consultant.

Dr. Ernest B. Altekruze, M.D., an Assistant Professor, Department of Family Practice, Medical College of



WILLYE WHITE

Georgia, Augusta, GA, will serve as a medical consultant.

Richard A. Cecil, of Atlanta, GA, will serve as a Special Advisor on Physical Fitness in Business and Industry.

John G. Carlson, Regional Vice President, Pacific Northwest, Hughes Airwest Marketing Corporate Planning Division, Seattle, WA, will serve as a Special Advisor in Business and Industry.

Good Housekeeping Fitness Book Sale-Priced

The popular hard-covered book, *Good Housekeeping Family Fitness Program*, which highlights the values of proper exercise and nutrition in promoting good health has been condensed into a 48-page paperback and is being offered for sale for educational purposes on a non-profit basis.

The nutrition sections of the book are supplied by Good Housekeeping Institute and covers good eating habits, foot nutrients, and a basic daily guide for all ages. Also featured are methods of reducing fat, cholesterol and salt in the diet; and facts about the value of vitamins, minerals, protein, carbohydrates.

The exercise regimens in the book have been supplied by the President's Council on Physical Fitness and Sports. This section contains many colorful illustrations of exercises which are designed for children, men, women and the elderly; and each program contains progress charts to measure and record the progress being made. Also included is a complete jogging program including the warm-up and the cool-down.

To obtain the book send a check or money order for \$1.50 to: Family Fitness Program, Hearst Books, 250 W. 55th Street, New York, NY 10019.

Achievers' Corner

84-Year-Old Tennis Player Receives PSA

Travis Smith, who celebrated his 84th birthday last winter, may be the oldest recipient of the Presidential Sports Award.

The Wharton, Tex., tennis player, who played at Wimbledon in the senior division (and is still very active), has also taught over 4,000 youngsters to play the game.

Credited with building the first tennis court in the State of Texas, he has also scored a hole-in-one in golf, and has composed many songs including the old standard, "I Get The Blues When It Rains."

The holder of over 450 trophies, his most treasured honor is the Caswell Award, which he received for having done the most to advance the game of tennis in Texas.

Bakjian Honored

Andy Bakjian was presented the annual J.B. "Cap" Haralson Award for outstanding service as an AAU track and field official at the Athletics Congress of AAU, Inc., Awards Luncheon on Nov. 27 at Las Vegas, NV.

AAHPERD Cites Vodola

Thomas M. Vodola, Director of Research and Evaluation in the Township of Ocean School District, Oakhurst, NJ, and a specialist in education of the handicapped received the Honor Award at the AAHPERD Convention in Detroit.

College Honors "Case"

C. Carson "Casey" Conrad's collection of honors was increased recently when the PCPFS Executive Director was selected as an Emeritus Laureate by Coastline Community College, Fountain Valley, CA.

McGUIRE, JOHNSON

Introducing The Council

At 51, PCPFS member Al McGuire knew it wouldn't be an easy touch to get donations for Milwaukee's Children's Hospital on the basis of his running ability.

The former coach of Marquette University's 1977 NCAA basketball championship team, currently serving as an NBC sports commentator, went ahead anyway and made a group of corporation heads a proposition last fall they couldn't refuse: He asked the business leaders to pledge \$100 each (1) if he broke 42 minutes in the 5-Mile Al McGuire Run and (2) make an additional pledge of \$100 for every minute under 42 minutes.

They agreed, probably knowing it would be no shoo-in for Al since he had injured his back in an attempt in 1978 and finished in about 48 minutes. But Al fooled them this time. Running with his own "rabbit," Pat Smith of Marquette, McGuire ran the course in 37 minutes, 50 seconds and collected nearly \$17,000 for the Variety Club's Limb Bank.

A graduate of St. John's University in New York, Al played pro ball with the N.Y. Knickerbockers; served as assistant coach at Dartmouth and as head coach at Belmont Abbey College in North Carolina before going to Marquette where he won numerous honors as the team notched 295 wins against 80 losses in 13 years.

Al, a resident of Brookfield, Wisc., is married and has three children.

PCPFS MEMBER Mary Jo Johnson, a former schoolteacher, is currently the secretary-treasurer of a family-owned brokerage produce firm. She was graduated from the University of Arizona "with distinction" with a B.A. in Education, and was selected to "Who's Who Among Students in American Universities and Colleges."

A resident of Phoenix, Ariz., she has been involved for 20 years in community volunteer service, primarily in health care, publicity and finance. She is married and has four children.



Al McGuire displays good form as he's paced by his "rabbit" Pat Smith, right, over the 5-mile course to earn approximately \$17,000 in donations for the Variety Club's Limb Bank in Milwaukee's Children's Hospital. (Photo by Milwaukee Journal) Below, Mary Jo Johnson accepts an engraved plaque from Press Counsellor Luis De Sousa, representing Amb. Hall Themido of Portugal, which was presented as a token of his government's appreciation for the support and guidance of the PCPFS in implementing the sports protocol between both nations.



2000 Compete in National Explorer Olympics

More than 2,000 high school and college athletes will compete in Fort Collins, Colo. June 29-July 5 in the sixth biennial National Explorer Olympics. Former Olympic swimming gold medalist Donna de Varona will serve as Honorary Chairman for the Olympiad.

With competition slated in 29 sports, most of them paralleling world Olympic events, the program has the backing of the U.S. Olympic Committee. The event is sanctioned by the AAU, and more than a score of national sports governing bodies also are cooperating.

The week-long competition, open to young men and women ages 14 through 20 who are members of the Exploring Division of the Boy Scouts of America, marks the culmination of a nationwide BSA development effort for Olympic sports.

An estimated 20,000 young athletes are competing in most of the nation's 416 local Scout councils for the right to qualify for the finals.

"The National and local Explorer Olympics has the potential to involve large numbers of young adults in athletic competition which may inspire their participating in, and support for, our U.S. Olympic teams," said F. Don Miller, executive director of the U.S. Olympic Committee.

At Fort Collins, competition is slated in archery, basketball, bowling, cycling, diving, field hockey, golf, gymnastics, orienteering, rifle marksmanship, soccer, swimming, table tennis, team handball, tennis, track and field, universal gym, volleyball, water polo, and wrestling.

Need A Sole Mate?

Runners seeking partners will be able to use the National Jogging Association's (NJA) new "Runner's Referral Service" to find other runners in their area with the same schedule, speed, and distance abilities.

Traveling and local joggers will be able to contact the NJA (the service is free to members) for compatible running companions.

Also added for the first time this year, according to Olympics committee volunteer chairman Alfred V. Gangnes, are canoeing, fencing, handball, judo, modern pentathlon (modified), modern rhythmic gymnastics, pistol marksmanship, softball, and weightlifting. Gangnes is president of Cleveland-based A-T-O, Inc.

Participants will also be encouraged to earn the Presidential Physical Fitness Award.

Gangnes said a number of events formerly included have been dropped to more carefully align the Explorer event with world Olympic competition. No longer will there be competition in chess, general knowledge, or public

speaking.

Facilities at Colorado State University will be supplemented by those at Fort Collins' Rocky Mountain High School, the city's municipal swimming pool, Collindale Golf Course, Lory Park, and at nearby Horse Tooth Reservoir.

Advisory committee chairman for the Olympics is C. Carson Conrad, Executive Director of the President's Council on Physical Fitness and Sports. Olympian Kathy Howard, a member of the 1976 U.S. Women's Olympic Gymnastics team and a former member of Explorer Post 604, Oklahoma City, is the athletes' representative on the Explorer Olympics committee.

Over-80 Trackman Holds 11 World Records

Paul E. Spangler, M.D., of San Luis Obispo, CA, who holds two world track records for 80-year-olds, according to the 1979 issues of *Age Records*, reports he has eclipsed these marks and added nine more which he says "will stand up without any serious challenge."

Here are his 11 new records:

100 meters in 19.4 at the Los Gatos Masters on April 7; 200 meters in 40.9 at Senior Olympics, USC, on July 7; 400 meters in 1:30.6 at Los Gatos Masters on April 7; 800 meters in 3:27.2; 1500 meters in 6:46.8 at Senior Olym-

pics, USC on July 18; one mile in 7:04.2 at National AAU Indoor Championships on March 18; two-mile in 15:12.4 at AAU Championships, Ann Arbor, MI on March 17;

Also: three miles in 24:08.2 at Pan American Meet in Cal Poly Pomona; 5 kilometers in 25:09.8 at Pan Am Meet in Pomona; 10 kilometers in 49:27.7 at National AAU Outdoor Meet in Gresham on June 6; and the one hour run in which he negotiated 6 miles and 1408 yards at San Luis Obispo on July 29.

Football Is Still King; National Pastime, 2d

Baseball may be our national pastime but football is the nation's most popular sport, according to a recent survey conducted by the Associated Press and NBC.

Results of the telephone poll, which asked "Which sport are you most interested in?", showed that 47% picked football; baseball was runner-up with 33%; basketball, 11%; tennis, 4%; golf, 3%; hockey and soccer, 2%; bowling, wrestling and car racing, 1%. Eleven percent said they didn't follow sports.

New Address for NJA

The National Jogging Association, formerly located at 919 18th St., N.W., Washington, DC, has moved to 2420 K St., N.W., Washington, DC. Telephone: (202) 785-8050.

Nat'l H.S. Activities Week

The National Federation of State High School Associations is conducting the first celebration of National High School Activities Week from September 28 to October 4 which will feature the ongoing efforts to sustain school activities.

Surgeon General Reports on Health Placed on Sale

The following HEW reports are being offered for sale by the Superintendent of Documents:

• **HEALTHY PEOPLE: The Surgeon General's Report on Health Promotion and Disease Prevention.** Stock No. 017-001-00416-2. \$5.00. Focuses on the major health problems and their preventable risks at each of the five, principal stages of life, presents goals to be achieved by 1990, for each stage and enumerates 15 priority activities or "actions for health" that are expected to be critical to the achievement of the Report's goals. 175 pages.

• **HEALTHY PEOPLE: The Surgeon General's Report on Health Promotion and Disease Prevention—Background Papers.** Stock No. 017-001-00417-1. \$7.00. A collection of papers prepared by the National Academy of Sciences' Institute of Medicine in response to a request from the Surgeon General for a state-of-the-art in health promotion and disease prevention in selected areas. 484 pages.

• **DISEASE PREVENTION & HEALTH PROMOTION: Federal Programs and Prospects.** Stock No. 017-001-00418-9. \$4.50. The 1978 Report of the Departmental Task Force on Prevention. Analyzes Department of HEW activities in disease prevention and health promotion, sets health status goals and recommends strategies for the future. 203 pages.

To order, indicate title, stock number and number of copies and mail to: Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Make checks or money orders (no cash) payable to Superintendent of Documents.

Women Catching Up

An idea how much women's time has improved in the marathon run is shown by the world record clocking of Norway's Grete Waltz of 2:27:33 last fall in New York City. This time would have been good enough to win a gold medal in the 1956 (all-male) Olympic Games.

Council Reports on Progress Of Carter's Call for Action

(Cont'd from page 1)

ACTION

- New Governors' Councils have been formed in New Jersey, Oregon, Mississippi and California.
- The Colorado Council has been reorganized.
- Cooperative efforts between the Council and the National Association of Governors' Councils on Physical Fitness and Sports to encourage participation from the remaining States is continuing.

RECOMMENDATION

2. Work with schools to establish daily physical education at all grade levels and to remind administrators of the importance of such programs.

ACTION

- Council member Claude Terry, Ph.D., and Executive Director Casey Conrad met with the new Secretary of Education, Shirley Hufstедler, and the Assistant Secretary for Elementary and Secondary Education to discuss President Carter's recommendations. Subsequently, a paper outlining proposed actions was presented to the Secretary and her staff, who promised an early review and response.
- The Chairman of the PCPFS wrote to more than 1,000 school administrators, chief State school officers, and presidents of State boards of education, advising them of the President's recommendations with the Council of City and County Directors of HPERD at the AAHPERD national convention in Detroit.
- PCPFS staff members discussed implementation of the recommendations with the Council of City and County Directors of HPERD at the AAHPERD national convention in Detroit.
- The staffs of the PCPFS and the

AAHPERD met to discuss plans for carrying out the President's directives.

- A film of President Carter's national conference speech was developed, and prints currently are being shown at a variety of regional, State, and local meetings.

RECOMMENDATION

3. Urge all employers to make facilities available for employee fitness programs.

ACTION

- The American Association of Fitness Directors in Business and Industry (AAFDBI), an affiliate of the PCPFS, has informed all of its corporate and individual members of President Carter's recommendations.
- The U.S. Chamber of Commerce has agreed to conduct a series of interviews with PCPFS staff members on the subject of employee fitness programs. The interviews will be aired over 350 radio stations with an average daily listening audience of 750,000.
- The PCPFS is developing TV, radio, and print advertising materials that will promote management and employee support for employee physical fitness programs. The materials will be distributed to 700 TV stations, 5,000 radio stations, and 3,100 magazines and journals.
- The Director of Federal-State Relations discussed the recommendations with the representatives of approximately 200 companies at a meeting in Northern California.
- The PCPFS will co-host a regional Employee Health/Fitness program on June 20 in Chicago. The purpose of the program is to motivate employers to program

(See COUNCIL, page 12)

Council Reports on Progress

(Con't from page 11)

vide health and fitness programs at the worksite.

- The PCPFS will cosponsor a National Conference on Employee Health Fitness on September 9-12, 1980. The major emphasis will be on training management personnel to institute and operate employee programs.

RECOMMENDATION

4. Encourage all Federal departments and agencies, including the military services, to support physical fitness programs.

ACTION

- PCPFS staff members met with representative of the Deputy Assistant Secretary of Defense (Military Personnel Policy) to develop plans for a physical fitness symposium involving all branches of the armed forces. The symposium, which was conducted June 17-19, consisted of a comprehensive review of military fitness programs and policies and an intensive effort to formulate concepts and goals for military fitness programs in the 1980s.
- The PCPFS has begun efforts to

form an interagency physical fitness committee with representatives from all major federal departments and agencies.

In addition to these specific responses to President Carter's directives, the PCPFS staff also met with the leadership of the National Recreation and Park Association (NRPA) to discuss ways of expanding recreation's role in the fitness movement. It has been agreed to establish a national task force to formulate a coordinated 5-year plan. The first formal meeting of the task force will be at the NRPA National Congress on October 22 in Phoenix, Ariz., where a workshop on physical fitness will be presented.

Several magazines and newsletters have featured the President's remarks in recent issues, and the PCPFS is distributing 20,000 extra copies of the special national conference editions of its NEWSLETTER. Conference proceedings have been edited and will be distributed to all conference registrants during the next few weeks.

Aquatic Convention

The United States Aquatic Sports, Inc., convention will be held Sept. 30-Oct. 4 at Snowbird, Utah.

Happenings In Brief...

Fitness Replaces Sex

There's no question but that fitness has arrived in the U.S. of A.

The authority is nationally-famed nutritionist and syndicated columnist, Dr. Jean Mayer, who recently observed that when he first came to this country the leading subject was baseball, then it was sex and "now, it is getting thinner."

Basketball Tops in H.S.

Basketball edged football as the top participant sport in the nation's high school. According to the National Federation of State High School Associations, basketball attracted 1,089,000 students while football had 1,003,000. Track and field was in third place with 977,000.

Over-50 Sports Group

A recently organized non-profit group serving the competitive and recreational sports interests of people over 50 is seeking members. For details write to: National Senior Sports Association, P.O. Box 57017, Washington, DC 20037.

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White House Sports Medicine Meeting Set

Rear Adm. William M. Lukash, M.D., President Carter's personal physician, has announced plans for a White House Symposium on Physical Fitness and Sports Medicine on October 11-12 at the Washington Hilton Hotel in Washington, D.C.

Dr. Lukash said the symposium will feature presentations by several of the nation's leading authorities on physical fitness, sports injuries, and preventive health care.

"Our main goal," he added, "is to provide the busy practicing physician with practical information that will help him or her to understand the needs of people involved in physical activity and thus be able to give sound advice and expedite medical treatment of any problems that might develop."

Dr. Lukash and James Nicholas, M.D., a member of the President's Council, will be co-directors of the symposium. Dr. Nicholas is Director of

Orthopedic Surgery at New York's Lenox Hill Hospital and was founder of its Institute of Sports Medicine and Athletic Trauma.

Co-sponsors of the symposium will be the President's Council on Physical Fitness and Sports, the American Medical Association, the Department of Health and Human Services, and the Department of Defense.

The following sliding scale of registration fees will be charged:
(See SPORTS, page 4)

**President's Council
on Physical Fitness
& Sports**
Washington, D.C. 20201



NEWSLETTER

SEPTEMBER 1980

McGuire Appointed New Council Chairman

Alfred J. (Al) McGuire, the popular TV basketball commentator and former college basketball coach, has been named to succeed Jerry Apodaca as Chairman of the President's Council on Physical Fitness and Sports. Apodaca, a former Governor of New Mexico, resigned to devote more time to business and to his interrupted political career.

The White House announced McGuire's appointment on July 29. The Chairman of the Council serves at the pleasure of the President, and their terms usually coincide. However, Astronaut James Lovell served in both Democratic and Republican administrations.

McGuire is the third prominent sports personality to head the national physical fitness program. The others were Charles B. (Bud) Wilkinson, a former football coach, and Stan (The Man) Musial, one of major league baseball's all-time greats.

(See MCGUIRE, page 4)



Newly-appointed PCPFS Chairman, Al McGuire, is shown being welcomed aboard by President Jimmy Carter shortly after he joined the President's Council in November 1978.

1-of-3 Scouts Better PPFA Marks in Explorer Olympics

About one out of three young men and women—far above the national average—earned recognition from the President's Council on Physical Fitness and Sports this summer during the 1980 National Explorer Olympics held at Fort Collins, Colo.

Typically, the national figure runs about 15 percent.

Some 175 teenagers (14 through 20) matched themselves against set norms in pull-ups (flexed arm hang for women), sit-ups, 30-foot shuttle runs, 50-yard dash, 600-yard run, and standing long jump. A Boy Scouts of America spokesman said "about 60 persons" were rewarded with the Presidential Physical Fitness Award.

The high percentage wasn't surprising. The group was among some 2,000 scholastic athletes from across the nation who met here for a week, competing in 29 different Olympic sports. The testing, on the campus of Colorado State University, was held under the auspices of the U.S. Navy.

Four gold medals went to the top male and female athletes in each of two

Dr. Cureton Honored

Dr. Thomas K. Cureton, 77, Professor Emeritus of Physical Education at the University of Illinois and a PCPFS Consultant, has been permanently enshrined at the International Swimming Hall of Fame in Fort Lauderdale, Fla.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, S.W., Washington, DC 20201.

Council members are: Alfred (Al) J. McGuire, Chairman, Henry (Hank) Aaron, Anita L. DeFrantz, Abbi Fisher, Dorothy Hamill, Mrs. Charles N. Johnson, Sammy Lee, M.D., Billy Mills, James A. Nicholas, M.D., Dinah Shore, Joseph B. Smith, Claude F. Terry, Jr., Ph.D., LeRoy T. Walker, Ph.D., and Alton M. White, Sr.

Staff members are: C. Carson Conrad, Executive Director; Richard O. Keelor, Ph.D., Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; and George Marker, NEWSLETTER Editor.

age groupings.

Sixteen-year-old Guy Spainhower of Post 284, Ogden, Utah, a junior at Bonneville High School, topped the 14-16 male contestants. In the 17-20-year bracket, top honors went to Kevin Elterman, 17, of Post 56, San Luis Obispo, a graduate of San Luis Obispo High School. Young women winners were Karen Brewer, 16, Liberal, Kan., Post 193, a senior at Liberal High School and Peggy Hall, 17, Post 38, Neola, Iowa, a graduate of Tri-County High School.

Dr. Matt Guidry, Director of Community Special Projects for the President's Council, was the overall tournaments chairman for the Explorer Olympics. Donna deVerona, 1964 Olympic gold medalist in swimming and a consultant for the President's Council on Physical Fitness and Sports, served as honorary chairman.

Exploring is the senior, coeducational program of the Boy Scouts of America with a total national membership of 401,000. The biennial Olympics is designed to spur interest in and support for U.S. Olympics team efforts and is a major physical fitness thrust of the Boy Scouts. It has the strong support of the U.S. Olympic Committee and the AAU.

AAFDBI Can Provide Health Professionals

The AAFDBI Job Opportunity Center (JOC) has a list of health fitness specialists, educators, work physiologists, directors and program coordinators.

If you are considering employing a health professional and would like to receive resumes, write to: J.F. Cristina, Coordinator, AAFDBI J.O.C., 2027 Dodge St., Omaha, NE 68102.

National Jogging Day

"Jogging: Everybody's Right!" is the theme of National Jogging Day on October 11 sponsored by the National Jogging Association and the PCPFS.

Navy Launches Fitness Program For Under-40s

In line with President Jimmy Carter's proposal to strengthen physical fitness in the armed services, the U.S. Navy has announced a mandatory testing program to include aerobic exercise, calisthenics and competitive sports. The program is designed to promote combat readiness for Regular and Reservist men and women under age 40.

According to the new Navy regulation, the program will test all eligible personnel, and those who fail to meet minimum physical standards will have the failure noted in officer fitness reports and enlisted evaluations. Those with medical problems will be temporarily excused from testing, and people over 40 won't be tested but will be encouraged to participate for their own well-being.

Test standards will measure trunk strength and flexibility, arm and shoulder strength and endurance. Minimum standards have been set for men and women in three age groups: 17-25; 26-33, and 34-39.

The table accompanying the new directive sets the number of points each type of activity earns for specified times and amounts of exercise; the minimum is 30 aerobic points per week. Strenuous exercise at the work site is also considered part of the program.

While the Navy's fitness program has long existed, compliance has usually been loose. Close monitoring and penalties for failing to meet minimum standards are expected to put "teeth" in the new program.

Correction

The dates of the Southern Regional Clinic was incorrectly listed in the July 1980 NEWSLETTER. The correct dates are Nov. 13-14, 1980. Clinic co-directors are: Joyce Moore and Mike Glisson, Louisiana State Dept. of Education, P.O. Box 44064, Baton Rouge, LA 70804. Telephone, (504) 342-3413.

New National School Fitness Program Unveiled

Free instructional materials emphasizing the development and maintenance of physical fitness will be available to many of the nation's junior high schools at the start of the 1980-81 school year this fall.

The package will consist of three 12-minute films and a teacher's guide, and teacher's workshops are planned in each of the States where the materials are offered.

The new program is the result of a 2-year joint effort by the President's Council, the Blue Cross/Blue Shield Association, and the Walt Disney Educational Media Company.

Similar programs are being developed for the high schools and the elementary and primary grades. Plans call for completion of these three programs during 1981-84. As each program is completed, it will be offered for sale to the 112 State and local Blue Cross/Blue Shield plans in the United States. Early indications are that most of the 112 plans will be participating in the program.

When a Blue Cross/Blue Shield plan

has contracted to provide the materials, the State Department of Education will arrange for them to be assigned to audio-visual media centers for scheduling and distribution. You can determine when the materials will be available in your area by writing or phoning Robert Raisbeck, Walt Disney Educational Media Company, 500 South Buena Vista, Burbank, CA 91521 (213.841-2000, ext. 1700).

Each of the three films in the junior high series concentrates on a particular aspect of physical fitness. The first deals with muscular strength and endurance, the second with body composition and flexibility, and the third with cardiorespiratory endurance. It is expected that the other programs will follow the same format.

Subject matter for the program was developed in consultation with the Society of State Directors of Health, Physical Education, and Recreation, and with the National Council of City and County Directors of Health and Physical Education.

PCPFS representatives who have

been most heavily involved in the project are LeRoy T. Walker, Ph.D., a former president of AAHPERD; Executive Director C. Carson Conrad; and Ash Hayes, Ed.D., a former staff member who is Director HPER for the San Diego City Schools. Others contributing to the production include Raisbeck and Duane Carlson, Vice President of the Blue Cross/Blue Shield Association.

Purchase of the program materials by a Blue Cross/Blue Shield plan will be contingent on its State agreeing to conduct workshops explaining how to use the program most effectively. All states that were contacted have agreed to this requirement.

The films and the teacher's guide are designed to help instructors teach physical fitness concepts, conduct activities of proven conditioning merit, test students, and help individual students, including the handicapped, to achieve their fitness potential.

The first film in the junior high series was previewed at the AAHPERD convention in Detroit and received an enthusiastic response. "We're excited about the potential of this project for restoring physical fitness to its proper place in the school physical education program," Conrad said. "That, in turn, has positive implications for the future health of our society."

Ed Temple Honored

Ed Temple, Tennessee State women's track coach for 30 years and twice the U.S. Olympic team coach, has been named the third winner of the Service to Women Sports Award.

Coast-to-Coast Record Run

Jay Birmingham, 35, of Jacksonville, Fla., became the first American to complete a solo run across the U.S. on July 30 when he ran from Los Angeles to New York City in the record time of 71 days, 22 hours and 59 minutes.

New YMCA Address

The new headquarters of the YMCA's National Board will be located at 101 North Wacker Drive in Chicago. Occupancy is slated for January 1981.

IN MEMORIAM

Physical education and women's sports lost one of their most devoted and articulate advocates when Leona K. Holbrook, Ph.D., died earlier this summer after a prolonged illness. Dr. Holbrook was professor emeritus of physical education at Brigham Young University and a past president of the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD).

"Leona was one of the most revered women in our profession," said C. Carson Conrad, Executive Director of the PCPFS. "I have known her professionally for many years, and she was always ready to lend a helping hand or a few words of encouragement. I couldn't count the hours she spent advancing the interests and promoting the programs of the President's Council."

Dr. Holbrook was an avid sportswoman and one of the first women to take up running as exercise. "She did as much as anyone I can think of," Conrad said, "to encourage women and girls to be active in exercise and sport, just by the personal example she set."

The daughter of a Utah physician, Dr. Holbrook earned her bachelor's degree at the University of Utah and her master's and doctor's degrees at Columbia University. She taught eight years in Salt Lake City high schools before joining the faculty at BYU, where she became chairman of the Department of Physical Education for Women.

Dr. Holbrook was enshrined in the Helms Athletic Foundation Hall of Fame in 1971 and received the prestigious Luther Halsey Gulick Award in 1974.

McGuire to Head Council

(Cont'd from page 1)

Although known to the public largely through his appearances on TV, both as a coach and as a commentator, McGuire also is an accomplished after-dinner speaker and a successful businessman. He was associated with Medalist Industries for 10 years, serving as vice president for eight years and as vice chairman for 18 months.

As a coach, McGuire was known for his theatrical confrontations with the officials; his warm relationship with his basketball players, most of whom came from the inner-cities; his excellent defense; his wit; and his winning record.

In 14 seasons at Marquette University, McGuire's teams had 11 consecutive 20-victory seasons and went to post-season tournaments 10 straight years. The Warriors won the NIT in 1970, were NCAA runners-up in 1974, and won the NCAA championship in 1977. McGuire's emotional reaction to the latter victory, which came in his farewell to college coaching, provided one of the most moving moments in TV sports history.

When McGuire talks to people about the benefits and pleasures of physical fitness, he will be speaking from personal experience. Now 51, he was clocked in a brisk 37 minutes, 50 seconds for a 5-mile race in Milwaukee late last year. The race was the Milwaukee Journal Al McGuire Run, which is staged annually to raise money for Milwaukee Children's Hospital.

McGuire starred in college basketball at St. John's University and played three seasons with the professional New York Knicks. He coached at Belmont Abbey and Dartmouth before moving to Marquette.

The new PCPFS Chairman has been a member of the 15-member Council since November 14, 1978, and he was one of the most popular speakers earlier this year at the National Conference on Physical Fitness and Sports for All, where he served as chairman of the opening session.

McGuire is married, and he and his wife, Patricia, have two sons, Allie, 29, and Robert, 23, and a daughter, Noreen Besser, 26.

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
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Sports Medicine Symposium Set

(Cont'd from page 1)

Registration fees have been established: physicians, \$150; other professionals (nurses, coaches, athletic trainers, exercise physiologists, etc.), \$75; and residents, interns and students, \$25. The registration fee will cover the cost of a reception on the evening of October 10, two lunches, and a continental breakfast.

Persons desiring to obtain registration forms and additional information may telephone (202) 857-1300 or write White House Symposium on Physical Fitness and Sports Medicine, 1776 K Street, NW, Washington, D.C. 20006.

The symposium program still was in the process of formation when this article was written. Among the subject areas being considered by the planning committee were: stress testing and cardiac screening; endurance, flexibility, and strength training; exercise and weight control; prevention, treatment, and rehabilitation of injuries; medical hazards of exercise; problems of special population groups (the elderly, the handicapped, the obese, etc.); and many others.

DEPOSIT
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NRPA Congress Calls for Active PF Role

Delegates to the National Recreation and Park Association (NRPA) Congress in October were told that they must play a more active role in meeting the physical fitness needs of people of all ages during the 1980s.

"It's clear that our programs have the power to affect the well-being of large numbers of people," said John Davis, Executive Director of the NRPA, "and we have an obligation to use that power to enhance health and fitness."

More than 400 of the delegates to the Phoenix congress attended a special

half-day session on "Fitness Through Recreation in the 80s." C. Carson Conrad, Executive Director of the PCPFS, presided over the session, and the speakers included Rafer Johnson, 1964 Olympic decathlon champion; Michael Pollock, Ph.D., noted fitness researcher; and Joseph Curtis, Commissioner of the Department of Human Services, New Rochelle, N.Y.

Curtis told the audience that three things must happen before the goals established by the congress can be real-

ized. He said park and recreation professionals must become more convinced of their role in fitness; that these leaders must alert the public to recreation's changing role; and that they must gain the support and confidence of public and private decision-makers.

The special session on fitness through recreation was the first result of the Coalition for Physical Fitness Through Recreation in the 80s, which was formed following the PCPFS-

(See NRPA page 5)

President's Council on Physical Fitness & Sports Washington, D.C. 20201



DECEMBER 1980

NEWSLETTER

Sports Medicine Meeting Draws U.S. Experts



Program Directors James A. Nicholas, M.D., right, a member of the PCPFS, and Rear Adm. William M. Lukash, M.C., USN, center, Physician to the President, discuss the details of the White House Sports Medicine Symposium with Daniel T. Cloud, M.D., president-elect of the American Medical Association, during a luncheon break at the Washington Hilton Hotel.

Thirty-eight of America's foremost authorities on physical fitness, the medical aspects of exercise, nutrition and related fields spoke at the White House Symposium on Physical Fitness and Sports Medicine. Also featured at the October 11-12 sessions were live demonstrations of stress testing, flexibility exercises and aerobic dance.

The symposium, a joint effort of the medical profession and federal agencies, was attended by 378 persons, 32% of them physicians, 21% students and residents, and the balance consisting of representatives of allied and related health care professions.

The purpose of the symposium was to provide primary-care physicians and other health professionals with information that would help them meet the needs of the increasing numbers of people involved in exercise and sport.

Rear Adm. William M. Lukash, M.C., USN, President Carter's personal

(See SPORTS page 5)

Sports Medicine Highlights

Dr. Cloud Sees A Silver Lining

Daniel T. Cloud, M.D., president-elect of the American Medical Association, told the audience at the White House Symposium on Physical Fitness and Sports Medicine that the practice of sports medicine provides physicians "an opportunity to give their patients a happy prescription, for a change.

"That is a delightful thing for those of us who are involved in this activity," Dr. Cloud added, who also made it clear he regards the prescription of physical activity as an extremely effective form of treatment.

"Participation in sports and physical fitness activities is helping to enhance the health and happiness of literally millions of Americans," he said. "And it is enabling thousands of physically or mentally handicapped persons to regain a significant measure of health."

Dr. Cloud suggested that better education of the public is one answer to rising health care costs.

"I would call your attention just for a moment," he said, "to the impact it would have on the health delivery system if we could do something about the drinking, smoking, overweight automobile driver. If we could reduce or eliminate that kind of behavior, it would make a drastic difference in our health care problems."



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, SW, Washington, DC 20201.

Council members are: Alfred (Al) J. McGuire, Chairman, Henry (Hank) Aaron, Anita L. DeFrantz, Abbi Fisher, Dorothy Hamill, Mrs. Charles N. Johnson, Sammy Lee, M.D., Billy Mills, James A. Nicholas, M.D., Dinah Shore, Joseph B. Smith, Claude E. Terry, Jr., Ph.D., LeRoy T. Walker, Ph.D., and Alton M. White, Sr.

Staff members are: C. Carson Conrad, Executive Director; Richard O. Keelor, Ph.D., Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guldry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; and George Marker, NEWSLETTER Editor.

DR. SHEEHAN'S THESIS

American's Goal: Improvement in Quality of Life

Increased interest and participation in exercise and sport are products of our growing leisure. That was the message delivered to the White House Symposium on Physical Fitness and Sports Medicine by George A. Sheehan, M.D., who has emerged as the unofficial philosopher and poet laureate of the running movement in America.

Dr. Sheehan advanced the thesis that Americans have achieved material abundance and found it wanting and are now embarked on a search for personal excellence and virtue. He also suggested that fitness enthusiasts are motivated more by a desire to improve the quality of their lives than by a desire to extend the length of their lives.

"People aren't out there running to elevate their high-density lipids," he said. "This is an experiment in human potential... People are struggling to become what they know they can be and what they were designed to be."

Dr. Sheehan said that the most prevalent symptom he sees in his patients is chronic fatigue and added that the best prescription for that condition is physical activity. "You have to use your body," he said, "but the physician often thinks of that only as a last resort."

A cross-country runner in college, Dr. Sheehan began running again at 44 and has completed 17 Boston Marathons. At 61, he ran the Washington Marine Corps Marathon in three hours, one minute, and 10 seconds.

Sports Injury Survey

A nationwide survey of sports injuries has been initiated by Great Britain's Institute of Sports Medicine. Its main purpose is to heighten awareness of teachers to the potential seriousness of sports injuries and, alerts them to hazardous situations.

'Casey' Appraises PF Movement

C. Carson Conrad, Executive Director of the PCPFS, identified the strengths and weaknesses of the current physical fitness movement in his address to the White House Symposium on Physical Fitness and Sports Medicine. Among the items that he listed on the "plus" side of the ledger were these:

- Adult participation in exercise and sport has doubled in the past 20 years.
- Spectacular increases in participation by females, the middle-aged and the elderly.
- The vigorous nature of the most popular activities, such as running, swimming, bicycling and the racquet sports.
- Many of the gains seem motivated by a concern for health and performance.

Conrad said his satisfaction with these developments has been tempered by these factors:

- The failure of school physical education programs to keep pace with the growth in adult participation.
- The fact that the fitness movement has not involved large numbers of teenagers and children on a voluntary basis.
- The shortage of organized programs with good leadership and facilities in the neighborhoods where people live and in the places where they work.

"I am pleased that physical fitness is fashionable today," Conrad said, "but I worry about what might happen if fashions change. I think we have to guard against that possibility by taking steps to preserve and expand the gains we have made."

Olympic Post to Conrad

C. Carson Conrad, Executive Director of the PCPFS, has been appointed to Governmental Liaison Advisory Commission of the Los Angeles Olympic Organizing Committee.

DR. HELLERSTEIN ON ROLE OF EXERCISE

Improves Quality of Life, But Longevity Effect Inconclusive

The evidence that regular exercise can increase longevity is suggestive but inconclusive, according to Herman K. Hellerstein, M.D., but he added that exercise unquestionably can enhance the quality of life and reduce the period of diminished vigor that all elderly people experience.

"Many of the problems usually associated with aging and/or disease can be postponed or reversed by sensible,

graded exercise," said Dr. Hellerstein, who is Professor of Medicine at Case Western Reserve University. He added that physical activity also helps combat the depression that is commonplace among the elderly.

Disagreeing with some of the other speakers at the White House Symposium on Physical Fitness and Sports Medicine, Dr. Hellerstein said he thinks running the marathon, or even longer distances, is "stupid" and said he feels that athletic competition for senior citizens should be discouraged.

"It has little or no practical application for most elderly subjects, or for most middle-aged cardiacs."

Dr. Hellerstein suggested that walking is one of the most pleasurable, effective and risk-free ways of conditioning the elderly and the middle-aged ill. He added they will experience tremendous improvement if they can walk a mile on an even grade in 14 minutes, and he said that level of exercise is sufficient to improve cardiovascular function.

"The best and most economical thing that we can do about the illness and disability of aging is prevent it," Dr. Hellerstein said in concluding his remarks. "We are learning that it is possible to reduce the invalidism, the sickness and the weakness of aged people, and of people with heart disease, by a comprehensive program of which exercise that is sensible and realistic is a part."

Dr. Hellerstein emphasized that the focus should not be on exercise alone for it is equally important to control blood pressure, reduce body fat, eliminate cigarette smoking, and otherwise modify behavior.

Dr. Ryan Elected

Allan Ryan, M.D., editor-in-chief of the Physician and Sports-medicine, has been elected Secretary General of the International Federation of Sports Medicine (FIMS). Earlier, Dr. Ryan was named to the Research Committee of the International Council of Physical Education and Recreation (ICPER).



Elvin Hayes, the Washington Bullets' indestructible scoring star for a dozen years, and Joe Namath, who owes much of his success on the gridiron to the surgical skills of N.Y. Jets team physician Dr. James Nicholas, took turns entertaining the luncheon guests at the symposium.

Yoga Practitioner Has 'Poor Aerobic Capacity': Dr. Ryan

Yoga can be an effective means of improving flexibility, but the available evidence indicates that it makes few, if any, contributions to muscular strength and cardiovascular endurance, according to Allan J. Ryan, M.D., editor-in-chief of THE PHYSICIAN AND SPORTSMEDICINE.

"The objectives of yoga," Dr. Ryan added, "appear to be the preservation of a youthful appearance and the attainment of a state of mental relaxation and tranquility."

Dr. Ryan said the few functional tests that have been performed on yoga practitioners show that they have relatively poor aerobic capacity and that they tend to be below average in strength for their size and weight. He said this probably is due to two facts: (1) orthodox yoga teachers follow a lacto-vegetarian diet and fast frequently, and (2) their breathing exercises are designed for maximum consumption of oxygen with minimum effort, rather than the improvement of maximum breathing capacity for sustained effort.

Dr. Ryan concluded that any conditioning benefits deriving from yoga were more likely to result from practice of the extensive warmup exercises than from practice of the yoga postures themselves. His remarks were delivered at the White House Symposium on Physical Fitness and Sports Medicine.

Dr. Allman Sifts Facts & Fiction in Weight Training

Weight training can reduce the risk of injury, improve performance in sport, and help maintain lean body mass as one gets older, according to Fred Allman, M.D., president-elect of the American Orthopedic Society for Sports Medicine.

"Weight training is not a panacea," Dr. Allman added, "but, when done in combination with other activities, it is an effective method of improving fitness and especially the components of muscular strength, endurance and power. The strong, well-conditioned athlete is the individual least likely to be hurt and the one who will recover most quickly from injury."

Dr. Allman dismissed as "myths" the beliefs that weight training inhibits flexibility or builds masculine-type muscles on women. He said only about one woman in 20 can develop bulky muscles similar to those developed by men and that weight training exercises done through the full range of motion actually improve flexibility.

Dr. Allman also said that many athletes tend to confuse quantity with quality when working with weights. He said they work out too long and too often but frequently do not work as intensely as they should. He suggested this is wasteful of time and does not produce the desired strength gains.



500 at Ceremony As Fatjo Becomes Council Member

More than 500 friends, business associates and physical fitness leaders attended the October 31 swearing-in for Tom J. Fatjo, Jr., the newest member of the President's Council on Physical Fitness and Sports (PCPFS). The ceremony took place at Houston's Houstonian Inn, the hotel that is part of the \$39 million physical fitness, conference and preventive health care center that Fatjo conceived and built.

Among those speaking at the ceremony were C. Carson Conrad, Executive Director of the PCPFS, and Capt. James A. Lovell, Jr., USN (Ret.), who was Chairman of the Council during the Johnson, Nixon and Ford Administrations.

Fatjo is one of America's most successful young entrepreneurs. A 1963 graduate of Rice University, he founded Browning-Ferris Industries, Inc., the world's largest waste management firm; Criterion Capital Corporation, a merchant banking firm; and the Mortgage-Banque. He also is chairman of the Houstonian Foundation and a director of American Title Company.

Although known primarily for his business achievements, Fatjo also is an avid sportsman. He has run in and completed four Boston Marathons, with a best time of 3:12.

New Council member Tom Fatjo, Jr., 3rd from left, is shown with some of the principals at his swearing-in ceremony, from left: Capt. James A. Lovell, Jr., USN (Ret.) former PCPFS Chairman; C. Conrad Conrad, PCPFS Executive Director; The Hon. Carolyn Dineen Randall, Circuit Judge for the U.S. Court of Appeals for the 5th District; Preston Moore, Houston businessman and Chairman for the Day, and Russ Harris, Director of Physical Fitness Center at The Houstonian.

DR. COOPER CITES 10-YEAR STUDY

Benefits of Exercise Called 'Too Impressive to Be Ignored'

Kenneth H. Cooper, M.D., author of the best-selling aerobics books and founder of the Aerobics Center in Dallas, says the evidence that exercise is useful in the prevention, diagnosis and treatment of heart disease, and in the rehabilitation of heart attack survivors, is "too impressive to be ignored."

Dr. Cooper's remarks were made during a panel discussion at the White House Symposium on Physical Fitness and Sports Medicine. He said his conclusions are based on observations of 21,000 patients during the past 10 years.

Dr. Cooper's discussion ranged over several subjects, including the proper amount of exercise, most effective kinds of exercise, and risks involved in physical activity.

On the subject of exercise dosage, he said he believes that running more than 15 miles a week yields "diminishing returns" in many cases. He said his studies show that running 11 miles a week

satisfies most of the requirements of a cardiovascular conditioning program and that running more than 15 miles vastly increases the chances of injury.

As for the most effective kinds of exercise, Dr. Cooper listed his "top five" in this order: 1. Cross-country skiing; 2. Swimming; 3. Running or jogging; 4. Cycling; and 5. Walking. He emphasized that his ratings are based on the aerobic content of the activities and that he did not consider their contributions to strength and flexibility. He did say that swimming tends to involve the fewest physical problems.

In suggesting that the risks of strenuous exercise are exaggerated when the activity is properly supervised, he noted that in the past 10 years the participants in his program have jogged more than three million miles, cycled in excess of 77,000 miles, and swum more than 20,000 miles without a single death caused by exercise.

Sports Medicine

(Cont'd from page 1)

physician, and James A. Nicholas, M.D., a member of the President's Council, were co-directors of the program. Dr. Nicholas is Director of Orthopedic Surgery at New York's Lenox Hill Hospital and was founder of its Institute of Sports Medicine and Athletic Trauma.

Co-sponsors of the symposium were the President's Council, the American Medical Association, the Department of Defense, and the Department of Health and Human Services.

The symposium, which was conducted at the Washington Hilton Hotel, attracted substantial media coverage, with reporters attending from *GOOD HOUSEKEEPING* and *MADAME* magazines, the *NEW YORK TIMES*, *NEW YORK DAILY NEWS*, *WASHINGTON POST AND WASHINGTON STAR*, several Washington television stations, and a large number of medical journals.

Following is a list of organizations that cooperated in the presentation of the symposium: American Academy of Family Physicians; American Academy of Orthopedic Surgeons; American Academy of Physical Medicine and Rehabilitation; American Association of Fitness Directors in Business and Industry; American Association of Public Health Physicians; American College of Preventive Medicine; American College of Sports Medicine;

Also: American Geriatrics Society; American Hospital Association; American Occupational Medical Association; American Orthopedic Society for Sports Medicine; American Osteopathic Academy of Sports Medicine; National Association of Governors' Councils on Physical Fitness and Sports; National Athletic Training Council of NASPE; and National Recreation and Park Association.

Next AAFDBI Conference

The Seventh Annual American Association of Fitness Directors in Business and Industry (AAFDBI) Conference will be held on Sept. 22-25 at Boca Raton, Fla.



FIXX



COOPER



SHEEHAN



LAMB

Luminaries at the Symposium were Jim Fixx, author of *The Complete Book of Running* who discussed his career at a luncheon; and featured speakers Dr. Kenneth H. Cooper, Executive Director of the Aerobic Center in Dallas; Dr. George A. Sheehan, columnist and the nation's guru on running; and Dr. Lawrence E. Lamb, syndicated columnist and editor of *The Health Letter*.

Haycock Discusses Risks to Women Active in Exercise and Sports

Women who are active in exercise and sport apparently are slightly more likely than men to incur injuries to the ankles, knees and soft body tissue, according to Christine E. Haycock, M.D., Associate Professor of Surgery at New Jersey Medical College.

Dr. Haycock said that women's greater risk of ankle and knee injury probably results from the fact that their pelvises are wider and the femur joins the pelvis at a more acute angle. She said some studies also suggest that the higher injury rate may be due to a lack of strength in the lower extremities, since the injury rate tends to drop when women undergo weight training to strengthen the ankles and knees.

Women's tendency to bruise more easily than men is attributed to the fact that their skin is slightly thinner and softer, Dr. Haycock said. Women in sport suffer fewer fractures and severe dislocations than men, she added, but this is because they generally do not participate in "collision sports," such as football and ice hockey.

Adopt-A-School Success

Community teamwork resulted in the construction of the Granby High School and Community Track in Norfolk. The project was the result of Granby's adoption by the C & P Telephone Company in conjunction with the Norfolk Chamber of Commerce Adopt-A-School Program.

Dr. Haycock's remarks were delivered at the White House Symposium on Physical Fitness and Sports Medicine.

NRPA Congress

(Cont'd from page 1)

sponsored National Conference on Physical Fitness and Sports for All in February.

Partners in the coalition are the PCPFS, the NRPA, and the National Association of Governors' Councils on Physical Fitness and Sports.

Davis said the fundamental reason for the coalition is a conviction that recreation and park departments can do much more than they are doing in most jurisdictions to promote physical fitness.

"The coalition," he said, "has been formed to provide a forum for the exchange of information to: encourage local park and recreation departments to make fitness a top priority; increase public awareness of the park and recreation department's role in fitness; and stimulate the development of demonstration and model programs.

"Through this approach," he concluded, "we are hopeful that fitness through recreation will become commonplace throughout the country."

Matthew Guidry, Ph.D., Director of Community and Special Projects for the PCPFS, represents the Council on the coalition and was instrumental in developing the Phoenix program.

Dr. Stare Backs Regular Exercise To Control Weight

Regular exercise is more effective than drastic restrictions of calories as a means of controlling body weight. That was the principal point made by Frederick J. Stare, M.D., in his address to the White House Symposium on Physical Fitness and Sports Medicine.

Dr. Stare, who founded the Nutrition Department of the Harvard School of Public Health, cited several advantages of physical activity in a weight control program. He said overweight persons find it easier to adhere to a program of regular exercise than to a drastic diet and added that exercise tends to maintain lean muscle mass, which may be lost along with fat on a crash diet.

Dr. Stare noted that exercise is most effective as a weight control measure when it is undertaken frequently and is moderate in intensity so that it does not increase appetite. "The thing to keep in mind," he said, "is that, in order to lose a pound of body fat, one must establish a caloric deficit of approximately 3,500 calories. This is best accomplished over a period of a week, or at the rate of 500 calories per day."

Dr. Stare suggested that the best way to achieve this goal is to reduce caloric intake by 250 to 300 calories a day and to simultaneously increase caloric expenditure by 200 to 250 calories.

In discussing the nutritional needs of physically active persons, Dr. Stare advised against exotic or fad diets. "It is safer, cheaper and wiser," he said, "simply to eat a balanced diet. Nutritional deficiencies can affect performance, but supplementation in the well-nourished individual will not improve athletic ability and may even result in toxic side effects."

"So-called health foods," he concluded, "have no unusual health benefits and offer nutritional value only similar to foods available at lower costs in ordinary grocery stores and supermarkets. Nutritional supplements, and particularly mega-doses of vitamins, minerals, proteins and their various combinations, merely supplement the profits of those who manufacture and sell them."



PCPFS member Dinah Shore, one of show business' busiest performers, attended the Council's recent quarterly meeting at the White House Executive Office Building and congratulates Al McGuire, who succeeded Jerry Apodaca, former Governor of New Mexico, as Chairman of the PCPFS.

Army Inaugurates Tougher Physical Fitness Test Program

The U.S. Army fell into step with the Navy by announcing a tougher physical training testing program for men and women under 40 years of age.

Army Secretary Clifford L. Alexander said the new tests which begin on Dec. 1 should sharply upgrade the physical condition of the Army.

The Army also approved for the first time a limited form of testing of men and women over 40, who will now be required to run two miles provided they are medically qualified.

The Navy last fall became the first military arm to reorganize its program in line with President Carter's proposal to upgrade physical fitness in the armed services.

The Army also announced that for the first time physical fitness testing for both sexes will be identical,

although qualifying scores for men will be higher than for women. This series of three tests consists of push-ups, sit-ups and the 2-mile run.

The previous five tests for under-40 men were: the inverted crawl, run, dodge and jump; horizontal ladder; sit-ups and 2-mile run. In the women's version, push-ups and the 1-mile run replaced the inverted crawl and 2-mile run.

Weight-y advice

Americans are eating less but are getting fatter anyway, according to a Department of Agriculture study covering the period from 1965-77, which says this is so because they are exercising less despite the increased national interest in jogging and other physical activities. The solution, says the study, is a balance between nutritious foods and regular exercise.

Richard O. Kee-
lor, PCPFS Di-
rector of Pro-
gram Develop-
ment, demon-
strates a stretch-
ing technique to
the Symposium
audience which
could prevent
muscle injuries
for participants
in exercise and
sport.



Exercise Equipment Sales Top Sport Goods Market

The sale of exercise equipment,
spurred by the goal of Americans to
attain personal fitness, continued to
dominate the sporting goods market in
1979, according to a statistical report of
the National Sporting Goods
Association.

Sales of sporting goods and related
equipment and clothing approached

JCPenny Cites Guidry For Exercise Trail Aid

Matthew Guidry, Ph.D., PCPFS
Director of Community Programs and
Special Projects, was recently presented
the JCPenny Annual Community Ser-
vice Award for his expertise and coop-
eration in jointly helping to design,
develop and implement the Exercise
Trail community fitness program.

According to the citation, the part-
nership between the President's Council
and JCPenny was instrumental in the
construction of more than 720 sites
nationwide and overseas; and offered
140,000 Americans a week the chance to
increase their physical fitness in a park-
land setting.

\$15.4 billion in 1979, a six-fold increase
over 1960. Some individual totals
included \$660 million for tennis equip-
ment and \$103 million for tennis clo-
thing; \$304 million for running shoes,
plus \$189 million for running clothes;
and \$1.3 billion for bicycles. Home
exercisers spent \$58 million for barbells
and weights; \$78 million for stationary
bicycles, \$22 million for spring-tension
exercisers and jump ropes; and \$49 mil-
lion for weight benches.

Data presented in the NSGA research
report comparing 1978 and 1979 figures
disclosed that stationary/exercise bicy-
cles had increased 23% in dollar sales;
springtension exercisers were up 122%,
and jogging/running shoes increased
27%, with sales exceeding \$300 million.

The big surprise in largest percentage
increase in dollar sales was registered by
roller skating which led the nation with
304%; followed by racquetball with
63%; basketball, 23% and soccer, 15%.
Bicycling, which was surveyed for the
first time this year by NSGA, showed a
28% hike, according to figures supplied
by the Bicycle Manufacturers
Association.

College Sports Up Despite Fund Cuts, Reports NCAA

Despite reports of economy cutbacks
in intercollegiate athletic programs, the
number of sports sponsored by NCAA
member institutions showed increases
in the past three years, according to the
NCAA News.

During the period from 1978-79 to
1980-81, 21 institutions dropped men's
sports, 62 increased the number in their
program, and 53 remained the same.
The 21 members which dropped sports
eliminated 143 sports; but the 62 that
expanded their program added 132
sports for a net gain of 89.

The increases were greater for women
at 1-A institutions where 82 programs
added 146 sports, while 19 programs
dropped 33 for a net gain of 113 sports.

The totals for all institutions studied
follow:

- 158 programs dropped 238 men's
sports since 1978-79.
- 219 programs added 369 men's
sports.
- 343 programs have added 664
women's sports.
- 148 programs have dropped 285
women's sports.
- 189 maintained the same number
of women's sports.



Charles A. Bucher, Consultant for the
PCPFS, and a coach, administrator and
college professor since 1937, has been
appointed as Professor in the Dept. of
HPE&R at the University of Nevada,
Las Vegas.

Children's Hospital \$100,000 Richer After Record 'Al McGuire's Run'

Charity was the big winner of the third annual Milwaukee Journal Al McGuire Five Mile Run which drew more than 14,000 entries to make it one of the largest ever held in the United States.

The large turnout ensured at least \$100,000 (plus additional pledges from the runners and efforts by radio station WBCS) for the intensive care ward of Milwaukee's Children's Hospital.

First across the finish line in 23 minutes 36 seconds was Madison elementary school teacher Steve Stinzi.

Al McGuire, Chairman of the PCPFS, who is 52, "finished his own run in around 39 minutes, looking remarkably strong at the finish," according to the *Milwaukee Journal*.

An interesting aspect of the event was the entry of families including the entire brood of postman Tom Samolyk who ran with all his nine children.

1981 Cardiac Rehab Workshops In La Crosse to Open on Feb. 9

The La Crosse Exercise Program and La Crosse Lutheran Hospital Gundersen Clinic are offering six one-to-two week cardiac rehabilitation workshops in 1981.

The first and second week (optional) schedules follow: Feb 9-13, Feb. 16-20; April 13-17, April 20-24; June 8-12, 2d week unavailable; June 15-19, 2d week unavailable; July 13-17, July 20-24; Oct. 12-16, Oct. 19-23.

Colacino Elected AAFDBI President

Dennis L. Colacino, Ph.D., Director of Fitness Programs for PepsiCo., was elected president of the American Association of Fitness Directors in Business and Industry at the 6th Annual Conference of AAFDBI in Toronto.

Other officers are George Pfeiffer, who has administered exercise programs for Xerox Corporation for the past six years, who was named president-elect; Bert Knitter, Director, Occupational Health Program, U.S. Department of Justice, who was named vice president; and B.G. Woodham, who has served as AAFDBI secretary-treasurer for six years, who was re-elected to the post.

AAFDBI's membership has soared from 39 in 1975 to its present total of 1693. For information about membership or services write to: AAFDBI, 700 Anderson Hill Rd., Purchase NY 10577.

For further information contact: Dr. Philip K. Wilson, Workshop Unit La Crosse Exercise Program; Mitchell Hall, University of WI-La Crosse, WI 54601. Telephone 608 785-8686.

U.S. Health Care Bill \$943 Per Person in '79

The nation's health care bill in 1979 increased to \$212.2 billion, an average of \$943 per person, and a hike of 12.5% over 1978, according to the Department of Health and Human Services.

Hospital costs accounted for 40% of the health care spending, or \$85.3 billion, and physician services accounted for \$40.6 billion.

The HHS report said the \$212.2 billion bill was 9% of the gross national product, the highest ever in which the federal government paid 43 cents of each dollar spent.

Cycling Most Dangerous Athletic Activity in U.S.

Bicycle riding was the most dangerous athletic activity in the U.S. last year, reports the National Electronic Injury Surveillance System of the Consumer Product Safety Commission.

The report disclosed that some 450,000 hospital-treated injuries resulted from bicycle accidents. Runners-up for this dubious distinction were: baseball, with 400,000; football, 395,000, and basketball, 350,000.

New Hotel Service

The Wall Street Journal recently reported that "a jogging craze prompted Chicago's Ritz-Carlton Hotel to issue a 'Runner's Guide' with a map and suggested jogging routes of up to 10 miles.

"So many people were asking where to run," explained a spokesperson. Several other hotels have taken similar steps."

Southeast Annexes Hershey Finals

A strong Southeast Regional team defeated highly-touted teams from the Mid-Atlantic and Pacific Southwest Regions to win regional honors at the National Finals of the 1980 Hershey's National Track and Field Youth Program.

The winning team, which accumulated 251 team points, 29 more than runner-up Mid-Atlantic, was comprised of participants from Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

Nearly 500 boys and girls, ages 9 to 15, from all 50 states and the District of Columbia participated in the finals. They qualified for the all-expenses-paid trips to the national finals by competing against more than 2.5 million youngsters in local, district and state meets held across the country this summer. The program is the largest of its kind in the country.

Sponsored by the Hershey Chocolate Company in cooperation with the NRPA, the National Track and Field Hall of Fame and the PCPFS, the program is designed to promote participation, enjoyment and physical exercise.

Fitness, Health Meeting

"Getting in Shape for the 80's," a fitness and health conference for groups and individuals residing in Northwest Pennsylvania, will be held June 25-28, 1981 on the Allegheny College Campus in Meadville, PA. For further information contact Larry S. Rodick, 1058 South Main St., Meadville, PA 16335 (814) 724-1273.

Lenox Hill Hospital Offers Aid to Runners

A new "runner's resource corner" has been opened in New York's Lenox Hill Hospital, reports *The Physician and Sportsmedicine*.

In addition to videotaped discussions with athletes and physicians, this center offers seven brochures on training and conditioning.

The brochures are available free in the center, or they can be ordered for \$1 by mail from: Lenox Hill Hospital, 100 E. 77th St., New York City, NY 10021.

Purdue Study: Exercise Cuts Medical Bills

Fitness expert A.H. Ismail told the President's Council on Physical Fitness and Sports that he has "hard, scientific evidence" that regular exercise can substantially cut medical expenses.

The Purdue University professor, speaking at the Council's quarterly meeting, reported the results of a study showing that, over a 4-year period, nonaccident-related medical insurance payments to a group of middle-aged men who exercised regularly were about half those paid to another group of relatively sedentary middle-aged men.

Ismail, a professor in Purdue's Department of Physical Education, Health and Recreation Studies, suggested that, on the basis of the study, persons who are active and fit should pay lower medical insurance premiums than inactive persons.

The Purdue study investigated the relative nonaccident-related medical insurance claims of two groups of men, aged 35-55 years, from 1971 and 1975.

For the study Ismail and Profs. D.L. Corrigan and R.J. Young obtained the cooperation of 29 of the regular exercisers and 15 of the dropouts.

The average total nonaccident-related insurance claim over the four years, Ismail said, was less than \$200 for the exerciser and about \$400 for the less-active study participant.

Computerized Report Cards Aid School Fitness Program

Computerized report cards are helping parents of students in the Richardson (TX) Independent School District (RISD) to learn if their youngsters are succeeding in improving their physical fitness.

What they have learned in this pilot program is that the 20,000 Richardson students who took the Texas Physical Fitness Test have become more physically fit than their peers throughout the State of Texas in PE class grades 4-12.

While the improvement is apparent, said Charles Sterling, RISD Director of HPE, "we have to be cautious. The kids may be more fit because of the motivation from having the October reports and because the tests were given in the spring." He added that the district will next provide parents with the average height and weight for students at each age level.

The test, developed by the Governor's Commission on Physical Fitness, consists of bent-leg situps, a flexed-arm hang and a 9 to 12 minute walk/run.

Each report card indicates a child's percentile rank for each event, an overall fitness score and also provides an accurate measurement of height and weight; assessments of cardiovascular fitness; abdominal strength and endurance, upper body strength and endurance, and recommends physical activities for developing fitness in those areas where the student is deficient.

An awards system is used to motivate students. Those attaining from 50 to 74% in all three categories receive a certificate from the Texas Governor's Commission, and a patch is awarded to students who score above 74%.

Dr. Arnold Relected

Dr. Lloyd C. Arnold, YMCA National Director, Health and Physical Education programs, was recently relected at Tbilisi, USSR, to the Executive Board of the International Council of Sport and Physical Education (ICSPE).



Jim Liston, left, President of the National Association of Governors' Councils on Physical Fitness and Sports, accepts a \$3,000 check from Ralph Horton, Group Vice President of Medalist Industries, Inc., and Board of Directors member of the Sporting Goods Manufacturers Association. The funds will be used to initiate new national programs on health and fitness through the Governors' Councils.



This outstanding lineup of divers, who competed in the Olympic Games from 1908 to 1976, were guests at the 11th Annual International Diving Meet held in May at the Swimming Hall of Fame Pool in Ft. Lauderdale, FL. The man with a cane is 99-year-old Bob Zimmerman, of La Belle, FL, the oldest living Olympian in North America, who competed for Canada in 1908 and 1912. The others, listed with their awards and Olympic years, are from left: Frank Gorman, silver, 1964; Tom Gompf, bronze, 1964; Betty Pinkston, gold and silver 1924, gold 1928; Katherine Rawis, silver 1932, 1936; Jenni Chandler gold, 1976; Klaus DiBiasi (representing Italy), gold 1968, 1972, 1976; silver, 1964, 1968; Greg Louganis, silver 1976; Georgio Cagnotto (Italy), silver, 1968; bronze, 1972, silver, 1976; Phil Boggs, gold 1976; Dr. Sammy Lee (Member of the PCPFS), gold, bronze, 1948; gold, 1952; Cynthia Potter, bronze, 1976; and Dr. Milena Duchkova (Czechoslovakia), gold 1968; silver, 1972.

Jack Kelly Elected President of ISHOF

Jack Kelly, Jr., four-time Olympian rower from 1948-60 and Sullivan Award winner in 1947, has been elected president of the International Swimming Hall of Fame, Fort Lauderdale, FL.

Kelly, currently the Vice President of the U.S. Olympic Committee and former President of the AAU, succeeds Bob Hoffman who held the post in 1978 and 1979.

Pays to Be Fit

Employees of the Hospital Corporation of America, Nashville, TN, have pocketed more than \$2,800 in bonuses for participating in the firm's fitness program designed to cut health insurance costs. They were paid four cents a mile for bicycling, 16 cents a mile for jogging, and 64 cents a mile for swimming.

Spring Arbor College Receives Grant Of \$481,219 for 'Feelin' Good' Project

The W.K. Kellogg Foundation of Battle Creek, MI, has awarded Spring Arbor (MI) College a three-year grant of \$481,219 to implement the "Feelin' Good" program in Jackson County, MI.

The program, which teaches sound health and living habits to elementary and junior high school students, focuses on heart health through exercise, nutrition, weight control and reduction of smoking and stress.

Feelin' Good will be offered as an

experimental part of the school program to about 24,000 youngsters in second, fifth and seventh grades in the next three years in each of the 14 public and private school districts of Jackson County.

More than 400 teachers, 200 volunteers and 100 parents will participate by helping the school to provide an environment which supports health. The grant will also examine the impact of the program on parents' and teachers' behavior and attitudes toward heart health.

The program, by helping develop sound values and habits on cardiovascular health, expects to prevent many heart health problems in the future.

Co-directors of Feelin' Good are Dr. Charles Kuntzleman, a National Program Consultant on fitness to the YMCA, and his wife, Beth, a professor and chairperson of the Department of Physical Education at Jackson Community College.

Kelley in 50th Marathon

Durable 73-year-old Johnny Kelley will be running his 50th marathon in the Boston Marathon in April. Competing in a pre-race 15-kilometer race in Washington, DC, Kelley, who lives in East Dennis, MA, finished in approximately 67 minutes, almost a 7-minute-a-mile pace.

OPERATION LIFESTYLE

Phillips Employee Program Proves Fitness Is Good Business

C. Carson Conrad, Executive Director of the PCPFS, recently interviewed C.M. Kittrell, Executive Vice President of Phillips Petroleum Co., Bartlesville, OK, to learn about Operation Lifestyle, Phillips Petroleum's outstanding employee fitness program. Conrad's questions and Kittrell's answers follow:

Q. What is the overall attitude about the Operation Lifestyle program from the employees and their families?

A. The program has been very well received.

Q. How many employees have participated in the program?

A. Since its inception in 1978, over 800 have completed the five classes offered at the Bartlesville site and 145 at the newest class being offered at the Borger, Tex. Plant.

Q. Is there a fee for participation?

A. Yes, \$15 for the first member of a family and \$10 for each additional family member. This fee is payable only once. With their enrollment fee, a family receives one \$10 textbook by Charles T. Kuntzleman and an Operation Lifestyle workbook for each participant.

The participants are asked to attend at least one (three to four are preferred) aerobic exercise class session per week, plus one classroom session per week. Each exercise session lasts 30 to 45 minutes, with the classroom sessions running 30 minutes in length.

If the individual misses a class, the participant is allowed to make up the class, either by attending another class session or participating in another exercise or recreational event which is equal to that of the class that week.

If the program member completes all the above program requirements for 15 weeks, \$5 is refunded from the initial fee paid.

Q. Is there a marginal difference between male and female acceptance of the program?

A. The distribution is equal—50/50. Both daytime housewives classes and after work co-ed classes are offered. The husband-wife teams are the most popu-

lar; the biggest participation is during evening classes.

Q. How many certified instructors are on your staff?

A. Four certified instructors—three in Bartlesville and one in Borger.

Q. Has there been a decrease of cardiovascular disease and lower back pains among the employees?

A. From some participants' evaluation by their physicians, yes, a decrease has occurred.

Q. What are the essential qualities needed to be a successful fitness director with participants?

A. The key ingredients are a pleasant attitude, sympathy and understanding to the participants' plights. Instructors need to work on a more informal basis rather than so regimented.

Q. Is the fitness program conducted in the summer?

A. 1980 was the first summer in which the aerobic exercise program was conducted; no classes, only the exercise portion which was held five nights a week. Attendance was moderate.

Q. Are the participants screened by a physician or certified medical trainer before they begin their fitness program?

A. Yes. Each participant's personal physician clears his or her participation.

Q. Has there been a decline in sick days and illnesses among those who participate in the program?

A. From the participants' evaluations—yes.

Q. What is the result regarding workers' productivity?

A. It is believed the result of those workers who participate is their quality of work and productivity rate has increased, along with greatly improved morale.

New Address for WSF

The Women's Sports Foundation, formerly located at 1660 Amphlett Blvd., San Mateo, CA, has moved to 195 Moulton St., San Francisco, CA 94123. Its phone number is (415) 563-6366.



Rep. Carl D. Pursell (R., Mich.) principal speaker at the recent PCPFS Midwest Regional Clinic on Physical Fitness and Sports at Eastern Michigan University, Ypsilanti, MI, tells the audience that "physical fitness is one of the most effective programs we can pursue, and a lot less expensive than health care needed after the damage is done." He also called for a "back-to-basics movement" to revitalize physical education and fitness for young students.

Fitness Project Office

The fourth phase of a program for monitoring the fitness levels of students in Michigan schools may be obtained by writing for "project Fitness—Phase IV," from the School Superintendent of the Michigan Council on Physical Fitness and Health, Michigan Department of Public Health, P.O. Box 30035, Lansing, MI 48909.

Outstanding Promotion

Orchids to the San Diego City Schools and the 9th District San Diego PTA for their outstanding promotion of the Presidential Physical Fitness Award and the California Physical Performance Test in which more than 13,000 State and PPFA honors were awarded to students last year.

et cetera

Grid Deaths Lowest in '79

The Annual Survey of Football Fatalities for the past 20 years reveals that an all-time high of 36 deaths was recorded in 1968, while an all-time low of four deaths was reported for 1979.

Sunshine State Games

More than 4,000 Floridians, ages seven to 67, competed in the first annual Sunshine State games this summer in Gainesville.

Ski Group Moves to Utah

The United States Ski Association's national headquarters has been transferred from Denver. Its new address and telephone number is: P.O. Box 100, Park City, UT, 84060, (801) 649-9090.

Marathon Fees Donated

America's Marathon, which is cosponsored by the PCPFS, drew an entry list of 6,214 entries for the September 28 run in Chicago in which runners' fees are donated to the Chicago Boys' Clubs.

Symposium Proceedings Available at No Cost

Proceedings of the White House Symposium on Physical Fitness and Sports Medicine will be mailed to all who attended the Washington meeting.

SINGLE copies of the proceedings for persons who did not attend are available without charge by writing to: White House Symposium on Physical Fitness and Sports Medicine (4th floor); American Medical Association, 1776 K Street, N.W., Washington, DC 20006.

Billy Mills Run Aids Sacramento Rec District

Approximately \$1,000 was raised by 150 entries in two distance races of the Inaugural Billy Mills Run last summer in Sacramento, CA.

The event, named for the former 10,000 meter Olympic gold medalist who is currently a PCPFS member, was held to help recoup some of the funds lost by Sacramento's Southgate Recreation and Park District with the passage of Proposition 13.

Jogging for Health, Charity

Jogging Day attracted 16,000 youngsters from the Huntsville, AL, City Schools who also raised \$12,000 for the local Heart Association.

PE Conference Slated

The Contemporary Elementary and Middle School Physical Education Conference will be held at Georgia State University Jan 15-17. For information write Margaret A. Jones, HPRD Department, Georgia State University, University Plaza, Atlanta, GA 30303.

YMCA Meets in K.C.

The 1981 YMCA National Council Meeting will be held at the Hyatt Regency Hotel, Kansas City, MO, on July 9-11.

Cerebral Palsy Games

The National Association of Sports for Cerebral Palsy will hold its national games in New Haven, CT, August 1-4. American athletes will be selected in this competition for the 1980 Cerebral Palsy Olympiad in Holland.

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SPECIAL ANNIVERSARY ISSUE

President's Council to Celebrate 25th Birthday

The President's Council on Physical Fitness and Sports will celebrate its 25th birthday this year. Established by President Eisenhower on July 16, 1956 as the President's Council on Youth Fitness, the Council has undergone two name changes and several reorganizations on the way to its present status as the federal agency responsible for promoting exercise, amateur sport, physical education and sports medicine.

The original Council was the result of public concern about the poor physical condition of American boys and girls.

Newspapers referred to the young people of the 1950s as "The Marshmallow Generation," and a national magazine ran a story comparing the fitness of American and European youth under this headline: "The Report That Shocked the President!"

Low American scores on tests of strength and endurance alarmed President Eisenhower sufficiently that he convened the President's Conference on the Fitness of American Youth in June of 1956. It was at that meeting that it was decided there should be a national

physical fitness program with White House leadership. Every President since has concurred in that decision.

In 1963, President Kennedy changed the agency's name to "the President's Council on Physical Fitness" in a move designed to clarify the Council's assignment and expand its mandate to include people of all ages. President Johnson added the words "and Sports" to the title as a means of emphasizing the importance of sports participation.

The major organizational change
(See PCPFS, page 7)

President's Council on Physical Fitness & Sports Washington, D.C. 20201

APRIL 1981

NEWSLETTER

Nation to Observe PF and Sports for All Week

Special Activities Set for May 3-9

One of the events that will help mark the 25th anniversary of the President's Council is National Physical Fitness and Sports for All Week, which is scheduled for May 3-9.

The special week is an effort to encourage the development of new fitness programs and services; to acquaint people with the participation opportunities already available in their communities; and to give appropriate recognition to effective leaders and outstanding programs.

States, schools, health and recreation agencies, sports clubs, and other groups that sponsor sports and fitness activities are encouraged to plan special observances for the week of May 3-9.

(See NATION, page 7)



In 1974, Ronald Reagan, then Governor of California, congratulated students of Pope Avenue School, San Juan Unified School District, on winning the State Champion Award. Fifty-three percent of the student body won the Presidential Physical Fitness Award.



Crowds lining Pennsylvania Avenue during the 1977 Inaugural Parade saw the colorful float of the President's Council on Physical Fitness and Sports, including a well-conditioned jogger symbolizing America's commitment to fitness.

HHS Sec'y Schweicker Seeks to Make Preventive Health Care Top Priority

One of the accomplishments that Health and Human Services Secretary Richard S. Schweicker would most like to be remembered for 20 to 30 years from now is to see preventive health care raised to highest priority in the federal government.

Testifying on Jan. 6 at his confirmation hearing before the Senate Finance Committee, the former Pennsylvania

senator also said "we ought to put emphasis on research projects that keep people well and avoid disease, as opposed to finding out what to do after they are sick."

He added that, "I also would like to see us promote health in terms of individual lifestyle. Of course, I am prejudiced. I happen to be a 2-mile-a-day jogger, so I'm a practitioner of it."

"Fitness Fever" Cited

The Council on International Non-theatrical Events has awarded the film, "Fitness Fever" a CINE Golden Eagle Certificate and has selected it to represent the U.S. in motion picture events abroad. The film was co-sponsored by the Charter Corp. and the PCPFS.

"Take the Time" Offered

"Take the Time," a 17-minute color film that motivates today's women to stay in shape, is available on a free loan basis from West Glen Communications, 565 Fifth Ave., N.Y., NY 10017. The film was produced by the California Raisin Advisory Board in cooperation with the PCPFS.

Students Surveyed In Utah Favored More PE Courses

Everyone knows that high school students loathe exercise. Given a choice, most of them would never take physical education at all. They're especially hostile to running, calisthenics, weight training, and other "regimented" activities.

Right?

Wrong—in fact, completely wrong—according to a recent survey of students in 15 Utah high schools.

When asked how many of them would voluntarily take more physical education courses than the minimum required for graduation (assuming that staff and facilities were available), 72% of the students responded affirmatively.

Equally surprising was the response to a question that asked what aspects of the physical education program should receive the greatest emphasis. The students could choose from seven responses, but nearly half of them (47.3%) said physical fitness should be the first priority. "Skills instruction" was a distant second, with 18.5% of the students listing it as their top priority.

The students' acceptance of physical

(See MORE, page 5)

Aerobic Center Gym Burns; Better Facilities Promised

William H. Walker, assistant director of the Aerobics Center in Dallas, says he would like to have the fitness people across the country made aware "that our gym did burn on January 2, will be rebuilt, and that the clinic and institute are operating as usual."

"I am determined to rebuild even better facilities than we had before the fire," said Dr. Kenneth H. Cooper, founder and director of the Aerobics Center.

Investigators said an electrical fault caused the fire. No Activity Center records were lost.

Golfers to Rough it

We seem to have found a physical fitness ally in the editors of *Golf Digest* who recently advised players to use pull-carts instead of golf vehicles.

Surveyed V.P. Bush Extols Loved Virtues of Running

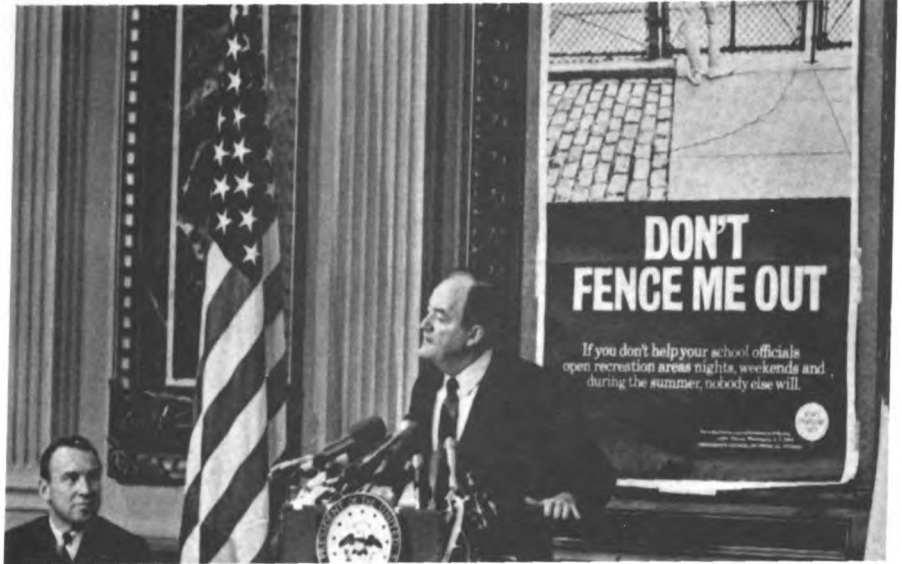
"I couldn't conceive of life without some form of exercise, especially running," George Bush told *Runner's World* during an interview last fall when he was a vice-presidential nominee. "I just have to be careful I don't become a room-emptying bore on running, because I believe in it so much."

Later he was asked by *RW* contributing editor William Dunnett: "As a runner and fitness enthusiast, are there ways as a vice president you might encourage other Americans to become more fit?" And Mr. Bush replied: "I think there may be a role for me in that. As you know, there's a President's Fitness Council..."

Mr. Bush, a soccer and baseball player at Yale, didn't allow the interview to interfere with his regular morning 3-mile run. When he completed it he remarked that "this is my favorite time of the day... Thirty minutes after a run and you just feel great."

ACSM Meets in Florida

The annual meeting of the American College of Sports Medicine will be held at the Sheraton Bal Harbour Hotel in Miami Beach, Fla., on May 27-30.



Hubert Humphrey was one of two Vice Presidents who served as Chairman of the PCPFS. He served under President Johnson, while Richard Nixon was Chairman during the Eisenhower Administration. Here, he addresses athletes on the importance of summer youth programs. Seated at Humphrey's right is Jim Lovell, Special Consultant to the President on Physical Fitness from 1967-78.

PCPFS Regional Clinics Scheduled For May in North Dakota, Maine

Two PCPFS-sponsored clinics will be held during the month of May.

The National Physical Fitness and Sports Week Clinic will be held May 1-2 at North Dakota State University, Fargo, ND.

For further information, contact the following Clinic Directors: Dr. Tom Barnhart, Division of Health, Physical Education, Recreation and Athletics, North Dakota State University, Fargo, ND 58105. Telephone: (701) 237-7447.

Louis D. Schindler, Division of Continuing Studies, North Dakota State University, Fargo, ND 58105. Telephone (701) 237-7100.

On May 21-22, the Northeast Regional Clinic on Physical Fitness and Sports will be held at the University of Maine at Augusta. For information contact E. Ian MacKinnon, Director, Recreation and Athletics, Recreation Office, University of Maine at Augusta, Augusta, ME 04330, (207) 622-7173 x 305.

Forbes Joins PCPFS

Theodore (Ted) Forbes, Ph.D., has joined the PCPFS staff as Director of Sports Administration. Forbes, who served as Director of the PCPFS Program Development in 1961-62, was quarterback and captain of the 1941 UCLA football team whose backfield included Bob Waterfield and Jackie Robinson.



Baseball Hall of Famer Stan Musial, one of the nation's most popular sports figures, served during the 1960s as Special Consultant to the President on Physical Fitness. Here, accompanied by Bob Stewart, (right background) then Council Administrator, he accommodates autograph-seeking youngsters.



An outstanding example of White House support of the President's Council during the past quarter of a century was the appearance of President Lyndon Johnson in the Rose Garden participating in the Junior Chamber of Commerce Physical Fitness Award Ceremony. At the President's left is Dr. Thomas Cureton, "father of physical fitness in America," and 2d from left in back row is Bob Stewart, Council Administrator.



One of the social highlights for the PCPFS during the Nixon Administration was a reception for members of the PCPFS and the Advisory Conference on Physical Fitness and Sports. Here, the President greets Dave Albritton, former Olympic high jumper. Shown at right is Jim Lovell, Special Consultant to the President on Physical Fitness and Sports.

Reagan's Life Influenced By Sports

The strong influence of sports on the life of President Ronald Reagan has been vividly captured by political columnist Mark Shields in the March issue of *Inside Sports*.

This influence was initially nurtured as a participant in sports and continued to take form in his re-creation of more than 600 Chicago Cub games, his broadcast of about 45 University of Iowa football games, and in his starring role as George Gipp of Notre Dame in "Knut Rockne, All-American."

Another article, in *Modern Maturity* by Tim Cohane, also tells how the President manages to keep fit while tackling the world's most demanding job.

Cohane relates that the President will make frequent trips to his 688-acre Santa Barbara ranch stocked with cattle and horses and, "as soon as he can change to ridig togs, he'll saddle up and go galloping... Except for Presidents Grant and Teddy Roosevelt, none of Reagan's predecessors was more at home on a horse."

The President's physical activity regimen at the ranch also includes wood-chopping for the fireplaces, mending the pasture fence and pitching in with the haying for the cattle. On his return to the White House, says Cohane, "he will make good use of the swimming pool." (He was captain of the swimming team at North Side H.S. in Dixon, Ill.)

Excerpts of questions and answers of Shields' interview with President Reagan which appeared in *Inside Sports* (IS) are reprinted below:

IS: How did a 120-pound guard break into football in an era when bigger guards were the thing?

REAGAN: Well, I grew up living on an embankment above the high school football field. And every afternoon when I came home from school, I'd go right down to that field. I just had to wear one of those purple and white jerseys. In high school then, there was a

(See **SPORTS**, page 7)

Life
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More Courses

(Cont'd from page 2)

fitness as the primary objective of physical education was buttressed by their responses to a question asking them to list their personal activity preferences. Here are their choices, with the percentage of students expressing an interest in taking a class in the subject in parentheses:

1. Outdoor survival (68.9%),
 2. Body conditioning, figure control (67.6%),
 3. Jogging/running (62.9%),
 4. Martial arts (57.3%),
 5. Weight training (53.8%),
 6. Lifesaving/water safety (47.8%),
 7. Racquetball (47.0%),
 8. Recreational games and activities (46.7%),
 9. Tennis (46.4%),
 10. Cycling (45.3%).
- None of the traditional team sports was among the first 14 choices.

Most of the students said that their physical education classes had been worthwhile. When asked to list the subject's contributions to their education, these were the positive responses:

- Learning to be a good sport (75%),
- learning to socialize (73%),
- learning to enjoy games (70%),
- acquiring new skills (68.6%),
- and achieving physical fitness (61.3%).

The survey, by the Utah State Office of Education, involved approximately 120 students from each of 15 high schools in the Salt Lake city and Ogden metropolitan areas. Of the total of 1,834 students, 34.7% were seniors, 42.1% juniors, 22.3% sophomores, and 0.8% freshmen. The survey population was 50.4% male and 49.6% female.

Casey Conrad Joins Reagan Team

President Ronald Reagan has asked C. Carson Conrad to continue as Executive Director of the President's Council on Physical Fitness and Sports (PCPFS) and Conrad has accepted.

The President feels that participation in sports and physical fitness activities enhances the health and joy of living and is pleased with the progress being made by the PCPFS in improving the physical fitness of

Americans. The PCPFS is an outgrowth of the President's Council on Youth Fitness which was created by President Dwight D. Eisenhower in 1956. Today the PCPFS addresses its efforts to persons of all ages, including the elderly, and its activities are an integral part of the national preventive health care program.

Conrad served as Executive Director since the reorganization of the PCPFS by Nixon in 1970.



The PCPFS passed a milestone during the summer of 1979 when President Jimmy Carter presented the five millionth Presidential Physical Fitness Award to 15-year-old Lisa Branchina of Hampton, VA, during a White House ceremony.

Distinguished Service Awards Presented to Dr. Lukash, LeProtti

Rear Adm. William M. Lukash, M.C., USN, personal physician to the past four presidents of the United States, and Stan LeProtti, one of the nation's top physical educators, have been presented with the PCPFS Distinguished Service Award.

Dr. Lukash was honored for encouraging presidents for the past 14 years to exercise regularly, for providing White House support for the national program of physical fitness and sports, and for organizing last year's White House Symposium on Physical Fitness and Sports Medicine.



LePROTTI



LUKASH

Scheduled to retire from the Navy in June, he will join the staff of Scripps Clinic, La Jolla, CA, and will also serve as medical consultant to the PCPFS.

LeProtti served as a consultant and clinician for the PCPFS and, as a clinician, participated in more than 260 clinics or workshops. A football coach, PE chairman and athletic director for many California high schools, he is currently serving on the PE faculty at the University of South Carolina. He also was director for Project Readiness, USC's Law Enforcement PF and Health Enhancement Program.

LeProtti developed the Color System which recognized performance/achievement at La Sierra H.S., Sacramento, CA. Basic principles of this system have been adopted by over 4,000 schools worldwide.



This is the organizing committee that participated at the first meeting of the Federal Interagency Health/Fitness Council on Dec. 11 at the Department of Justice in Washington. From left, they are: Glenn Swengros, PCPFS Director, Government-State Relations; Wendy Draudt, Director, League of Federal Recreation Associations; Ray Arnold, U.S. Customs-Treasury Dept.; Alice Wheaton, PCPFS Program Assistant; Hy Levasseur, Dept. of Transportation; Frank Cavanaugh, OPM Employee Health Division; Dr. Richard O. Keelor, PCPFS Director, Program Development; Al Bostick, Civil Aeronautics Board; Becky Evans, Goddard Space Center; Bert Knitter, Dept. of Justice, and Dr. Matt Guidry, PCPFS Director, Community Programs and Special Projects.

Federal Interagency Fitness Group Sets Goals

The recently organized Federal Interagency Health/Fitness Council (FIHFC) is adding a new dimension to the programs of The President's Council on Physical Fitness and Sports.

Co-sponsored by PCPFS and the Office of Personnel Management, Employee Health Division, the new Council has begun an organized effort to increase preventive health/fitness programs in federal agencies.

The volunteer FIHFC members representing 40 government agencies and departments believe that through their combined efforts increased strides can be made to reduce absenteeism, increase productivity, and improve employee health awareness.

FIHFC meetings are being held at the member agencies on a rotating basis which allows council members to tour and learn about programs and facilities at the host agency. Recent meetings were held at the Department of Justice and the Department of Transportation, and future sessions are scheduled for the Federal Reserve Board and the FBI training facility at Quantico, VA.

For the present, FIHFC membership and program is restricted to the greater

Washington area, but expansion is anticipated to federal regional offices.

Richard O. Keelor, Ph.D., PCPFS Director of Program Development, told the group at its initial meeting that the President's Council is charged both by Executive Order and Presidential directive to promote and implement health/fitness programs for all federal departments and agencies.

Officers of the Council are: Co-chairmen Bertram Knitter, manager of the Occupational Health Physical Fitness Program, Department of Justice; and Hy Levasseur, manager, Preventive Health and Employee Fitness Center, Department of Transportation. Wendy Draudt, director, Federal Recreation Associations serves as secretary historian.

Executive Committee members are: Frank Cavanaugh, Office of Personnel Management; Steve Gunderson, Drug Enforcement Administration; Joe Miller, Department of Interior; Brenda Offord, Federal Reserve Board; Randy Schools, National Institutes of Health; and Nancy Thrush, RN, Department of Agriculture.

Alice Wheaton, PCPFS Program Assistant, coordinates Council operations.



President Kennedy named Charles (Bud) Wilkinson as Physical Fitness Consultant to the President, and changed the name of the Council to the President's Council on Physical Fitness.

Sports Played Role Influencing Reagan's Life

(Cont'd from page 4)

lightweight team with a limit of 135 pounds, and I was the captain and tackle. About midseason of my junior year, I replaced a 180-pound guard on the varsity. I think I was put in to get something going, to motivate him. I stayed in his spot.

And in my senior year, I moved back to tackle on the varsity. But the thing that happens to kids at that age happened to me—suddenly I was practically 6 feet and weighed about 165. And I played in college at 175.

IS: Mr. President, I had lunch with Franklin Burghardt, who played with you in college, and he told me an interesting story. The Eureka College team was scheduled to check into a hotel that turned out to be for whites only. They weren't going to let black players stay with the rest of the team in the hotel. And a fellow named Reagan talked to the coach about making other arrangements. Do you remember that?

REAGAN: I remember it, but I didn't know we hadn't fooled Burgie. I knew everybody in town, which was about 15 miles from where we were to play, so I went in with the coach to introduce him to the hotel manager. And the hotel manager said he would not take Burghardt and the other black on the team... And, the managers said, "I think I might as well tell you that no other hotel will either."

Now, I was horrified. I suppose it was one of the first real jolts I'd had about this thing. It's what I meant when I said I grew up in an era when the country didn't even know it had a racial problem. Our coach was so mad that he said, "We'll sleep in the bus." But I said, "Mac, if you do that it will be worse for them (the blacks). They'll feel that everyone has been made uncomfortable because of them. Why don't you go out and tell them that you can only take part of the squad in here. Tell them that we're going to have to split up. Then I'll

take the two of them home." And, mad as he was about it, he looked at me kind of wide-eyed and said, "You really...?" and I said, "Well, yes, of course. No problem."

IS: Have sports given you a sense of accomplishment?

REAGAN: Well, I think they have. And I think football particularly. A Navy football player once described it as the nearest thing to war without being lethal. It is the last thing left in civilization where two men can literally fling themselves bodily at one another in combat and not be at war. It's a kind of clean hatred. You hate the color of his jersey, but there's a mutual respect that develops while you're playing on the field.

And also, there is a kind of inner confidence because you've met your fellow man in that kind of physical combat. I know of no other game that gave me the same feeling that football did. That's why you can look at that bench when the TV camera comes over and see the fellows sitting there crying. I've sat there crying.

PCPFS Celebrates 25th Birthday

(Cont'd from page 1)

occurred in 1970. Until that time, the Council had been made up of Cabinet officers. President Nixon abolished that group and appointed in its stead a Council consisting of 15 prominent private citizens. The Nixon Council was the first to include women, and it also had representatives from medicine, education, business, and the communications media. That pattern has been followed since.

Both Nixon and the late Hubert Humphrey chaired the Council during their terms as Vice President, but the person who occupied that position longest is Jim Lovell, a Navy pilot and Gemini and Apollo astronaut who made four space flights. Captain Lovell was Chairman of the Council from 1967 to 1978, serving during four administrations.

Lovell was succeeded by Jerry Apodaca, a former Governor of New Mexico, but all of the other program heads have been sports personalities. Charles B. (Bud) Wilkinson, then the football coach at the University of Oklahoma,

directed the program during the Kennedy administration. He was followed by Stan (The Man) Musial, the St. Louis Cardinals' Hall of Fame baseball player, and the current Chairman is Al McGuire, the former Marquette University basketball coach.

The original Youth Fitness Council concentrated largely on alerting the public to the nature and extent of the physical fitness problem and to encouraging improvements in existing programs. The Council assumed a more active role during the Kennedy Administration. Program recommendations were published, pilot programs established, an advertising program was begun, and the first in what would become a series of physical fitness clinics were held.

The major development of the Johnson years was the creation, in 1966, of the Presidential Physical Fitness Award program. More than six million boys and girls earned the Award in the past 14 years, and some 18 million young people take the qualifying tests each year.

(See PRESIDENT'S, page 8)

Nation to Observe

(Cont'd from page 1)

The President's Council has prepared a pamphlet that suggests a variety of special events. You may obtain a copy by writing to Dr. Matthew Guidry, Director of Community and Special Projects, The PCPFS, 400 Sixth Street, S.W., Washington, DC 20201, or by calling him at 202/755-8800.

Among the observances described in the pamphlet are fitness festivals, health fairs, competitive and fun runs, lectures and film presentations, walking tours, sports-for-all days, and official proclamations by governors and mayors.

At press time, several organizations had agreed to join with the President's Council in promoting National Physical Fitness and Sports for All Week. These included the National Association of Governors' Councils on Physical Fitness and Sports, the National Industrial Recreation Association, and the National Recreation and Park Association.

President's Council to Celebrate 25th Birthday

(Cont'd from page 7)

The Nixon era saw the development of the Presidential Sports Award for adults; the start of the National Youth Sports Program, which is operated by the federal government and the nation's colleges; the first fitness promotions specifically aimed at the elderly; and the beginning of efforts to promote employee fitness programs. The Council sponsored the first two national meetings of the group that would become the American Association of Fitness Directors in Business and Industry, a private organization that now has more than 1,700 members.

During recent years, the Council has been increasingly active in the government's drive to develop strategies and programs for preventive health care. These efforts reached a peak in 1980, when President Carter called the National Conference on Physical Fitness and Sports for All, a Washington meeting that drew more than 1,000 persons, and the first White House Symposium on Physical Fitness and Sports Medicine.

The Council has conducted more than 100 regional clinics on physical fit-

ness and sports in every corner of the nation, including Alaska, Hawaii, and Puerto Rico. The first clinics 19 years ago were designed largely for physical education teachers, but the program has evolved to the point that it includes presentations on recreation programming, employee programs, a variety of participants sports, and programs for the elderly, the handicapped, and other special population groups.

A review of the Council's public service advertising campaigns provides a reasonably accurate picture of the agency's interests and activities over the years. The first ads, in 1961, were designed exclusively to develop paren-

tal and community support for basic school fitness programs.

In the years since, the ads have promoted physical fitness testing ("The President's All-America Team"), girls' programs ("Fitness Is Beautiful"), the opening of school sport facilities for community use ("Don't Fence Me Out"), employee fitness programs ("Energy for America"), adult fitness, walking, running, exercise for the elderly ("Young at Heart"), and, repeatedly, school physical education progress ("The Other Half of Education").

As an agency without grant programs or regulatory powers, the Council has functioned as a catalyst, generating ideas and organizing programs that frequently were funded by private business concerns and professional associations. Since 1971, the Council has supervised an average of 30 such co-sponsored projects a year.

The Council has a full-time staff of 11 persons. This small group has distributed several million copies of its publications and each year responds to some 50,000 requests for information.

Kind Words From OMB

The proposed PCPFS budget for FY 1982 is \$1.1 million, an increase of \$150,000 over FY 1981.

In submitting the proposed increase the Office of Management made the following comment: "The PCPFS is one of the most effective programs in the Federal Government."

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
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President's Council on Physical Fitness & Sports



Washington, D.C. 20201

June, 1981

NEWSLETTER

National Fitness and Exercise Goals Set for 1990

'Massive Efforts' To Be Launched by 19 Major Agencies

The Public Health Service has launched an intensive effort to improve the health of the American people and contain soaring health care costs by establishing comprehensive national prevention objectives in 15 areas, including physical fitness and exercise. The objectives are measurable goals that are to be achieved by 1990.

So far as the President's Council on Physical Fitness and Sports (PCPFS) has been able to determine, this is the first time that the nation's principal health agency has officially recognized physical fitness and exercise as essential elements of preventive health care. One of its primary reasons for doing so now is explained by this excerpt from the official statement:

"The increasing costs associated with health care will compel public policy to emphasize measures such as physical fitness to enhance health."

Glenn Swengros, Director of Federal-State Relations for the PCPFS, is chairman of the committee that is developing and coordinating plans for achieving the physical fitness and exercise objectives. Don Iverson, of the Public Health Service, is assistant chairman, and Ted Forbes, Director of Sports Administration for the PCPFS, is a member of the committee staff.

Preliminary plans envision a massive

effort involving individuals and families; schools and colleges; park and recreation agencies; federal, State, and local governments; voluntary and professional groups; employers and others in efforts to strengthen physical fitness and exercise programs. The committee is scheduled to complete its action plan by July 17.

Nineteen public and private agencies are represented on the physical fitness and exercise committee, and each is expected to play a role in achieving the objectives. The public agencies are:

Administration on Aging; Bureau of Community Health Services; Center for Health Promotion and Education; Bureau of Health Professions; Department of Education; Heritage Conservation and Recreation Service; Indian Health Service; National Center for Health Statistics; National Heart, Lung, and Blood Institute; and National Institute of Mental Health.

The private agencies are:

American Association of Fitness Directors in Business and Industry; American Alliance for Health, Physical Education, Recreation, and Dance; American Association of Retired Persons; American Association of School Administrators; American Coalition of Citizens With Disabilities; American College of Sports Medicine; National Association of Governors' Councils on Physical Fitness and Sports; the National Recreation and Park Association; and the Society of State Directors of Health, Physical Education and Recreation.

"Increasing costs associated with health care cost will compel public policy to emphasize measures such as physical fitness to enhance health."

The following is the official statement of the problem, suggested health implications, prevention/promotion measures and objectives for 1990 which was issued by the Public Health Service:

1. Nature and Extent of the Problem

The health benefits associated with regular physical fitness and exercise have not yet been fully defined. Based on what is now known it appears that substantial physical and emotional benefits, direct and indirect, are possible. Yet most Americans do not engage in appropriate physical activity, either during recreation or in the course of their work. For the purposes of this discussion, "appropriate physical activity" refers to exercise which involves large muscle groups in dynamic movement for periods of 20 minutes or longer, three or more days per week, and which is performed at an intensity requiring 60 percent or greater of an individual's cardiorespiratory capacity.

(See FITNESS, page 2)

Fitness Goals

(Cont'd from page 1)

Exercise to improve flexibility and muscular strength may reduce the frequency of musculoskeletal problems and is an important supplement to cardiovascular conditioning activities.

a. Health implications

- Most people feel better when they exercise.

- Physical inactivity can result in decreased physical working capacity at all ages, with concomitant decreases in physiologic function and health status.

- Physical inactivity is associated with an increased risk of developing obesity and its disease correlates.

- Physical inactivity is associated with increased risk of coronary heart disease.

- Appropriate physical activity may be a valuable tool in therapeutic regimens for control and amelioration (rehabilitation) of obesity, coronary heart disease, hypertension, diabetes, musculoskeletal problems, respiratory diseases, stress and depression/anxiety. Such physical activity, however, is still not routinely prescribed for the treatment of these conditions.

b. Status and trends

- Though physical fitness and exercise activities have increased in recent years—and over 50 percent of adults reported regular exercise in popular opinion polls—generous estimates place the proportion of regularly exercising adults ages 18 to 65 at something over 35 percent.

- Regular runners include approximately 5 percent of all Americans over age 20, and 10 percent of men aged 20 to 44.

- About 36 percent of adults ages 65 and older were estimated in 1975 to take regular walks.

- Only about a third of children and adolescents ages 10 to 17 are estimated to participate in daily school physical education programs, and the share is declining.

- Many high school programs focus on competitive sports that involve a

relatively small proportion of students.

- Though growing, the awareness of the health benefits of regular exercise is limited.

- Only a small proportion (about 2.5 percent) of companies and institutions with more than 500 employees offer fitness programs for their workers.

- Certain groups demonstrate disproportionately low rates of participation in appropriate physical activity, including girls and women, older people, physically and mentally handicapped people of all ages, inner city and rural residents, people of low socioeconomic status and residents of institutions.

2. PREVENTION/PROMOTION MEASURES

a. Potential Measures

Education and information measures include:

- Using television and radio public service announcements to provide information on appropriate physical activity and its benefits;

- Providing information in school and college-based programs;

- Providing information in health care delivery systems, including incorporation of queries about exercise habits into the routine clinical history;

- Encouraging health care providers, especially in HMOs, community health centers and other organized settings, to prescribe appropriate exercise in weight loss regimens as a complementary treatment modality in the management of several chronic diseases, and to give patients 65 years and older and the handicapped more detailed information on appropriate physical activity together with warnings about starting up exercise too fast;

- Adopting an exercise component by community service agencies (such as the American Red Cross, the American Heart Association);

- Assuring that all programs and materials related to diet and weight loss have an active exercise component;

- Tailoring education programs to the needs and characteristics of specific populations.



Glenn Swengros, Director of Federal-State Relations for the President's Council on Physical Fitness and Sports, is chairman of the committee that is developing and coordinating plans to achieve fitness and exercise objectives.

Service measures include:

- Providing physical fitness and exercise programs to school children, and ensuring that those programs emphasize activities for all children rather than just competitive sports for relatively few;

- Providing physical fitness and exercise programs in colleges;

- Providing worksite-based fitness programs which are linked to other health enhancement components (e.g., smoking cessation, nutrition improvement) and which have an active outreach effort;

- Incorporating exercise and fitness protocols as regular clinical tools of health providers.

Technologic measures include:

- Increasing the availability of existing facilities and promoting the development of new facilities by public, private and corporate entities (e.g., fitness trails, bike paths, parks, pools);

- Upgrading existing facilities, especially in inner city neighborhoods,

(See FITNESS, page 3)

Fitness Goals

(Cont'd from page 2)

and involving the population to be served at all levels of planning.

Legislative and regulatory measures include:

- City council support for bicycle and walking paths for use in trips to work and school;
- Developing and operating local, State and National park facilities which can be used for physical fitness activities in urban areas;
- Increasing the number of school-mandated physical education programs that focus on health-related physical fitness;
- Establishing State and local councils on health promotion and physical fitness;
- Allowing expenditure of funds for fitness-related activities under Federally funded programs guided by Federal regulations.

Economic measures include:

- Tax incentives for the private sector to offer physical fitness programs for employees;
- Encouraging employers to permit employees to exercise on company time and/or giving employees flexible time for use of facilities;
- Offering health and life insurance policies with reduced premiums for those who participate in regular vigorous physical activity.

b. Relative strength of the measures

- Programs which are most likely to be successful in recruiting new participants to appropriate physical activity include those which offer services and facilities to individuals, and economic incentives to groups and individuals.
- On the other hand, programs which can more easily be implemented include those related to the provision of public information and education and improving the linkages with other health promotion efforts.
- The effectiveness of all measures is handicapped by the limitation in knowledge with respect to: the relation

between exercise and physical and emotional health; the optimum types of exercises for various groups of people with special needs; and the appropriate way to measure levels of physical fitness for various age groups.

3. SPECIFIC OBJECTIVES FOR 1990

Improved health status

Increased levels of physical fitness may contribute to reduced heart and lung disease rates, possibly reduced injuries among the elderly, and, more broadly, an enhanced sense of well-being which may reinforce positive health behaviors in other areas. Currently, however, few quantifiable health status objectives for physical fitness and exercise can be developed.

Reduced risk factors

(a) By 1990, the proportion of children and adolescents ages 10 to 17 participating regularly in appropriate physical activities, particularly cardio-respiratory fitness programs which can be carried into adulthood, should be greater than 90 percent. (Baseline data unavailable.)

(b) By 1990, the proportion of children and adolescents ages 10 to 17 participating in daily school physical education programs should be greater than 60 percent. (In 1974-75, the share was 33 percent.)

(c) By 1990, the proportion of adults 18 to 65 participating regularly in vigorous physical exercise should be greater than 60 percent. (In 1978, the proportion who regularly exercise was estimated at over 35 percent.)

(d) By 1990, 50 percent of adults 65 years and older should be engaging in appropriate physical activity, e.g., regular walking, swimming or other aerobic activity. (In 1975, about 36 percent took regular walks.)

Increased public/professional awareness

(e) By 1990, the proportion of adults who can accurately identify the variety and duration of exercise thought to promote most effectively cardiovascular fitness should be greater than 70 percent. (Baseline data unavailable.)

(f) By 1990, the proportion of primary care physicians who include a careful exercise history as part of their initial examination of new patients should be greater than 50 percent. (Baseline data unavailable.)

Improved services/protection

(g) By 1990, the proportion of employees of companies and institutions with more than 500 employees offering employer-sponsored fitness programs should be greater than 25 percent. (In 1979, about 2.5 percent of companies had formally organized fitness programs.)

Improved surveillance/evaluation systems

(h) By 1990, a methodology for systematically assessing the physical fitness of children should be established, with at least 70 percent of children and adolescents ages 10 to 17 participating in such an assessment.

(i) By 1990, data should be available with which to evaluate the short and long-term health effects of participation in programs of appropriate physical activity.

(j) By 1990, data should be available to evaluate the effects of participation in programs of physical fitness on job performance and health care costs.

(k) By 1990, data should be available for regular monitoring of national trends and patterns of participation in physical activity, including participation in public recreation programs in community facilities.

4. Principal Assumptions

- Increased physical activity by the American public will result in overall improvements in health.

- Personal commitment to enhance health will become a prominent factor promoting increased participation in exercise activities in the United States.

- Voluntary agencies, private corporations and government will expand their commitment to physical fitness programs.

- Private industry and retailers will support activities promoting physical fitness, which will also promote increased sales of their products.

(See FITNESS, page 4)

Fitness Goals

(Con't from page 3)

- Environmental, cultural and behavioral differences influence attitudes toward, and participation in, regular exercise.

- Inner city residents will continue to have fewer adequate facilities and appropriate activity programs.

- Special attention will be required to make gains in participation among lower socioeconomic groups.

- There will be a reversal of the trend in reductions of school-based programs aimed at promoting physical fitness. However, these programs will not necessarily be founded in the traditional physical education mold.

- New school-based programs will embrace activities which expand beyond competitive sports.

- The increasing costs associated with health care will compel public policy to emphasize measures such as physical fitness to enhance health.

- Reduced levels of physical fitness in the work force may result in increased absenteeism from acute illness and, accordingly, decreased productivity. Thus, employers have incentives for offering physical fitness programs to their employees.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington DC 20201

Official Business
Penalty for Private Use \$300

National Prevention Objectives Established by PHS in 15 Areas

Physical fitness and exercise is only one of 15 areas for which national prevention objectives have been established. The others, with the agencies having primary responsibility for planning and implementation, are:

- High Blood Pressure—National Institutes of Health.
- Family Planning—Health Services Administration.

“Personal commitment to enhance health will become a prominent factor promoting increased participation in exercise activities in the United States.”

- Pregnancy and Infant Health—Health Services Administration.

- Immunizations—Center for Disease Control.

- Sexually Transmitted Diseases—Center for Disease Control.

- Toxic Agent Control—Senior Advisor for Environmental Affairs.

- Occupational Safety and Health—Center for Disease Control.

- Accident Prevention and Injury Control—Center for Disease Control.

- Fluoridation and Dental Health—Center for Disease Control.

- Surveillance and Control of Infectious Diseases—Center for Disease Control.

- Smoking—Office on Smoking and Health.

- Misuse of Alcohol and Drugs—Alcohol, Drug Abuse, and Mental Health Administration.

- Nutrition—Nutrition Coordinating Committee.

- Control of Stress and Violent Behavior—Alcohol, Drug Abuse, and Mental Health Administration.



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Washington, D.C. 20201

September 1981



NEWSLETTER

George Allen Appointed Council Chairman



George Allen

George Allen, former head coach of the Washington Redskins and Los Angeles Rams, has been named by President Ronald Reagan to head the national physical fitness program. Allen's appointment as Chairman of the President's Council on Physical Fitness and Sports was announced on July 18.

Allen brings to his new assignment a strong personal commitment to physical fitness and a reputation as one of football's most successful motivators. He inherited losing teams in Washington and Los Angeles and turned both into immediate winners, and he has the fourth-best coaching record in National Football League history (116-47-5).

When Allen talks to Americans about the benefits of exercise, he will be speaking from experience. He runs

5-to-10 miles, five days a week, and also does a variety of strength and flexibility exercises. The garage at his Palos Verde, CA, residence houses a Universal Gym, a rowing machine, a heavy punching bag, and other exercise equipment.

As Chairman of the PCPFS, Allen will preside over the quarterly meetings of the Council, oversee the activities of the professional staff, and make reports and recommendations to the President and to the Secretary of Health and Human Services. He also will be chief spokesman for the national fitness program.

Since George Allen's appointment, he has been busily engaged with the White House Personnel Office in proposing candidates for consideration as the other 14 members of the Council.

Allen's teams were noted for their consistency (he never had a losing sea-

(See GEORGE, page 4)

White House Sports Medicine Meeting to Feature U.S. Experts

A special session on "Managing Sports Injury Pain" will be the opening event of the Second Annual White House Symposium on Physical Fitness and Sports Medicine on Saturday afternoon, November 21. The session will feature presentations on new advances in cold therapy, analgesic therapy, electrical stimulation, and behavioral psychology.

During the final two days of the symposium, on Sunday and Monday, November 22 and 23, nationally-recognized authorities will present information on the pros and cons of running; alternative methods of condi-

tioning; the prevention, treatment, and rehabilitation of sports injuries; exercise prescriptions; the special problems of women, the disabled, and the chronically ill; and a variety of other popular sports medicine topics.

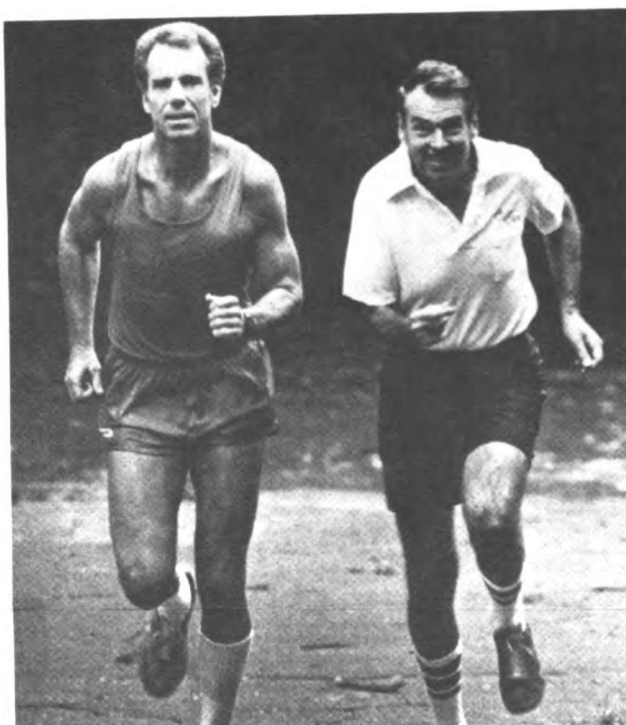
All sessions of the symposium will be conducted in the Shoreham Hotel, Washington, DC. The program has been carefully planned to provide information useful to physicians, nurses, athletic trainers, coaches, and physical therapists. The event has been approved for 17 hours of Continuing Medical Education credit by the Amer-

(See SPORTS, page 2)

"Allen brings to his new assignment a strong personal commitment to physical fitness and a reputation as one of football's most successful motivators. He inherited losing teams in Washington and Los Angeles and turned both into immediate winners. . . ."

Ex-Washington Redskins coach George Allen, the new PCPFS Chairman, and former Dallas Cowboys quarterback Roger Staubach recently got together for a morning run in New York's Central Park. The former football rivals are now analysts for CBS-TV Sports.

(CBS Sports Photo)



Allen Lays Out 'Game Plan' For President's Council Team

George Allen, who is noted for the thorough preparation of his football teams, already has begun laying out a game plan for the President's Council on Physical Fitness and Sports. Asked to comment on his goals as Chairman of the Council, Allen listed these priorities:

- Strengthening school physical education and sports programs.
- Improving the physical fitness of armed services personnel.
- Promoting the development of employee physical fitness programs in both the private and public sectors.
- Getting individuals of all ages to accept greater responsibility for their own fitness and health.

Allen said his determination to promote both institutional and personal programs is based on a conviction that some segments of the population have been virtually untouched by the fitness movement that began 25 years ago. As evidence for this point of view, he cited these two facts:

1. One of six American boys and girls fails a simple screening test designed to identify physically underde-

veloped children.

2. Medical experts estimate that 50% of American adults are overweight, with perhaps half of those obese, or overweight to the point that it constitutes a health problem.

"Some of these people have serious medical problems," Allen said, "but most are suffering from nothing more serious than too little exercise and too much of the wrong kinds of food."

Allen noted that a former Surgeon General of the United States once remarked that perhaps 75% of the factors that influence health are not susceptible to conventional medical treatment. "Two of these factors," he said, "are heredity and behavior. We can't do much about heredity, but we can, by exercising some self-discipline, change our behavior in ways that will enhance and protect our health. This is the economical and practical approach to containing high health care costs and to improving the quality of life."

Allen said he would have specific suggestions for strengthening physical fitness programs following discussions with members and staff of the President's Council.

Sports Medicine Symposium Slated For Nov. 21-23

(SPORTS, from page 1)

ican Medical Association's Department of Environmental, Public, and Occupational Health.

Symposium and hotel registration forms are on page 3 of this NEWSLETTER. Persons who do not register in advance may register between 4 and 9 p.m. on Saturday, November 21, in the Concourse Lobby of the Shoreham Hotel. Registration fees are \$150 for physicians, \$25 for medical students and physicians in training, and \$75 for others.

The President's Council and the symposium cosponsors have arranged for a distinguished faculty that includes Allan J. Ryan, M.D. Editor-in-Chief of THE PHYSICIAN AND SPORTS MEDICINE; Daniel T. Cloud, Jr., M.D., president of the AMA; Fred L. Allman, Jr., M.D., president of the American Orthopedic Society for Sports Medicine; Hans Kraus, M.D., medical consultant to the PCPFS; Mona M. Shangold, M.D., Assistant Professor of Gynecology and Obstetrics, Cornell University Medical College; Michael Pollock, Ph.D., Director of the Human Performance Laboratory, Mt. Sinai Medical Center, in Milwaukee; and others of similar stature.

(See SPORTS, page 4)



Dr. Allan Ryan

WHITE HOUSE SYMPOSIUM ON PHYSICAL FITNESS AND SPORTS MEDICINE

November 22 and 23, 1981

The Shoreham Hotel

Calvert St. and Connecticut Ave. N.W.

Washington, D.C. 20008

HOTEL REGISTRATION FORM

(Name—Please print)

(address)

(phone)

Rooms and Rates—check appropriate box

Single \$52

Double (twin) \$64

• Additional 10% tax

• If rooms are unavailable at requested rates, you will be given a room at the next highest available rate.

Arrival Day, Date and Time _____

Departure Day, Date and Time _____

Guaranteed Reservation

Note: The equivalent of one-night's deposit is required to guarantee reservations.

Reservations received by the hotel after November 6, will be filled on a space-available basis. Mail this form directly to the hotel.

WHITE HOUSE SYMPOSIUM ON PHYSICAL FITNESS AND SPORTS MEDICINE

November 22 and 23, 1981

Shoreham Hotel, Washington, DC

MEETING REGISTRATION CARD

Check appropriate category and note registration fee:

Physician: \$150

Physician in training/medical student: \$25

Others: \$75

BANQUET TICKET Sunday, November 22 \$29

Name and Title (please print)

Organization

Address

Phone

Please fill out and return this form, along with check for registration fee, plus banquet ticket if so designated, to:

WHITE HOUSE SYMPOSIUM ON PHYSICAL FITNESS AND SPORTS MEDICINE

400 6th Street, S.W.

Washington, DC 20201

Make checks payable to White House Symposium

Council Presented 'Take Charge' Award

It wasn't the usual award ceremony because this time it was private industry honoring a federal agency.

This rare happening was staged by the Xerox Corporation, which presented its 1981 "Take Charge" award to PCPFS on August 28 for the Council's role during the past 25 years in promoting fitness and health for all Americans.

The award, presented by Xerox' Health Management Program, was

made "in recognition of its long-term commitment to the physical, mental and spiritual wellness of Americans of all ages." The corporation also lauded the Council for "consistently championing the cause of health, fitness and recreation . . ."

The award was made in Rochester, NY, by Xerox vice president Jim Sierk to Dr. Richard O. Keelor, PCPFS Director of Program Development.

Study on Running Injuries

A 4-year study of 4,000 running injuries is the subject of a series which began in the July 1981 issue of *Running Times*. Injuries covered in the report include: shin splints, low back pain, buttock and knee pain, and general causes of injury.

Skater Rolls Increase

More than 40,000 persons from approximately 1,100 clubs are registered by the U.S. Amateur Confederation of Roller Skating.

CALENDAR OF EVENTS

Council to Co-sponsor Youth Fitness Forums in 22 Cities

The following calendar of events is a roundup of future activities being cosponsored by the PCPFS.

Leading off the calendar are the dates and sites of 22 PCPFS-co-sponsored Youth Fitness and Sports Forums.

Individuals and/or organizations desiring to participate in any of the forums should contact: Frank Bolden, National Director, Youth Fitness and

George Allen

(GEORGE, from page 1)

son), their excellent kickers, ability to take the ball away from opponents, and remarkable performances in big games, especially those featured on national television. Allen was 11-1 in ABC's Monday Night Football series, and his teams won 11 consecutive season openers. He had winning streaks of 14, 11, and nine games and, in seven years in Washington, never lost more than two games in a row.

The new Chairman is convinced that the same kind of careful planning and hard work that worked in the NFL can help the physical fitness program to greater successes. He recently was quoted as saying that "I expect to win no matter where I am."

Allen follows in a distinguished line of fitness program chiefs, including Charles (Bud) Wilkinson, also a football coach; Stan (The Man) Musial, Hall of Fame baseball player; astronaut James A. Lovell, Jr., a veteran of Gemini and Apollo missions; Jerry Apodaca, former governor of New Mexico; and Alfred J. McGuire, former basketball coach who is currently a TV analyst.

Allen and his wife, Ety, have three sons and a daughter. The new Chairman is a football analyst for CBS-TV and has a variety of personal interests. He has established three college scholarships, one for American Indians, one for deaf students, and one at Morningside College in Iowa, where he once coached.

Sports Forums, President's Council on Physical Fitness and Sports, 400 6th St., S.W., Washington, DC 20201. Phone 202/472-1757.

Following the 22 Forum sites, the calendar also lists additional events which are also co-sponsored by the PCPFS:

1981	
October	6 Washington, DC
	13 Minneapolis
	14 Chicago
	15 Detroit
	20 Boston
	21 Buffalo
	22 Cleveland
	27 New York City
	28 Philadelphia
	29 Charlotte
November	4 Phoenix
	5 Los Angeles
	18 Dallas
	24 Denver
December	1 New Orleans
	2 Atlanta
	3 Tampa
	8 Cincinnati
	9 St. Louis
	10 Houston
1982	
January	12 San Francisco
	13 Portland

September 23-26 AAFDBI Conference, Boca Raton, FL. Chairman: George Pfeiffer, Xerox Corp., Rochester, NY 716/422-9051

October 10 National Jogging Day. Contact: Glen Petherick, National Jogging Association 202/965-3430

October 14-17 Cardio Vascular Health Symposium, University of Wisconsin, La Crosse, WI. Contact: Marna Jenson, La Crosse Exercise Program—Workshop Unit, Mitchell Hall, University of Wisconsin, La Crosse, WI 54601, 608/785-8686

March 4-5 Southern Regional Clinic—Physical Fitness and Sports, Huntsville, AL
Co-directors: Doris McHugh, Supv. of PE, Huntsville City Board of Ed., P.O. Box 1256, Huntsville, AL 205/539-2111; Ghary Akers, PE Specialist, Alabama State Dept. of Ed., 111 Coliseum Blvd., Montgomery, AL 205/832-6500

May 2-8 Central Regional Clinic—Physical Fitness and Sports, Central Michigan University, Mt. Pleasant, MI. Contact: Dr. Bill Podoll, Pres. Mich. Assoc. HPERD, Central Michigan University, 517/744-3041

Track Film Available

"More Than A Track Meet," a 16mm, 11-minute general audience film outlining the Hershey's National Track & Field Youth Program, is available free of charge to recreation, fitness and health specialists from: West Glen Films, 565 Fifth Ave., New York, NY 10017. Phone Stan Zeitlin at 212/986-5330.



Sen. Dick Lugar of Indiana, shown participating in the Harvard Step Test at the "Dick Lugar's Fitness Festival," will be the principal speaker at the White House Fitness and Sports Medicine Symposium.

Sports Medicine

(SPORTS, from page 2)

George Allen, Chairman of the PCPFS, describes the symposium as an effort to equip health and fitness professionals to deal with the special problems and concerns of the 50% of the population that participates in exercise and sport. "The more people know about the benefits of exercise," he said, "and the fewer problems they have, the more likely they are to stick with a program."

Persons desiring additional information about the symposium may write or telephone Ted Forbes, Director of Sports Administration, The President's Council on Physical Fitness and Sports, 400 Sixth Street, S.W., Wash-

(See WHITE HOUSE, page 7)

Calif. Workshop Presents 'Casey' With Honor Award

Before a record attendance of more than 1,000 participants in the California Workshop for Physical Education and Athletic Coaches, C. Carson Conrad, Council Executive Director, recently received the 1981 Honor Award for his "devotion dedication and leadership."

Conrad was one of the State physical education and athletic leaders who organized the Workshop in 1947. This popular 2-week in-service educational activity has been held at the California Polytechnic State University, San Luis Obispo, CA for the past 33 years. The workshop is sponsored by the California AHPER, State Department of Education, and California Polytechnic State University. It is regarded as a major force in upgrading the quality of athletic coaching and physical education in the state's colleges, elementary and secondary schools.

Conrad Lauds NRPA At Sports Forum

The 2nd National Forum on Youth Sports, sponsored by the National Recreation and Park Association in cooperation with the PCPFS, was held June 20-21 in Palatine, IL.

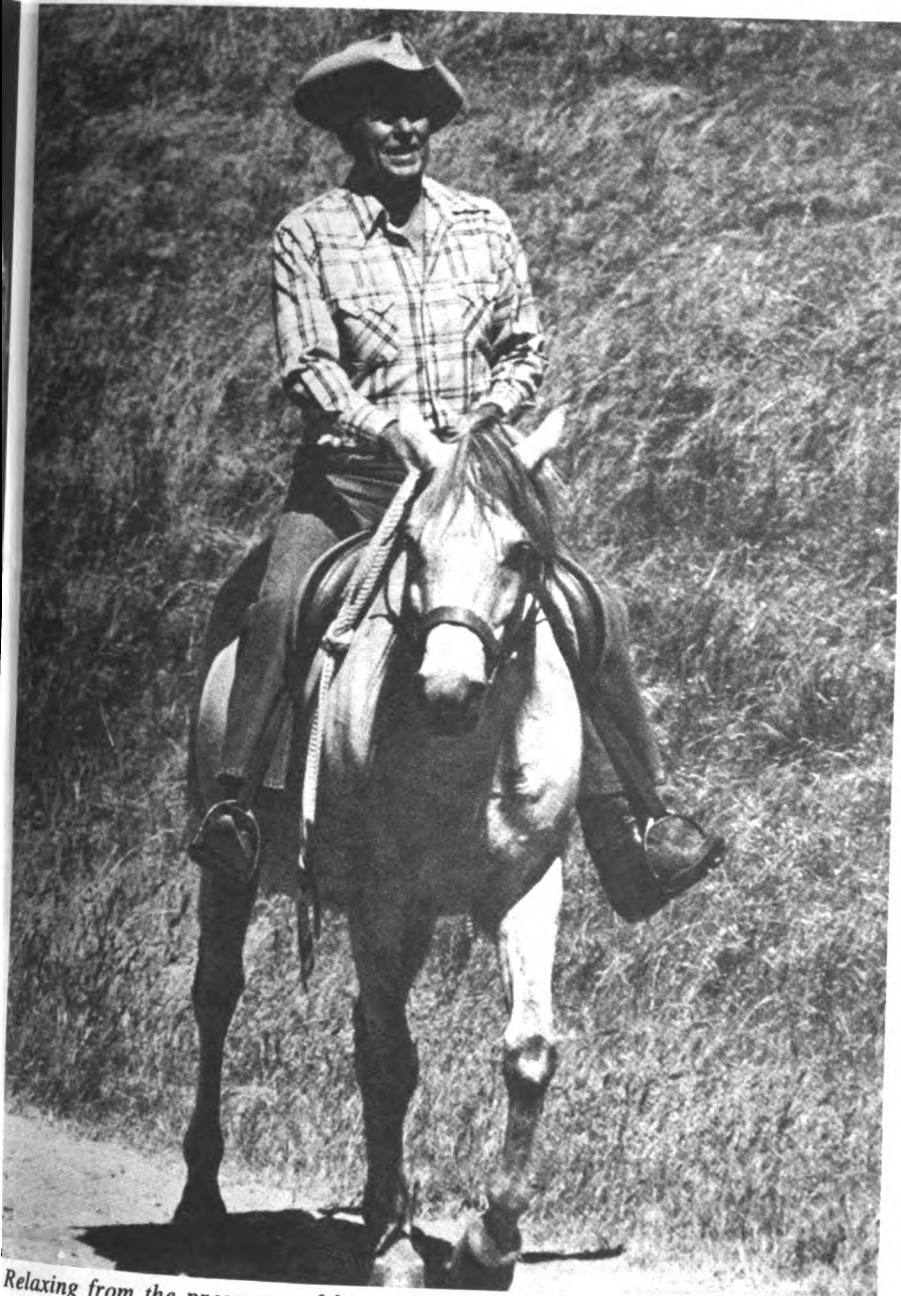
C. Carson Conrad, PCPFS Executive Director, in a keynote speech, stressed the importance of recruitment, training, certification and recognition of volunteer leaders, and congratulated NRPA for its leadership in volunteer coaches' training.

Conrad pointed out that there are nearly 30 million youth involved in out-of-school sports, and approximately 3 million volunteers engaged in athletic leadership in this massive program.

Joe Schultz, NRPA Regional Director, served as Forum coordinator of this well-attended meeting.

Sports Medicine Meeting

The World Congress on Sports Medicine will be held in Vienna from June 27-July 3, 1982.



Relaxing from the pressures of his office, President Ronald Reagan stays in shape by taking a ride on one of his favorite mounts, Gwalcianko, at his 688-acre Rancho del Cielo, near Santa Barbara.

(Tony Korody/Sigma)

110,000 Fans, 1,400 Athletes at World Games

More than 110,000 fans attended the 11-day World Games at University of Santa Clara's Buck Shaw Stadium

which wound up on August 2.

The games, which drew more than 1,400 athletes from 58 countries in 16 sports, was one of the largest international events to be held in Northern California.

Don Porter, Executive Director of the American Softball Association and Secretary General of the World Games Executive Committee, played a vital role in scheduling this inaugural event.

AAHPERD Honors Clarke

H. Harrison Clarke, 76, editor of a physical fitness newsletter and PCPFS consultant, was elected as the 1982 Alliance Scholar of the Year by the AAHPERD Board of Governors.

Simon Elected USOC Prexy, Vows to Field Best Team Ever

William E. Simon, who served as U.S. Secretary of the Treasury in the Nixon and Ford administrations and has served as treasurer of the United States Olympic Committee for the past four years, has been named president of the USOC for the 1981-84 term. He succeeds Robert J. Kane.

Simon, who was the national fund-raising chairman of the USOC from 1969-73, was a strong supporter of the Olympic boycott and recently noted that the repercussions of the boycott "have been minimal, and the impact on the next four years and the 1984 Olympic Games will be non-existent." He added that "the morale and optimism of American athletes and the U.S. Olympic Committee are higher now than I have ever seen them before."

Other officers appointed to 4-year terms are: John B. Kelly, Jr., first vice president; Dr. Evie G. Dennis, second vice president; Robert H. Helmich,

third vice president; Stephen B. Sobel, secretary, and Lawrence A. Hough, treasurer.

The new USOC president has suggested a 5-point program for fielding the "greatest ever" U.S. teams in future Olympic Games by recommending.

- Early appointment of national coaches to work with athletes identified as potential Olympians.
- Selection of quality athletes for National Sports Festivals in 1982 and 1983.
- Quick selection of training squads in team sports.
- Identification of 10 top athletes in each individual Olympic sport for special training.
- Giving all potential Olympians opportunity to participate in the sports medicine training programs at the U.S. Olympic Training Center in Colorado Springs.



William Simon

USOC Seeks Funds

The USOC has launched a \$30 million nationwide fund-raising program dubbed "Operation Gold." Tax-deductible donations may be sent to United States Olympic Committee, Box RW, Colorado Springs, CO 80950.



Illinois Gov. James R. Thompson (5th from left) pledged his support to the goals of the National Association of Governors' Councils on Physical Fitness in his address to the representatives of the 24 Councils who met in Chicago. Flanking the governor here are, from left: C. Carson Conrad, PCPFS Executive Director; Lew Lyon, Maryland; Sonny Rooker, Texas; Wayne Edmonds, Pennsylvania; Pat Sweeney, Oregon; Pete Reed, Oklahoma; Ben Veal, New Jersey; Steve Galetti, Michigan; and Dr. Richard Keelor, PCPFS Director of Program Development.

ARCO Games Attract 500 Novice Youth

More than 500 athletes from 14 regions participated in the 17th annual ARCO Jesse Owens Games held August 1 at Drake Stadium, UCLA, Los Angeles.

The national amateur youth track and field program for novice playground athletes involved more than 750,000 youngsters 10-15 years of age in 350 preliminary and 14 regional competitions.

The Games, sponsored by the Atlantic Richfield Company in coordination with the County of Los Angeles, UCLA and the PCPFS, were conducted nationally by park and recreation departments and other youth service agencies.

Track and field events were held in the 50-, 100- and 220-yard dashes; 440-yard run; 440-yard relay; softball and baseball throws, long jump, and high jump for boys and girls in age groups 10 and 11, 12 and 13, and 14 and 15.

Among the notables opening the Games were: Willima M. Marcussen, Arco vice president, public affairs division; Mayor Tom Bradley of Los Angeles, Ralph S. Cryder, Director of Parks and Recreation, City of Los Angeles, and C. Carson Conrad, PCPFS Executive Director, who extended greetings from President Reagan and Council Chairman, George Allen.



Hall of Famer Joe DiMaggio recently joined the PCPFS at the Fitness Festival held at the Towers of Quayside, Miami Beach. Here, the Yankee Clipper poses with Dr. Ben Miller and Ann Wilson (on his left), principal and director of the PE Dept., respectively, of Miami Lakes JHS, Dade County School District, and some of the student winners of the Presidential Physical Fitness Award. Miami Lakes has one of the finest school PE programs in the nation.

Archdiocese of Detroit Schools Use Motivating Twist to Fitness Test

The Archdiocese of Detroit schools have instituted a new twist to the President's Physical Fitness Award program. It's called Physical Fitness Competition and here is how their plan works:

The physical education teachers in the Archdiocese's 163 schools were organized to teach, practice and test their 8,000 sixth, seventh and eighth graders using the American Alliance of Health Physical Education, Recreation and Dance (AAHPERD) youth fitness test which forms the basis for the PPFA. The events in the PPFA program are the 50-yard dash, standing long jump, shuttle run, pull-ups, flexed-arm hang, sit-ups and the 600-yard run.

This program continued from September 1980 to February 1981 and, in March 1981, four regional sites were set up. A group of 1,200 boys and girls, who achieved top qualification and test results, then were advanced to

the 4th annual Archdiocese of Detroit Elementary Physical Fitness Competition Championships.

Trophies were awarded to winning schools and ribbons were awarded to all first, second, and third place individuals.

White House Sports Medicine Meeting

(WHITE HOUSE, from page 4)
ington, DC 20201 (202/755-8800).

Symposium cosponsors are the American Academy of Orthopaedic Surgeons; The American Academy of Physical Medicine and Rehabilitation; the American Alliance for Health, Physical Education, Recreation, and Dance; the American Physical Therapy Association; The American Association of Fitness Directors in Business and Industry; the American Association of Public Health Physicians; the American Occupational Medical Association;

the American Osteopathic Academy of Sports Medicine; the American Psychiatric Association;

Also, the Amputee Sports Association; the National Association of Governors' Councils on Physical Fitness and Sports; the National Association of Sports for Cerebral Palsy; the National Athletic Trainers Council of the National Association of Sport and Physical Education; the National Recreation and Park Association; the Paralyzed Veterans of America; and the National Athletic Trainers Association.

et cetera

Diet & Exercise Symposium

A symposium on "Diet and Exercise: Synergism in Health Maintenance" will be held on November 3-4 in Lake Buena Vista, FL. For further information, contact: Department of Foods, American Medical Association, 535 N. Dearborn St., Chicago, IL 60610. Telephone (312) 751-6524.

PCPFS Honors Hershey

Hershey Foods Corporation received the PCPFS's highest honor, the Distinguished Service Award, for its contribution to American fitness through Hershey's National Track & Field Youth Program which attracts 2.5 million boys and girls ages 9-14 each year.

Wins 15th PSA at 88

Eighty-nine-year-old Frederick Haidt, Mobile, AL. who earned his 15th Presidential Sports Award in bowling at age 88 by competing in three leagues, may be the oldest PSA recipient. Can anyone top this?

NJA Has New Name

The National Jogging Association, 2424 K St., NW, Washington, DC 20037, has changed its name to the American Running and Fitness Association to reflect its broadened scope of activities.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington DC 20201

Official Business

Penalty for Private Use \$300

Ill. Council Offers Fitness Brochures for Reprinting

The Illinois Governor's Council on Health and Fitness is offering several of its fitness brochures to companies, municipalities, civic groups, hospitals, etc.

Any group may request that its logo or trademark be added to the brochures; however, a master copy of the suggested reprint must be reviewed before final authorization is given.

For samples of the brochures and more information on the reprint policy, contact the Illinois Council at 535 West Jefferson, Springfield, IL 62706. Phone: 217/785-8216.

Sports for All Week Has Successful Debut

Twenty states and 16 cities issued special proclamations and participated in the inaugural observance of National Physical Fitness and Sports for All Week on May 3-9. In addition, several million persons took part in programs and special events sponsored by YMCA's, YWCA's, Boys Clubs, JCC's, recreation and park groups, and private individuals.

Fitness Is Good Business

In a study by the Prudential Insurance Company of Houston of its 1,300 employees, those who participated for at least one year in the firm's fitness program averaged 3.5 days of disability, compared to 8.6 days for those who didn't.

PCPFS Honors Arnold

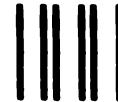
Lloyd C. Arnold, Ed. D., who recently resigned as National Director, Health and Physical Education of the YMCA with 31 years of service, has received the Distinguished Service Award from the PCPFS.

Free Sports Medicine Booklet

"Guidelines in Sports Medicine for the Young Athlete," is available without charge from McNeil Consumer Products Co., Camp Hill Rd., Fort Washington, PA 19034.

Remedy for Knee Injuries

In a move to reduce knee injuries, the National Federation of State High School Associations has banned all blocking below the waist, except on line of scrimmage. NFSHSA represents about 15,000 high schools where football is played.



Postage and Fees Paid
U.S. Dept of H.H.S.
HHS 396

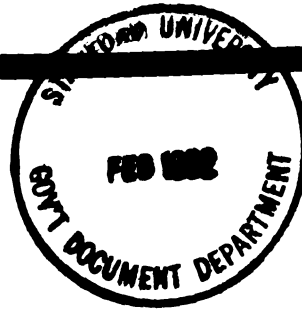
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President's Council on Physical Fitness & Sports

Washington, D.C. 20201



NEWSLETTER

January 1982

13 Council Members Appointed by President

Reagan Fitness Advisors Boast Varied Talents

A former Olympic champion, a former all-pro quarterback, Las Vegas's most popular entertainer, three physicians, a minister, an educator, and five financial and business leaders have been named to the President's Council on Physical Fitness and Sports (PCPFS) by President Reagan. The appointments were announced December 2 by the White House press office.

The new council boasts extensive competitive, coaching, and administrative experience in sports. Three of the members, Dorothy Hamill, Donn Moomaw, and Roger Staubach, all have been tops in their athletic specialties.

See page 2 for sketches of Council Members

Hamill won the Olympic and world figure skating championships in 1976; Moomaw was a three-time All-American and Lineman of the Year at UCLA, and Staubach won the Heisman Trophy before twice leading the Dallas Cowboys to the Super Bowl title.

The group is equally deep in coaching talent. Chairman George Allen, former head man of the Washington Redskins and the Los Angeles Rams, never had a losing season in 12 years in the National Football League. He has the third-best winning percentage of any NFL coach with more than 100 victories.

(See MEMBERS page 5)



With his wife Etty looking on, George Allen is sworn in on Sept. 22 at the Washington Touchdown Club as Chairman of the President's Council on Physical Fitness and Sports by Associate Justice of the U.S. Supreme Court Byron White.

WHITE HOUSE SYMPOSIUM Fitness, Sports Medicine Meeting Draws Raves From Large Turnout

More than 600 persons attended the second White House Symposium on Physical Fitness and Sports Medicine in Washington, DC, on November 22-23. They heard presentations by 25 of the nation's leading physical fitness authorities on these seven subject areas:

Alternate Ways to Physical Fitness, Women's Concerns in Exercise and Sports, Sports for the Disabled, Sports in Chronic Disease States, Identifying Knee Injuries in Athletes, Therapeutic Use of Drugs in Sports, and Protecting the Athlete.

In addition, they heard a discussion of the role of public persons in promoting physical fitness by three members of Congress, and more than 250 of them attended a mini symposium on Managing Sports Injury Pain on the eve of the larger symposium. Members of the congressional panel were Sen. Strom Thurmond and Reps. Beverly Byron and Tom Hartnett.

The symposium was sponsored by the PCPFS, the American Medical Association, the American College of

(See SPORTS page 7)

Thumbnail Sketches of 14 Council Appointees

Here are the 14 individuals selected by President Reagan to serve on the President's Council on Physical Fitness and Sports:

George Allen (Chairman), football analyst for CBS Television, Palos Verdes Estates, CA. Formerly head coach of the Washington Redskins and the Los Angeles Rams, Allen is a dedicated fitness enthusiast who runs several miles a day and works out regularly with weights.

Bernard R. Cahill, M.D., medical director of the Great Plains Sports Medicine Foundation, Peoria, IL. Dr. Cahill is an orthopedic surgeon and an authority on athletic injuries.

Donald L. Cooper, M.D., director of the Oklahoma State University Hospital and Clinic, Stillwater, OK. A general practitioner, Dr. Cooper has been head

of the student health service and team physician at Oklahoma State since 1960.

Tom J. Fatjo, Jr., president of the Houstonian Foundation, Houston, TX. Fatjo is an accomplished marathon runner and a successful entrepreneur who founded Criterion Capital Corporation, The MortgageBanque, Inc., and Browning-Ferris Industries, Inc., the world's largest waste management firm.

Warren K. Giese, Ph.D., a professor at the University of South Carolina, Columbia, SC. Giese is president of the U.S. Collegiate Sports Council and chairman of the advisory committee of the National Youth Sports Program. He served on the PCPFS from 1971 to 1978.

Dorothy Hamill, star performer of the Ice Capades, Pacific Palisades, CA. Hamill was Olympic and world figure skating champion in 1976.

Donn D. Moomaw, D.D., senior pastor of the Bel Air Presbyterian Church, Los Angeles, CA. Dr. Moomaw was a three-time All-American football player at UCLA and was one of the organizers of the Fellowship of Christian Athletes. He was a member of the PCPFS from 1971 to 1975.

Wayne Newton, entertainer, Las Vegas, NV. Newton is a recording star who has been a headliner in Las Vegas clubs for 14 years. He also owns the Aladdin Hotel and one of the world's largest Arabian horse breeding farms.

Mark Lee Saginor, M.D., director of internal medicine and endocrinology for the Metabolic Research Medical Group, Los Angeles, CA. Dr. Saginor is an authority on eating disorders, obesity, and anorexia nervosa.

Roger Staubach, president of Holloway-Staubach Realtors, Dallas, TX. Staubach is a Heisman Trophy winner who quarterbacked the Dallas Cowboys for nine seasons, leading them to Super Bowl titles in 1971 and 1977.

Ronald H. Walker, managing vice president and senior partner of Korn/Ferry International, Washington, DC. Walker formerly was director of the National Park Service and associate director of World Championship Tennis. He was on the White House staff from 1969 to 1973.

Leon J. Weil, a general partner of Herzfeld and Stern, New York, NY. Weil is a member of the New York and American stock exchanges and an accomplished marathon runner, skier, mountain climber, bicyclist, and squash player.

David A. (Sonny) Werblin, president and chief executive officer of the Madison Square Garden Corporation, New York, NY. Werblin is a former president of the Music Corporation of America and the New York Jets football team and a former chairman of the New Jersey Sports and Exposition Authority.

William E. LaMothe, chairman of the board and chief executive officer of the Kellogg Company, Battle Creek, MI. LaMothe is a member of the boards of directors of several colleges, foundations, and corporations.



General Foods Corporation presented this oil painting by Alton Tobey, of Larchmont, NY, to the Council at the 25th Anniversary Banquet. With a backdrop of sports activity for the young and elderly, the 3 x 4-foot painting depicts the seven Presidents who have supported the Council's work in the past quarter of a century.

Sports and Ski Medicine

The Sports and Ski Medicine Symposium will be held in Steamboat Springs, CO on March 20-27. Contact Robert P. Nirschl, M.D., 3801 N. Fairfax Dr., Suite 60, Arlington, VA 22203.

Top Honor for NRPA

The PCPFS presented the Distinguished Service Award to the National Recreation and Park Association in recognition of its outstanding contributions to the national program of physical fitness and sports.



Shown above are 22 of the 26 recipients of the President's Council's 25th Anniversary Award. Front row, from left: Ruth Bender, Lt. Gen. (USAF-Ret.) Richard L. Bohannon, M.D., C. Carson Conrad, Dr. Harrison H. Clarke, Deena Clark, Dr. Thomas K. Cureton, Jr., Robert Griffin, Adm. Thomas J. Hamilton, Raymond Harris, M.D. and Hans Kraus, M.D. Back row, from left: Morrison Beach, Agnes M. Taylor, Dr. Janet R. MacLean, Dr. Herbert A. deVries, Jack La Lanne, Buster Crabbe, Sen. Claude Pepper, LeRoy Walker, Ph.D., Sen. Strom Thurmond, Sen. S.I. Hayakawa, Harold T. Friermood (chatting with Capt. James Lovell, (USN-Ret.)) and Sen. Claiborne Pell. Missing when photo was taken were: Eunice Kennedy Shriver, George Sheehan, M.D., Theodore G. Klumpp, M.D., and Dr. James Frank.

Council Honors Fitness Leaders of Nation

The President's Council on Physical Fitness and Sports on the 25th Anniversary of its founding paid tribute to 26 distinguished Americans whose leadership and lifelong commitment to the goals of the Council epitomized the dramatic growth in the national program of physical fitness and sports.

Also honored during the Silver Anniversary Banquet on Sept. 22 at the Shoreham Hotel in Washington were the following Consultants to the President and/or Council Chairman: Stan Musial, Consultant to President Lyndon B. Johnson, (1964-67); Capt. James A. Lovell (USN-Ret.), Consultant and Chairman under Presidents Johnson, Richard Nixon, and Gerald Ford (1967-78); and Jerry Apodaca, former governor of New Mexico, Chairman under President Jimmy Carter (1978-81).

The following are the 26 award recipients who were recognized as representatives of the thousands of Americans who contributed in their lifetime to the objectives of the PCPFS:

Morrison Beach, Chairman of the Board, The Travelers Insurance Companies, Hartford, CT. A former member of the PCPFS Business and Industry Committee, he has provided substantial corporate support to the national program of physical fitness and sports.

Ruth Bender, Physical Fitness Consultant, Avon, CT. Teacher, clinician, lecturer and inspirational example of physical fitness.

Richard L. Bohannon, M.D., Lt. Gen., USAF (Ret.) Dallas, is a former Surgeon General of the U.S. Air Force, and founder and Director of the National Jogging Association.

Deena Clark, WDVM-TV, Washington, D.C. is honored for her outstanding personal example of physical fitness, and support of the PCPFS through her television programs.

H. Harrison Clarke, Ed.D., Research Professor Emeritus, University of Oregon, Eugene, OR. He is editor of the *Physical Fitness Newsletter* and

the *PCPFS Research Digest* and author of numerous text books on muscle testing.

Buster Crabbe, Cascade Industries, Scottsdale, AZ. Olympic champion and actor. His personal example of physical fitness continues to serve as an inspiration both to the youth and elderly of the nation.

Thomas K. Cureton, Jr., Ph.D., Professor Emeritus and Director of the Physical Fitness Research Laboratory, University of Illinois, Urbana, IL. Consultant to the PCPFS for 20 years. Dr. Cureton pioneered the principle that exercise plays a major role in dynamic health.

Herbert A. DeVries, Ph.D., Director of the Exercise Physiology Laboratory, Andrus Gerontological Center, University of Southern California, Los Angeles. Author and research scholar in the science of geriatrics, his lifelong dedication to the study of exercise as a contributor to personal health will have a lasting impact.

(See COUNCIL page 11)

Links Success to 'Personal Choices We Make'

Lugar Praises Growth of Fitness Movement

Sen. Richard Lugar told the banquet audience at the White House Symposium on Physical Fitness and Sports Medicine that "any breakthrough in national health

care will be the result of personal choices we make. And that means," he added, "that we're in for very tough sledding. Getting people to exercise more, or even

to give up smoking, is like moving mountains."

The Indiana Republican, who runs 20 miles a week, said a majority of Americans think they have a God-given right to good health and a constitutional right to good health care. "They think they can make any number of bad choices and that society will provide a safety net," he said.

Senator Lugar said one result of this attitude is that more than half of the people entering hospitals are suffering from what are called "lifestyle diseases. They're overweight, they smoke too much, they drink too much, and they exercise too little. People who try to change them are accused of being common scolds, or spoilsports."

Senator Lugar noted that some social commentators write long articles stating that physical fitness is a substitute for organized religion. "There actually are people," he said, "who think all joggers are masochists who inflict pain on themselves so that they can find relief in the shower. To hear them tell it, we are creating millions of casualties in our pursuit of good health."

In rejecting this notion, Lugar conceded that there is a battle going on for people's minds. "The question," he said, "comes down to this: How much responsibility do we have for our own health?" He answered indirectly by defining society's role. "We must have sound information, and we must have the leadership to make that information available to the people."

Lugar said he is "encouraged" and "excited" about the growth of the fitness movement and the growing number of persons involved in leadership roles.

"Many people have found in running, swimming, bicycling, tennis, and other forms of exercise an effective way of dealing with the stresses and strains of modern life. I am one of them. I believe I am a better senator, a better husband, a better father, and I hope a better person because I run."



Sen. Richard Lugar, an avid runner, tells the banquet audience at the White House Symposium on Physical Fitness and Sports Medicine how the fitness movement has personally helped him fulfill his role in life. Seated to his right is Allen J. Ryan, M.D., Program Director.

Council Booklet Nets High Sales

Adult Physical Fitness, the exercise manual that was first published by the PCPFS in 1963, has moved up to 12th place on the Government Printing Office's list of all-time best-sellers. Sales through October 1, 1981, totalled 1,400,006 copies.

When it was introduced, *Adult Physical Fitness* sold for 35 cents a copy. Inflation has pushed today's price to \$4.25 per copy, even though the booklet has undergone only minor editorial changes.

Adult Physical Fitness sold at the rate of approximately 6,000 copies per week for several months after its introduction,

and it was for a short time the government's most popular publication.

GPO's all-time sales champion is *Infant Care*, which has sold 17,465,952 copies. Senators and congressmen often obtain the booklet in large quantities for presentation to new mothers in their States and districts. The Nos. 2 and 3 sellers are booklets in the same series, *Prenatal Care*, with 11,914,250 copies, and *Your Child From 1 to 6*, with 8,955,702 copies.

The PCPFS's best-seller at the present time is *Aqua Dynamics*, which produced \$31,709 in revenue for the GPO in 1980.

13 Members Appointed

(Cont'd from page 1)

Warren Giese formerly was head football coach at the University of South Carolina, and he has been director of athletics and dean of health and physical education at the same institution.

Two of the new members have extensive front-office experience in sports. David (Sonny) Werblin is president and chief executive officer of the Madison Square Garden Corporation and former head of the New York Jets football team and the New Jersey Sports and Exposition Authority. Ronald Walker once headed the National Park Service and was associate director of World Championship Tennis.

Two of the three physicians also are deeply involved in sports. Donald Cooper is team physician at Oklahoma State University and a former chairman of the American Medical Association and National Collegiate Athletic Association committees on the medical aspects of sports. Bernard Cahill is an orthopedic surgeon, an authority on athletic injuries, and medical director of the Great Plains Sports Medicine Foundation.

All of the new members are personally interested in physical fitness. Two of them, Tom Fatjo, Jr., and Leon Weil, are experienced marathon runners, and Allen runs several miles a day, as does the third physician in the group, Mark Lee Saginor.

Several of the members were selected because of their organizational and administrative abilities, or because of their influence with the communications media. Two examples are William E. LaMothe, chairman of the board and chief executive officer of the Kellogg Company, and Wayne Newton, who has been a headliner in Las Vegas clubs and a recording star for 14 years.

The new council will meet quarterly with the PCPFS staff to shape policy for the national program and to develop recommendations for the President and the Secretary of Health and Human Services.



Participating in a discussion of the topic: "Exemplifying Physical Fitness as a Public Person" at the White House Symposium on Physical Fitness and Sports Medicine was this Congressional panel: Sen. Strom Thurmond (R-SC) left; Rep. Beverly Byron (R-MD); and Rep. Thom Hartnett (R-SC).

Conrad: 'A Quarter Century Of the Fitness Council'

A highlight of the White House Symposium on Physical Fitness and Sports Medicine was a presentation by PCPFS Executive Director C. Carson Conrad entitled "A Quarter Century of the Fitness Council." In reviewing the past 25 years, he offered these comments and predictions:

- Each year 18 million boys and girls participate in the Presidential Physical Fitness Award program. They form the nucleus of a younger generation that should continue to swell the ranks of runners by about 500,000 per year.
- 5.15 million high school youth and 525,000 college students are involved in varsity sports, and another six million college students are involved in intramural, club, and recreational sport. They also will help fuel the fitness movement of the future.
- 30 million young people aged six through 21 years are participating in organized out-of-school sport, many of them in activities they will continue as adults.
- 27 million of America's 105 million swimmers are regular adult swimmers. There are more than two million pools in the U.S., and there are approximately one million age-group swimmers, about 185,000 of whom swim year-round. With this

base, the number of adult swimmers should grow at the rate of five percent a year, reaching 31 million regular adult swimmers by 1985.

- Various forms of exercise and fitness dancing attract six million participants a month, nearly all of them women. Their numbers are growing rapidly.
- We will see a new emphasis on strength and flexibility as essential elements of a balanced fitness regimen in the years ahead. Home gyms and weights will be commonplace.
- Half of all adults who swim, play tennis, and ride bicycles are women, and an estimated one-third of runners are female. They will soon make up half of the fitness population.
- Participation by older Americans in exercise and sport will double in the 1980s.
- Recreation agencies and sports governing bodies will play an ever larger role in providing participation opportunities for the masses.

Conrad concluded by noting that a whole new branch of medical practice—sports medicine—has grown up around the fitness movement and that it now is a \$2 billion per year enterprise. He predicted that the enthusiastic support of the medical community would further speed the growth of the fitness movement.

LINKLETTER RECOUNTS PCPFS ROLE

Council Cited for Nation's 'Fitness Renaissance'

Art Linkletter, the world of entertainment's famed master of ceremonies, described the role of the President's Council during the past quarter century as "being responsible for . . . the most significant social movement in recent history—the Fitness Renaissance in America."

Speaking at the Silver Anniversary dinner of the PCPFS in Washington on Sept. 9, preceding the National Conference on Fitness and Aging, Linkletter recounted the Council's contributions in improving the fitness of the nation.

Post Cereals and Sanka Brand, General Foods Corp., sponsored both the awards banquet and the conference. The latter also had 31 cooperating agencies.

The partial text of Linkletter's remarks follows:

"Our purpose here this evening, beyond the recognition of contributions and accomplishments of fellow citizens, is to celebrate the 25th year of a high ideal. An ideal which has been embraced by each President since Dwight David Eisenhower, namely, that physical fit-

ness and organic vigor are the foundation of all human endeavors and the cornerstone of a dynamic and resilient society.

"This noble thought is by no means new. Throughout history, all advanced societies and most 'leading thinkers' have recognized physical fitness as critical to optimum function of mind and body, as well as to the spirit of a nation.

"We know that this concept is as valid today in a physically inactive, over nourished and stressful society as ever before.

"History has also taught us that mere knowledge of a fact or the diction of a national leader is not sufficient to create the intended response. No indeed.

"On too many occasions the high ideal of administrations and legislators become mired in a sea of bureaucratic morass and frustrated by special interest groups and political partisanship.

"The President's Council has been a unique experience in government activity. Without regulatory controls, without funds or grants, without significant

"The Council with a small staff . . . has organized, created, stimulated, cajoled . . . and . . . speeded up change in the exercise and sports habits of individuals and within organizations"

growth in either budget or staff, it has been directly or indirectly responsible for what has been called one of the most significant social movements in recent history—The Fitness Renaissance in America.

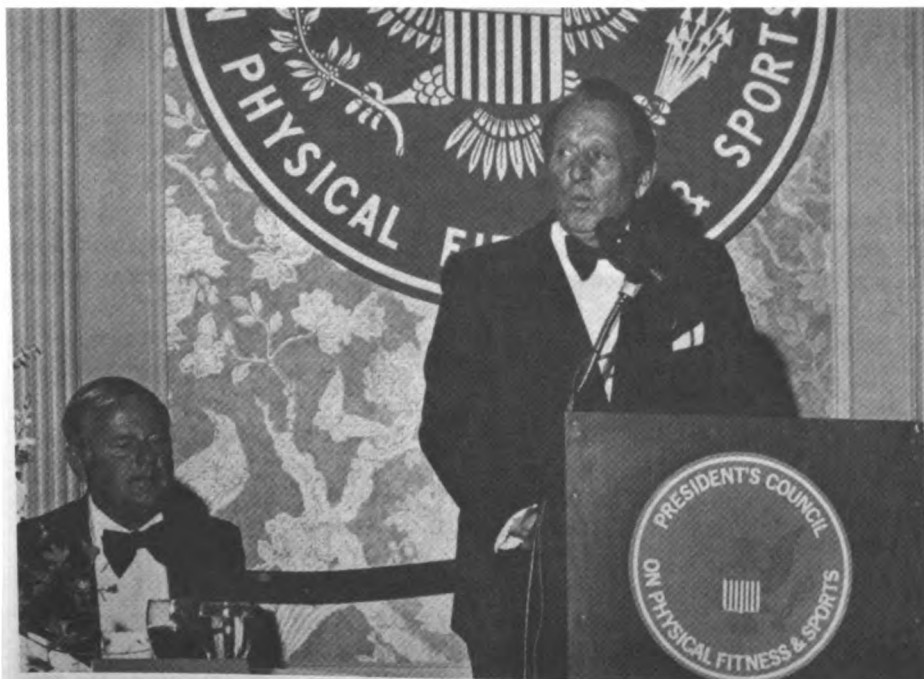
"Today 60 million Americans exercise—a quantum leap from 25 years ago. This increase has been paralleled by a dramatic change in personal health awareness and, according to the Surgeon General, a major factor in reducing the incidence of heart disease and other degenerative conditions.

"We have heard the Council referred to as a catalyst. By definition, this simply means causing or speeding up a reaction by the presence of a substance that practically remains unchanged. And so it is.

"The Council with a small staff and approximately the same budget for the past decade, has organized, created, stimulated, cajoled, and otherwise caused or speeded up change in the exercise and sports habits of individuals and within organizations.

"How has this been accomplished? By harnessing the creative genius and financial resources of private industry and linking these powerful tools to the leadership and organizational structures of public and quasipublic agencies.

"Yes, the Council has shown that private industry and government can work hard in and for the common good—in this instance for the fitness and vitality of the American people. And this, my friends is worth celebrating."



Art Linkletter traces the history of the President's Council and describes its impact on the nation's improved fitness. Linkletter shared the M.C. podium with Dick Van Patten (seated at left) for the Silver Anniversary Awards and the White House Symposium on Physical Fitness and Sports Medicine.

Sports Medicine

(Cont'd from page 1)

Sports Medicine, the American Orthopaedic Society for Sports Medicine, and the Department of Health and Human Services. Corporate support was provided by Mobil Oil Corporation, Unionmutual Life Insurance Company, and McNeil Pharmaceutical, which also sponsored the mini symposium.

Allan J. Ryan, M.D., editor-in-chief of *THE PHYSICIAN AND SPORTSMEDICINE* and secretary of the International Federation of Sports Medicine, was chairman of the planning committee for the symposium and played a major role in recruiting the faculty. He also served as presiding officer.

Approximately one-fourth of the persons attending the symposium were physicians, another one-fourth were students, and the rest were athletic trainers, exercise physiologists, physical therapists, and nurses. When asked to evaluate the symposium on a scale of 1 (highly favorable) to 5 (highly unfavorable), the attendees gave a 1.95 rating to the subject matter and 2.1 to the faculty.

Sportsmedicine Meeting

Sportsmedicine for the Orthopedic Surgeon, Family Practitioner and Allied Health Professional will be held in Lake Placid, NY, on Feb. 15-19. Contact John A. Bergfeld, M.D., Cleveland Clinic Foundation, 9500 Euclid Ave., Cleveland, OH 44106.

Study Terms Exercise Body's 'Natural Defense'

Vigorous exercise is a "natural defense of the body," according to the authors of an article which appeared in the Dec. 8, 1980 edition of the English medical journal *Lancet* that furnished the findings of a study of some 18,000 middle-aged men.

According to the study, "Those who engaged in vigorous sports, keep-fit and the like . . . had an incidence of coronary heart disease in the next 8½ years somewhat less than half of their colleagues who recorded no vigorous exercise."



Richard S. Schweiker, Secretary of Health and Human Services, who served as keynote speaker at the National Conference on Fitness and Aging, declared that "much of the trial of old age comes down to older people's struggle to preserve their dignity. Physical fitness," he stressed, "breeds confidence. Confidence, in turn, breeds mental fitness. The end product is greater human dignity in every respect of life."

New Directory of Tennis Programs To Aid Seniors Offered by USTA

Older Americans are playing tennis in ever-increasing numbers. To aid senior players in locating instructional and playing opportunities, the United States Tennis Association has compiled a *Directory of Tennis Programs for Seniors*.

The Directory identifies organizations such as tennis centers, parks departments and YM/YWCA's across the country that offer recreational, instructional and/or competitive tennis activities.

Apart from directing seniors to existing tennis programs, this new publication, to be updated yearly, will be a resource guide for recreation leaders interested in seeing what other groups offer their senior participants.

According to the USTA's Senior

Coordinator, Henry Talbert, "This is the first time that the USTA has published such a booklet for seniors. We expect that players will appreciate information about such groups as the National Senior Sports Association, Super-Senior Tennis and the National Senior Women's Tennis Association which are active in fostering the growth of tennis for seniors."

Programs in the Directory are indexed by state and annotated with regard to class size, when the program began, and what time of year classes or competitive events are held. The number of participants in senior programs range in size from as little as four in the Jewish Community Tennis Center on the Palisades in Englewood, N.J., to as many as 240 in the Senior Men's Tennis Association of Broward County, Fla. where league competition in three divisions is held from October through April.

The Directory sells for \$2 (including postage and handling). To order, contact: Publications Dept., USTA Education and Research Center, 729 Alexander Rd., Princeton, N.J. 08540.

DeFrantz Gets L.A. Post

Anita DeFrantz, former PCPFS member and a 1976 Olympic bronze medalist in the eight-oared shell event, recently joined the Los Angeles Olympics Organizing Committee as an assistant vice president.

Youth Fitness Forums 'Extremely Successful'

Sponsor Praises 'Energizing' Effect Of 22-City Tour

"It was extremely successful and it succeeded in energizing youth fitness programs around the country."

This was the reaction to the 22-city tour of Youth Fitness and Sports Forums by the spokesman for Post Cereals Company, which sponsored the tour in cooperation with PCPFS. He also called the program, which opened in Washington, DC, on Oct. 6, 1981 and wound up in Portland, OR, on Jan. 13, 1982, "a smooth partnership between the federal government and the private sector."

The program, which stressed the importance of maintaining a high level of physical fitness among the nation's youth, was primarily designed to motivate local physical education teachers, recreation specialists, youth club leaders and volunteer coaches in order to better equip them for their tasks.

A major ingredient of the forums was a comprehensive clinic, conducted by PCPFS master clinicians, who focused on basic conditioning, exercise and coaching techniques for youth age groups. These sessions included:

- Fitness testing evaluation.
- Promotion of fitness in schools and communities.
- Principles of conditioning the young athlete.
- Programs and opportunities for the underdeveloped child.
- Teaching fundamental skills in sports.
- Sports medicine considerations for the athlete.

Weight-y Finding

Vigorous exercise is not a panacea for weight control, according to Richard O. Keelor, Ph.D., Director of Program Development of the PCPFS, who told a wellness and cardiovascular symposium at the LaCrosse, WI Program, "Most people with weight control problems are victims of 'overnutrition'—they eat too much."



PCPFS master clinicians Joan Sullivan (standing left) and Susan Johnson (right) coach PE instructors in exercise technique for elementary school children.

PCPFS master clinicians included: Joan Sullivan, aerobics; John Pancott, gymnastics; Emilio "Dee" DaBramo, physical fitness testing; Lee Allsbrook, quick start activities; Nick Zlatar, soccer; and Willye White and Lacey O'Neal, track and field.

Incorporated into the program was a civic luncheon meeting attended by leading political and school officials, businessmen, and sports personalities which emphasized importance of youth fitness and sport programs, and the need for leaders of the community to promote physical education and sports as a high priority for youth school and recreation programs.

The professionals were also informed of the Post FUN 'n FITNESS Program which provides free athletic equipment for school and recreation programs.

Bicycle Sales Climb

Domestic bicycle shipment in August reached an estimated 642,820 units, an increase of 18.1% over last year, according to the Bicycle Manufacturers Association.

Over-30 Air Force Fatties Get Word to Lose Weight

Air Force members who are 31 years of age or older must now comply with the service's weight standards originally set for personnel 17- to -30 years of age.

Until the change, the AF was the only service that permitted maximum weight increase after age 30. The change followed a revision in the Defense Department directive on physical fitness and weight control.

Jogging Day Popular

One million Americans celebrated National Jogging Day on Oct. 10 from coast-to-coast, according to the American Running and Fitness Association which sponsored the annual event.

Tennis, Baseball in Olympics

Tennis and amateur baseball will be played as demonstration sports at the 1984 Olympic Games in Los Angeles.

AMA Panel Finds Exercise Aids Heart Attack Patients

Regular vigorous exercise can improve the health of many people who have suffered heart attacks, according to a statement issued by an American Medical Association panel.

Because exercise programs are now regularly prescribed for many patients with heart disease, the AMA's Council on Scientific Affairs conducted a study of the pros and cons of such programs. Three advisory panels of experts in various aspects of exercise rehabilitation advised the AMA Council in preparing its statement which was published in the April 10 *Journal of the AMA*.

The statement emphasizes that physician direction of exercise programs is critical to the proper use of the services for heart patients. Exercise testing is important in prescribing programs and in monitoring the patient's progress.

The report concludes that exercise has definitely been shown to improve the health of the heart patient, but has not yet been shown to improve survival.

The report also states that as the post-heart attack individual gains strength and endurance through regular exercise, there is psychological improvement in self-image and in overcoming the depression that frequently follows a heart attack.

The council statement recommends that exercise should use large muscle groups, be performed at least three times each week, and be kept up for 30 to 45 minutes at a vigorous pace. The patient should push himself up to 50% to 75% of maximum physical potential, the report recommends; less intensive exercise may help, but may be less effective.

The report stresses that the exercise programs are not for all heart patients. Some types of heart disease are made worse by vigorous activity, the report explains, and careful diagnosis and prescription of activity by the physician are highly important.

Motor Vehicle Accidents Take Heavy Toll of Joggers

Motor vehicles struck and killed 30 joggers and injured 35 more during a recent one-year period, according to a survey published in Public Health Reports.

The survey covered 28 states. Most of the victims were struck while running on roads and moving with traffic. In 31% of the cases, joggers appeared to be primarily responsible, while in 27%, drivers were primarily responsible; and in another 31%, drivers and joggers contributed to the accidents.

Soccer Leading Sport in YMCAs

A poll of approximately 1160 executive directors of YMCAs nationwide indicates that indoor and outdoor soccer involved nearly 274,000 participants to make this activity the leading YMCA youth sport.

Gymnastics, baseball and competitive swimming and diving follow soccer and basketball in terms of participants involved, although more associations offer flag football than baseball.

YMCA programs were reported in such sports as: archery, floor hockey, martial arts, running, softball, tackle football, tennis, track and field, volleyball and wrestling.

A growing consensus concerning the YMCA's sports philosophy was apparent. Having fun and learning skills were

cited as major program goals by 91% of the respondents. A year-round sports program was available at 71% of the YMCAs, and more than two out of three kept no official league standings in sports programs for young players.

Corporate sponsorship for YMCA sports programs continues, as 187 associations reported sponsorship from Coca-Cola, 117 from Pepsi-Cola, 36 from Dr. Pepper, 30 from 7-Up, 13 from Meadow Gold Dairies and 12 from McDonald's.

The survey showed that more than 2 million youngsters had participated in 54 organized team and individual sports and about 40% of all registered participants were ages 17 and under.



Bill Muncey

Muncey Eulogized, Powerboat Great

When PCPFS Executive Director C. Carson Conrad was notified that death had claimed William Edward (Bill) Muncey, one of hydroplane racing's greatest competitors, in a race in Acapulco, Mexico on October 25, his reaction was typical of all who had known him:

"Bill Muncey was exemplary in everything he did. We lost a great man, not only a great sportsman. He was a great American."

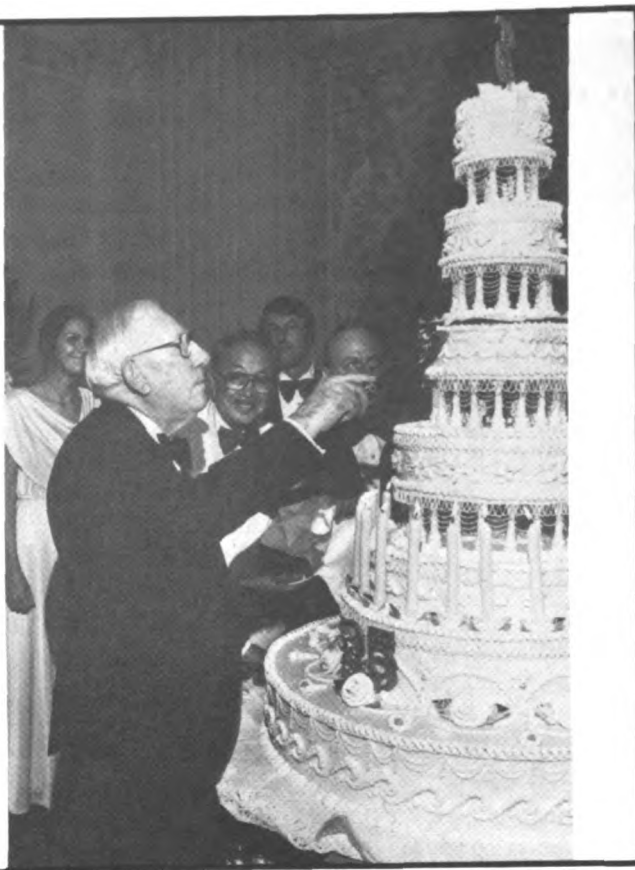
Fellow driver Scott Pierce offered this eulogy for his friend: "We've lost him right where he belonged, out there in first place, going for it all the way."

The 52-year-old (he would have been 53 on November 12) world champion and 4-time former national champion had raced to 61 victories in his career including eight Gold Cups, was heading into the third turn on the first lap of the final heat at the time of the fatal mishap. He was up front.

Muncey, born in Royal Oak, MI, was appointed by President Nixon as a member of the PCPFS Advisory Conference on Physical Fitness & Sports.

He is survived by his wife, Frances, daughter Laura, sons William, Jr., Dorian, Kenton, Roger and Edward, his parents, Mr. and Mrs. E.L. Muncey, and a brother, Raymond.

The honor of cutting the first slice of the six-tiered Silver Anniversary cake went to Rep. Claude Pepper, who was cited for setting a personal example of the quality of life of older Americans. That's Sen. S.I. Hayakawa who's patiently waiting for his slice.



Conrad Reelected To Exec Board of Int'l Fitness Group

Representatives of 26 nations re-elected C. Carson Conrad, PCPFS Executive Director, to the Executive Board of the International Committee on Physical Fitness and Sports.

The action was taken at the VII International Conference on Fitness and Sports which was held Sept. 28-Oct. 2, 1981 in Murren, Switzerland. Other board members are:

Jorg Stauble, Director, Sports for All, Swiss Sports Association; Jurgen Palm, National Director of Trim, Deutscher Sportbund, Frankfurt, Germany; Zbigniew Mikolajczak, Director, Association for the Development of Physical Culture, Dabrowskiego, Warsaw, Poland, and Jan Valmaa, Sports for All Director, Swedish Sports Federation.

Conrad, who presented a paper entitled, "The Increased Involvement of Women in Physical Fitness and Sports in the U.S.A.", served as Chairman for the closing general session.

Anemia Doesn't Markedly Affect Distance Runners' Performance

Anemia may occur in individuals who run extremely long distances over a period of time, but their performance isn't markedly affected, according to a report in the *Journal of the American Medical Association*.

Sports Injuries in Children

A new booklet entitled, *Sports Injuries in Children*, can be obtained without charge from the public relations department, Hoffman-LaRoche Inc., 340 Kingsley St., Nutley, NJ 07110.

New Post for Dr. Lukash

New head of the Scripps Clinic's Preventive Medicine Center is William M. Lukash, M.D., former White House physician and currently serving as a medical consultant to the PCPFS.

Heart Facts

Cardiovascular diseases are creating a \$50 billion burden on the nation's economy, according to the American Heart Association's annual report.

The test was done on 12 participants in the Great Hawaiian Footrace, a 312-mile run held over a 20-day period. Except for a 70-hour rest period following the 10th day, the participants ran every day.

A team from the Human Performance Laboratory of the University of California at Davis said there was a marked drop in red blood count and blood hemoglobin concentration. However, Rudolph H. Dressendorfer, PhD, noted that the development of marginal anemia during the race didn't significantly affect the speeds of the runners.

The study was aimed at determining the effects of the exercise-induced anemia. Data were collected in the early morning, before running began. On the final race day, the subjects had red blood cell levels some 16% lower than at the outset of the race. The report noted that no special treatment is required for this type of anemia; red blood cell levels returned to their previous levels once the unusual exertion level was reduced.

Running Injury Chart Available

One out of three runners will be sidelined, this year, at least temporarily, by soreness or injury, according to a recent survey.

This information prompted the Kinney Shoe Corporation, as part of its national Run to Be Fit public service program to develop a 20" x 32" illustrated wall chart called: *What Every Runner Needs to Know—What to Do About Running Injuries—How to Prevent Them*.

The full-color wall chart was written by Elizabeth G. Barley, author of *Young Runners' Handbook*, in cooperation with medical and sports fitness consultants, and the PCPFS.

The running injury chart can be obtained by writing: Kinney—What Every Runner Needs to Know, P.O. Box 5006, New York, NY 10022. Include 50 cents for postage and handling.

Council Honors Fitness Leaders

(Cont'd from page 3)



Retelling experiences at this happy reunion setting at the Silver Anniversary Banquet are four past and present leaders of the President's Council shown flanking C. Carson Conrad, PCPFS Executive Director. From left, Jerry Apodaca, George Allen, present Chairman; Capt. James A. Lovell, (USN-Ret.), and Stan Musial.

James Frank, Ph.D., President, Lincoln University, Jefferson City, MO. President of the NCAA, he was an outstanding college athlete and a leader in providing sports programs for young people.

Harold T. Frierhood, Chairman, USOC Education Council, Bridgeport, CT. Author, teacher, administrator, whose dynamic leadership has advanced the role of aquatics through the National YMCA Program, has immeasurably affected the health and vitality of the nation.

Robert (Pete) Griffin, retired Assistant Professor of Physical Education, Florida A&M University, Tallahassee, FL. Education leader and physical fitness expert.

Thomas J. Hamilton, Rear Adm., USN (Ret.), La Jolla, CA. An inspirational leader and educator, Admiral Hamilton played a major role in shaping the physical readiness of the armed forces in World War II.

Raymond Harris, M.D., President, Center for the Study of Aging, Albany, N.Y. A physician and scholar, his work in the development of Fitness After Fifty Workshops has made a significant impact on the health and vitality of older adults.

I. Hayakawa, U.S. Senate, Mill Valley, CA. Educator, scholar and political leader, whose personal example of physical fitness, serves as an inspiration to all Americans.

Theodore G. Klumpp, M.D., Chairman Emeritus, Winthrop Laboratories, New York, N.Y. Physician and corporate leader whose dynamic leadership and persistency influenced medical opinion concerning the value of exercise. His persuasion and personal example was instrumental in amending the Older Americans Act to include fitness.

ans Kraus, M.D., Orthopedic Physician, New York, N.Y. Physician to Presidents, whose research on the physical fitness of European and

American Children led to the creation of the PCPFS.

Jack La Lanne, president, Jack La Lanne Company, Hollywood, CA. Teacher, entertainer, celebrity whose enthusiasm and boundless energy has inspired national television audiences for the past 30 years.

Janet R. MacLean, Re.D., Director, The Center on Aging and Aged, Indiana University, Bloomington, IN. Educator, author, administrator, whose dedication to the principles of recreation as an influence in advancing the fitness of the nation, especially the elderly, has dramatically contributed to our knowledge of the beneficial effects of exercise for older adults.

Claiborne Pell, U.S. Senate, Newport, RI. Fitness devotee and prominent national figure, Senator Pell has been a leader in supporting federal legislation for physical fitness and sports medicine.

Claude Pepper, U.S. House of Representatives, Miami, FL. Statesman and dynamic leader. His stamina and endurance in maintaining a rigorous work schedule and personal lifestyle serves as an inspiration to all. He was instrumental in amending the Older Americans Act to include the importance of regular exercise.

George Sheehan, M.D., author and cardiologist, Riverview Hospital, Red Bank, N.J. Physician, athlete and poet

laureate of the running movement. His unselfish contributions to the PCPFS have greatly aided the national program of physical fitness and sports.

Eunice Kennedy Shriver, Executive Vice President, the Joseph P. Kennedy Jr. Foundation, Washington, D.C. Founder of the Special Olympics Program, whose creative leadership has greatly improved opportunities for retarded persons in physical fitness and sports.

Agnes M. Taylor, Director of Physical Fitness, State Office on Aging, Baltimore, MD. Member of the Maryland Commission on Physical Fitness, the first Governor's Council to be formed in the United States, she is a prominent leader in older adult exercise programs and, as a volunteer, conducts leadership training classes throughout the state.

Strom Thurmond, U.S. Senate, Aiken, S.C. A friend of collegiate sports and physical fitness. Senator Thurmond's contributions to these areas is exceeded only by his personal example of physical prowess. His support of the programs of the PCPFS has greatly contributed to its success.

Leroy Walker, Ph.D., Professor of Physical Education, North Carolina Central University, Durham, N.C. Olympic coach, educator and former member of the PCPFS.

Council Adds Sports Slot

Chairman George Allen has announced that the Office of Sports Administration, which will include sports medicine, is now in place as a part of the President's Council on Physical Fitness and Sports.

Werblin, Dart Honored

Newly-named PCPFS member, David "Sonny" Werblin, president and chief executive officer of the Madison Square Garden Corp., and pharmaceutical pioneer, Justin W. Dart, were the principal honorees at the 24th annual awards dinner of the National Football Foundation Hall of Fame at New York's Waldorf Astoria.

Symposium Transcripts

The recorded transcripts of 14 presentations made at the 2nd White House Symposium on Physical Fitness and Sports Medicine are available. Cassettes may be purchased from: Transcripts for Tomorrow, Inc., 600 South Federal Highway, P.O. Box 977, Deerfield Beach, FL 33441.

Aerobics Workshop in Dallas

The Aerobics Workshop will be held in Dallas on June 7-10. Contact Divi-

May 2-8 Proclaimed Nat'l Fitness and Sports Week

May 2-8 has been proclaimed National Physical Fitness and Sports for All Week.

A promotional kit will be available for distribution in February and will include suggested projects which may be sponsored by local county agencies.

For additional information contact Dr. Matthew Guidry, President's Council on Physical Fitness and Sports, 400 Sixth St. S.W., Washington, DC 20201.

sion of Continuing Education, Aerobics Center, 12200 Preston Rd., Dallas, TX 75230.

Fitness Classes Popular

PCPFS Consultant M. Neel Buell, Director of Emeritus College and Assistant Dean of Coastline Community College, reports that nearly half of the 7,000 students in the Emeritus program in Orange County are involved in some 10,000 fitness classes.

Volunteer Coach Info

Recreation departments seeking information about setting up a training program for volunteer coaches should con-

tact the National Youth Sport Coaches Association located at 1509 North Military Trail, West Palm Beach, FL 33409.

Allen was Heisman Speaker

George Allen, PCPFS Chairman, was the principal speaker at the 47th Annual Heisman Memorial Trophy dinner sponsored by the Downtown A.C. Recipient of the award, presented on Dec. 10 at the New York Hilton Hotel, was USC's Marcus Allen.

Simon Featured Speaker at Opening of USOA Session

William E. Simon, USOC president, will be the featured speaker at the opening of the U.S. Olympic Academy's 6th Annual Session on June 22-25 on the Oceanside campus of Pepperdine University.

Details of this event, sponsored by the USOC Education Council, is available from: Dr. Carolyn Vos Strache, Director USOA VI, Pepperdine University, Malibu, CA 90265. Telephone 213/456-4142.

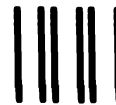
Correction

The dates of the upcoming Midwestern Clinic—Physical Fitness and Sports at Central Michigan University, Mt. Pleasant, MI in the September 1981 Newsletter should have read May 21-22, 1982.

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER

JUNE 1982

President Lauds Council, Expands Its Role

The members and staff of the PCPFS and its medical consultants and special advisors recently were guests of President Ronald Reagan in the East Ballroom of the White House. Also attending the reception were Vice President and Mrs. George Bush, Secretary of Defense Caspar Weinberger,

and Presidential assistants James Baker III, Michael Deaver, and Joseph Canzeri.

The President announced at the reception that earlier in the day he had signed Executive Order 12345 giving the PCPFS "additional responsibilities for amateur sport and sports medi-

cine." Specifically, the new order directs the PCPFS to promote research in sports medicine, physical fitness, and sports performance; work with professional associations to develop sports medicine services; and assist recreation agencies and national sports governing bodies in developing "sports for all" programs.

In brief remarks to his guests, the President noted that "more people are exercising than ever before" and said this is due in large measure to the efforts of the President's Council. He said he has been especially pleased by the success of the Presidential Physical Fitness Award program, in which boys and girls can earn awards by passing a battery of physical performance tests.

The President said his own enthusiasm for sport dates from his youth, when he worked for seven summers as a lifeguard and competed in football and swimming in high school and college. "There is a well-equipped exercise room in the White House," he said, "and I try to use it each day."

(See PRESIDENT, Page 6)



Fitness Gets A Lift

President Reagan hardly works up a sweat during this impromptu iron-pumping exhibition at the White House reception for PCPFS members, staff, consultants and advisors. Enjoying it all here is George Allen, Council Chairman, who presented the chrome-plated weights to the President and was told, "these are easier than the budget."

Cranston Loves to Run

Runner's World magazine during a recent interview with California Sen. Alan Cranston asked him why he runs and he replied:

"I run because I enjoy the feeling it gives me. I love movement and I love competition. I always have. Running helps me stay in shape for the vigorous routine that is a big part of being in the U.S. Senate."

NEW EXEC ORDER ON FITNESS

Council Gears Up to Meet White House Goals

The Executive Order issued by President Reagan in February directs the PCPFS to "enlist the active support and assistance of individual citizens, civic groups, private enterprise, voluntary organizations, and others in efforts to promote and improve the fitness of all Americans through regular participation in physical fitness and sports activities." Following is a partial listing of current PCPFS programs developed to further these objectives:

Presidential Physical Fitness Awards. A performance testing and incentive program for boys and girls, ages 10-17 years.

Presidential Sports Awards. A recognition and incentive program for persons aged 15 years and older.

Publications. A variety of personal and institutional booklets and pamphlets, plus two periodicals, the *PCPFS NEWSLETTER* and *PHYSICAL FITNESS/SPORTS MEDICINE*. Publications list available on request.

Fitness Coalition. A cooperative effort by the PCPFS and the National Recreation and Park Association to promote fitness through recreation.

Explorer Olympics. A competitive sports program sponsored by the Boy Scouts of America, with the cooperation of the PCPFS and the United States Olympic Committee.

Youth Sports Forum. A leadership training program sponsored by the National Recreation and Park Association and the PCPFS and endorsed by the American Park and Recreation Society. July 19-21 in Palatine, IL.

Physical Fitness Trails. A grant program to aid communities, schools, and others in developing exercise trails. Funded by Wells Fargo Bank, with technical assistance from the PCPFS. Information available from: The Gamefield Concept, 2088 Union Street, San Francisco, CA 94123.

School Sports Funding Survey. A study by the American Sports Education Institute and the PCPFS.

Future's Symposium. A study of the status and needs of physical education and recreation. Sponsored by the PCPFS, the Charles Stewart Mott Foundation, and the Flint, Michigan, Community Schools.

Amateur Sports Liaison. A program to strengthen Federal services relating to sport and to coordinate the sports activities of Federal agencies. Under the direction of a new PCPFS

Office of Sports Administration.

Physical Fitness Through Physical Education. A program to develop instructional films and teaching guides. A joint effort by the PCPFS, Blue Cross/Blue Shield Plans, and Walt Disney Education Media Company.

Governors' Councils on Physical Fitness and Sports. An effort to establish councils in each of the States. Thirty-three States presently have councils.

Demonstration Center Schools. A program to create a network of schools where interested persons may see outstanding programs in action. Fourteen States presently have Demonstration Center Schools.

Physical Fitness and Sports Clinics. Leadership training clinics for teachers, coaches, recreation supervisors, and others. Ninety-three clinics were conducted since 1962.

National Health Objectives. A program by health agencies to develop measurable preventive health care

(See COUNCIL, page 7)

New Army Fitness Program To Mold Troops Fit to Fight

Faced with increasing concern over the physical fitness of our troops, the Department of the Army has launched a major total fitness program designed to make soldiers "fit to fight".


The all-new program features an academy for training instructors, a physical fitness research institute for assimilating current biomedical research into military tasks and lifestyles, and an Over-40 Program designed to introduce older personnel to exercise through carefully monitored, medically sound efforts.

If this comprehensive approach is successful, it will serve as a model for all other military components which have experienced difficulties main-

taining combat readiness.

The Army estimates that more than 10 percent of soldiers between ages 17 and 39, of both sexes, cannot pass the standard physical readiness test. Roughly 15 percent of male officers and 20 percent of male noncommissioned officers age 40 and above do not meet the Army's weight-to-height standards. In addition, treadmill tests of over-40 populations indicate that the cardiovascular fitness of Army personnel is roughly the same as that of the general population—only fair.

The PCPFS has been asked to assist the Army in its role as the lead Department of Defense agency in upgrading service physical training programs.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 400 6th Street, SW, Washington, DC 20201.
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Editor: George Marker.



**PCPFS Chairman
Allen to Coach
USFL's Chicago**

Beaming PCPFS officials and their wives were recent guests of President Reagan at a reception in the East Ballroom of the White House. From left, they are: Willard V. and Harriet Harris, PCPFS Chairman George Allen and ETTY, and Phyllis and Saul Marell. Harris and Marell are Council Special Advisors. Harris is president of Rampart General, Irvine, CA, and Marell is president of Seaboard Industries, Inc., Monterey Park, CA.

**Film Project to Stress Fitness
In School Phys Ed Program**

George Allen, Chairman of the PCPFS, officially returned to pro football on June 21 as head coach, general partner, and chairman of the board of Chicago's franchise in the newly-formed 12-team United States Football League.

A joint project is underway to develop instructional films and teacher guides for use in conducting fitness activities in school physical education.

are currently being distributed.

The cooperative project is being carried out by the PCPFS which provides the technical expertise for film production and prepares teacher guides; the Walt Disney Education Media Company which produces the film and prints the guides; and participating Blue Cross/Blue Shield Plans which purchase the materials and offer them to schools at no cost as a public service. Disney Education Media also makes a limited public service contribution of materials.

A series of workshops introduces the program to teachers in the areas where Blue Cross/Blue Shield plans participate. These workshops are conducted in cooperation with state, county and city school district supervisors of health, physical education and recreation.

AAFDBI Conference

The annual American Association of Fitness Directors in Business and Industry Conference will be held Sept. 14-17 in San Diego. Contact: Sheryl Marks, Conference Planning Hq., General Dynamics, CRA, 9115, Clairemont Mesa Blvd., San Diego, 92123, CA.

Liston Reelected

James Liston, Director of the Governor's Council on Health and Fitness for Illinois, has been reelected President of the National Association of Governors' Councils. He will be a direct liaison for the states to the PCPFS.

Boxing Injuries Drop

Officials credit a special headgear which protects the cheek and nose for the outstanding safety record of the U.S. Naval Academy boxers who suffered only seven nose injuries during more than 90,000 rounds of competition.

The first phase of the program, which was completed in 1981 and is designed for the junior high school level, is called "Fit to be You." The senior high school phase, "Fitness for Living," was completed early this year and 300 sets of film (three 12-minute films per set) and 9,000 teacher guides

Jaycees Seek U.S. Leaders In Fitness

The U.S. Jaycees, in cooperation with the PCPFS, have launched a national program, under the sponsorship of Allstate Life Insurance, to recognize 10 individuals each year who have demonstrated outstanding leadership in the area of physical fitness.

Those selected will receive national recognition at the U.S. Jaycees First Annual Healthy American Fitness Leaders Awards Congress on September 23 in Washington, DC.

Individuals will be selected on the basis of their achievements or contributions in any three of the following areas:

- Development of new methods in physical fitness and health.
- Overcoming a physical hardship or limitation.
- Creation of a nationwide program fostering better physical fitness and health.
- Success in influencing national attitudes toward fostering improved fitness and health.
- Contribution of voluntary service to community, state or nation in fitness and health.
- Scientific or technological contributions to improved physical health.
- Success in the field of fitness and health in today's education system.

The goal of the program is to further the personal growth, fitness and health of America.

Nominating rules follow: Individuals may be male or female, 18 years or older, must be American citizens or have applied for citizenship by Jan. 1, 1982, and be of good moral or religious character.

Nomination forms are available from: Healthy American Fitness Leaders, P.O. Box 7, Tulsa, OK 74121.

Nation to Run on Oct. 9

"It's your life—Run it!" is the theme of this year's Running and Fitness Day on October 9 sponsored by the American Running and Fitness Association and PCPFS.



President's Council members and staff gathered in Washington on May 4 for their second quarterly meeting. They are: First row: Chairman George Allen, center, who is flanked, from left, by PCPFS members David A. Werblin, Donald L. Cooper, M.D., Bernard R. Cahill, M.D., and Leon J. Weil. Second row, from left are PCPFS staffers Richard Keelor, Ph.D., Ash Hayes, Ed.D., C. Carson Conrad, Executive Director; Glenn Swengros, members Mark Lee Saginor, M.D., Wayne Newton, and Warren K. Giese, Ph.D., Consultant York Onnen, PCPFS member Rev. Donn D. Moomaw, and PCPFS staffer Matthew Guidry, Ph.D.

Miller Beer Helps Fund Olympic Training Center

William Simon, president, United States Olympic Committee, announced that Miller High Life beer will provide major funding during the next three years to help underwrite the operation of the Olympic Training Center in Colorado Springs, Colo.

"Miller High Life has guaranteed a minimum of \$3 million to assure the center has operating support through the 1984 Olympics," said Simon.

Lauren Williams, executive vice president, Miller Brewing Company, said "Miller High Life has made a long-term commitment to American sports. We want to give American athletes the best chance to excel in the 1984 Olympics and other international competitions."

"The Training Center concept is a bold approach to provide increased competition opportunities for athletes without regard to age or ability including all athletes from novice to elite,"

said Simon, adding that "our goal is to expose as many of the youth of our country to significant concepts in athletic training and development which the USOC is capable of providing."

Simon went on to say "unlike the other national Olympic Committees of the World, the USOC receives no continuing subsidy from the federal government. We depend on the generosity of the American public and American corporations such as Miller for our financial support."

The USOC's 34-acre site provides an excellent location for the training of the nation's Olympic hopefuls. Since the center opened in 1977, more than 40,000 athletes from some 30 sports have used the center.

Fitness Is Good Business

Eugene, OR, has underwritten a comprehensive health and fitness program designed to reduce costs while improving the well-being of the city's employees.



Posing in this group photo are approximately a score of the 44 Special Advisors who met for the first time with PCPFS members and staff last February in Bartlesville, OK. During this meeting the President's Council adopted a resolution supporting the Olympic Coin Bill introduced by Rep. Fernand J. St. Germain (D-R.I.) Shown in the group are, first row from left: Darrell Eagle, Public Relations Consultant to Chairman George Allen, Special Advisor Richard E. Cremer, Richard McLaughlin, representing Special Advisor Edward H. Budd; C. Carson Conrad, PCPFS Executive Director; Special Advisor Donna de Varona, George Allen, Special Advisors Katherine V. Switzer, and Charles M. Kittrell. 2nd row, from left: Special Advisors Charles F. Hathaway, James L. Daniell and Willard V. Harris; PCPFS member Donald L. Cooper, M.D., PCPFS staffers Glenn Swengros and Richard Keelor, Ph.D., Special Advisor Jack Donnell, and Consultant Bob Guelick. 3rd row, from left: Special Advisors Jess A. Bell, O.H. Frisbie and Ray C. Robbins; PCPFS staffer Matthew Guidry, Ph.D.; Special Advisors Edward W. Frantel and Philip G. Howlett; PCPFS member Ronald H. Walker, Special Advisors Richard W. Kazmaier, Jr. and Saul Marell; and PCPFS member Warren K. Giese, Ph.D.

44 Top Advisors Serve as Liaison With Private Sector

Forty-four prominent Americans, many of them corporate chief executive officers, have agreed to lend their management and promotional skills to the national physical fitness and sports program. In their capacity as Special Advisors to the PCPFS, the members of the group meet periodically with the council staff to receive detailed briefings and recommend courses of action.

The Special Advisors will devote a major part of their efforts to strengthening the working relationship between the President's Council and the private sector, advising PCPFS staff members on matters affecting the development of employee fitness programs, and providing counsel on program development and administration.

The advisory group met for the first time with PCPFS members and staff in

Bartlesville, OK, in February, and their second session was in Colorado Springs early in June. The Special Advisors are:

Jess A. Bell, President, Bonne Bell Inc., Lakewood, OH; Norman Brinker, Chairman of the Board, Steak & Ale Restaurants of America, Inc., Dallas, TX; Edward H. Budd, Chairman and Chief Executive Officer, The Travelers Insurance Companies, Hartford, CT; John G. Carlson, Vice President for Public Affairs, Texas Air Corporation, Houston, TX; Suzy Chaffee, athlete and entertainer, Marina Del Rey, CA; Otis Chandler, Chairman of the Board and Editor-in-Chief, *TIMES MIR-ROR*, Los Angeles, CA;

ALSO: Peter H. Coors, Senior Vice President, Adolph Coors Company, Golden, CO; Richard E. Cremer, Pres-

ident and Chief Executive Officer, Signature, Evanston, IL; James L. Daniell, President, RMI Company, Niles, OH; Donna de Varona, TV commentator, New York, NY;

ALSO: Jack Donnell, President, The Charter Company, Jacksonville, FL; James L. Ferguson, Chairman and Chief Executive Officer, General Foods Corporation, White Plains, NY; James Fixx, Author, Riverside, CT; Howard F. Fletcher, Partner, Douglas Management Corporation, Atherton, CA; Edward W. Frantel, President and Chief Executive Officer, The Seven-Up Company, St. Louis, MO; O.H. Frisbie, Chairman of the Board, Atlas Van Lines, Inc., Detroit, MI;

ALSO: Willard V. Harris, President, Rampart General, Irvine, CA; Charles F. Hathaway, President, The Los An-

(See PCPFS, page 6)

PCPFS Lineup of Special Advisors

(Cont'd from page 5)

geles Athletic Club, Los Angeles, CA; Philip G. Howlett, Publisher, *SPORTS ILLUSTRATED*, New York, NY; Robert Hyland, Regional Vice President, CBS Radio, St. Louis, MO; Richard W. Kazmaier, Jr., President, Kazmaier Associates, Inc., Wellesley Hills, MA; Davis T. Kearns, President and Chief Operating Officer, Xerox Corporation, Stamford, CT; Thomas V. King, General Manager, The Merchandise Mart and Apparel Center, Chicago, IL; Charles M. Kittrell, Executive Vice President, Phillips Petroleum Company, Bartlesville, OK;

ALSO: Milton S. Kronheim, Jr., Chairman of the Board, Milton S. Kronheim & Co., Inc., Washington, DC; James A. Lovell, Jr., Group Vice President, Centel Business Systems, Chicago, IL; Charles Luckman, Chairman and Chief Executive Officer, Luckman Management Corporation, Los Angeles, CA; Guy O. Mabry, Senior Vice President, Owens-Corning Fiberglas Corporation, Toledo, OH; Saul Marell, President, Seaboard Industries, Inc., Monterey Park, CA; Archie J. McGill, Vice President, AT&T, Basking Ridge, NJ; Joseph F. McKinney, Chairman of the Board and Chief Executive Officer, Tyler Corporation, Dallas, TX;

ALSO: Preston Moore, President, Wilson Business Products, Systems and Services, Inc., Houston, TX; J. Richard Munro, President and Chief Executive Officer, Time, Inc., New York, NY; Ray C. Robbins, Chairman of the Board, Lennox Industries Inc., Dallas, TX; Samuel Schulman, Principal Owner, The Seattle SuperSonics, Los Angeles, CA; Dinah Shore, actress-singer, Beverly Hills, CA; Alex Spanos, President, Spanos Industries, Stockton, CA; Katherine V. Switzer, Director of Sports Programs, Avon Products, Inc., New York, NY; Waller Taylor II, Partner, Adams, Duque and Hazeltine, Los Angeles, CA.

ALSO: Jere W. Thompson, President, The Southland Corporation, Dallas, TX; Susie Timken, Canton,

OH; Preston Robert Tisch, President and Chief Operating Officer, Loew's Corporation, New York, NY; Donald Trump, President, Trump Organization, New York, NY; and Jerrold Wexler, Chairman of the Board, Jupiter Industries, Inc., Chicago, IL.

Reagan Film Available

Prints of the film, "President Reagan Speaks for Fitness and Sports," are available for \$55, prepaid, from Cinema Sound, 1011 Arlington Boulevard, Arlington, VA 22209.

The 9½-minute, 16mm color feature was filmed during a February 2 White House reception for the members, staff, special advisors and medical consultants of the PCPFS. It includes the President's remarks and scenes of him mingling with his guests.

Reagan Formally Accepts Olympic Games in L.A.

President Ronald Reagan has sent his formal acceptance for the 1984 Los Angeles Olympic Games, confirming the Games would be run in compliance with the Olympic charter.

In his letter to Juan Antonio Samaranch, IOC president, he said, "It is my pleasure to reiterate the assurance of the American people to welcome the Olympic Games to Los Angeles in 1984 and state that the Olympic charter will be enforced."

Cardiac Rehab Workshop

The Cardiac Rehab Workshop will be held Sept. 20-24. Contact is: Philip K. Wilson, EdD, Workshop Unit, LaCrosse Exercise Program, 141 Mitchell Hall, Univ. of Wisconsin, LaCrosse 54601, WI.

Sports Medicine Symposium

The Sports and Tennis Medicine Symposium will be held on Nov. 7-12 at New Braunfels, TX. Contact: Robert P. Nirschi, M.D., 3801 N. Fairfax Dr., Arlington, VA 22203.

Council Lauded By President

(Cont'd from Page 1)

George Allen, Chairman of the PCPFS, presented the President a pair of chrome-plated weights, saying that they would help get him in shape to carry the heavy burdens of his office. "It's great to have a President who is a good personal example of fitness," he said. "With his leadership, we can solve our problems."

President Reagan mingled with his guests, greeting most of them personally, before retiring to his quarters. In a parting statement, he said: "You keep working on the people, and I'll keep working on the budget, and we'll get both in shape."

In a lighter vein, the President noted that there are lots of joggers in Washington. "We also have a lot of people who can run in place without getting out of their chairs," he added.

Nat'l Capital Clinic Selected by Council

George Mason University in Northern Virginia has been selected for a PCPFS regional physical fitness clinic during the 1982-83 school year.

The National Capital Regional Clinic is set for April 28-29, 1983. Information is available from Dr. Julian Stein, Professor of Physical Education, George Mason University, 4400 University Drive, Fairfax, VA 22030.

Colleges interested in hosting clinics during the fall of 1983, or after, should write for guidelines to Glenn Swengros, Director of Federal-State Relations, President's Council on Physical Fitness and Sports, 400 6th Street, S.W., Washington, DC 20201 (202/755-7479)

New Certification Program

A new program for certifying Fitness Instructors to direct programs for healthy people has been developed by the American College of Sports Medicine.

Council Gears Up to Achieve White House Fitness Goals

(Cont'd from page 2)

goals to be achieved by 1990. The PCPFS is responsible for physical fitness and exercise goals.

Sports Festivals. A program for promoting State and community sports games and festivals. A cooperative effort by the PCPFS, the USOC, the AAU, and the National Association of Governors' Council on Physical Fitness and Sports.

Fitness for Law Enforcement Personnel. A program for implementing on a national scale the model program developed at the University of South Carolina.

Romper Room. PCPFS staff members are technical advisors on the exercise segments of the syndicated children's TV show.

State Champion Schools. A recognition program for those schools qualifying the highest percentage of eligible students for the Presidential Physical Fitness Award. Sponsored by the PCPFS and the American Alliance for Health, Physical Education, Recreation, and Dance.

Federal Interagency Fitness Council. A group established by the PCPFS to promote the development of Federal employee fitness programs. Approximately 40 Federal departments and agencies participate.

Military Physical Fitness. A program to establish an Armed Forces Physical Fitness Academy and to upgrade military fitness standards and programs.

Physical Exercise Pays (PEP). A program providing films, booklets, and promotional support for fitness activities involving emergency services personnel, the elderly, pre-school children, and the family. Sponsored by the Travelers Insurance Companies of America, in cooperation with the PCPFS.

National Youth Track and Field. A series of local, district, and State meets culminating in a national championship competition. For boys and

girls aged 10-15 years. Sponsored by the PCPFS and the Hershey Foods Corporation.

Physical Fitness Report Cards. A pilot program in the Tulsa, OK, schools to develop a computerized reporting system for school physical fitness programs. Funded by the Campbell Soup Company, with administrative support from the Aerobics Institute and technical direction from the PCPFS.

Jesse Owens Games. A national track and field program for playground athletes aged 10-15 years. Sponsored by ARCO and the PCPFS.

Healthy American Fitness Leadership Awards. A recognition program, Sept. 23, Sheraton Washington Hotel, Washington, DC. Funded by Allstate Insurance Company and administered by the PCPFS and the United States Jaycees.

Employee Physical Fitness Program. An effort to promote the development of workplace programs in both the public and private sectors. The PCPFS established the American Association of Fitness Directors in Business and Industry in 1974 and still provides technical and promotional support.

Every Child a Swimmer. A school and community instructional program. Conducted by the International Swimming Hall of Fame and the PCPFS.

Proceedings on Fitness and Aging. Papers presented at the national conference have been published, and 20,000 copies are being sent to conferees, other individuals, and senior centers and agencies. A joint effort of General Foods Corporation and the PCPFS.

"Take the Time." A program of clinics, films, publications, and TV and radio promotion focusing on the exercise needs of working women. Sponsored by the California Raisin Advisory Board and the PCPFS.



HAYES

Ash Hayes Gets Council Sports Slot

Ash Hayes, Ed.D., supervisor of health, physical education and athletics for the San Diego Unified School District since 1965, has been named Director of Sports Administration for the President's Council on Physical Fitness and Sports. He will be responsible for federal relationships with amateur sports governing bodies, and will direct the council's sports medicine and exercise science services.

He took a 2-year leave of absence from his San Diego duties in 1975-77 to serve as Director of Federal-State Relations for the PCPFS. Since that time, he has been a consultant to the PCPFS specializing in the development of educational films and in the organization of sports medicine workshops for administrators, coaches and exercise scientists.

A native of Iowa, he did his undergraduate studies at Michigan State and San Diego State and earned his master's and doctor's degrees at UCLA, where he later taught physical education for four years. In San Diego, he was a classroom teacher, coach, physical education chairman and director of athletics before becoming a supervisor.

Fitness Top Priority in L.A.

A resolution by the Los Angeles Basin Park and Recreation Commissioners and Board Members encourages organizations within its jurisdiction to carry out an effective program and provide leadership in making physical fitness a high priority for the park and recreation profession.

AAHPERD Names Dr. Razor

Dr. Jack E. Razor, Dean of the College of Applied Science and Technology at Illinois State University, has been appointed as executive vice president of the American Alliance for Health, Physical Education, Recreation and Dance.

Va. and Mo. Make It 33

Virginia and Missouri have recently established Governors' Councils on Physical Fitness and Sports, bringing the national state total to 33. Connecticut, formed in 1959, is the oldest existing Council.

Hockey Goalie Mask OK'd

The AMA House of Delegates has adopted a resolution endorsing the mandatory use of an adequate cage face mask for goalies in all amateur, high school and college hockey programs in the nation.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on Physical Fitness and Sports
Washington DC 20201

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PCPFS Offers Single Copies Of Fitness, Aging Conference

Synopses of the papers presented at the National Conference on Fitness and Aging now are available. Single copies of the report may be obtained by writing or telephoning Alice Wheaton, the President's Council on Physical Fitness and Sports, 400 Sixth Street, S.W., Washington, DC 20201 (202/755-7479).

The conference was sponsored by Post Cereals and Sanka Brand Decaffeinated Coffee of the General Foods Corporation. Presentations highlighted the latest research findings and program techniques in exercise and physical fitness for the elderly.

Exercise in Competition

HHS Secretary Richard S. Schweiker has established an annual competition among health professional students to encourage new ideas in health promotion and disease prevention. Included among the areas of emphasis in this competition is fitness and exercise.

Illinois Fitness Day

Illinois Fitness Day will be held on October 6 in various cities in the state. For further information contact the Illinois Governor's Council on Health & Fitness at (217) 785-8216.

"Children in Sports" Film

A 28-minute film, "Children in Sports," is being produced by the Hershey Foods, Corp., in cooperation with the PCPFS.

Focusing on the lifetime benefits of sports participation, this television length film places emphasis on fitness and nutrition as essential factors for maximum achievement. A wide variety of activities is featured, including soccer, ice hockey, track and field, football and swimming.

Onnen PCPFS Consultant

York E. Onnen, who has served as a communications officer in the Public Health Service for the past six years and is also a member of the military reserves, has joined the PCPFS staff as a consultant to develop and coordinate fitness programs in the uniformed services.

Council Cites 3 Retirees

Three PCPFS retirees were presented certificates for exemplary service at the May 4 meeting of the council. Honored were George Marker, former Information Specialist and NEWSLETTER editor; Doris Gordon, formerly secretary to the Executive Director; and Marty Mattingly, former Administrative Assistant.



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NEWSLETTER

NOVEMBER 1982

WASHINGTON POST-ABC NEWS POLL

53% of U.S. Adults 'Exercise Strongly' Daily

A majority of adult Americans (18 years and older) say they "exercise strongly" every day, according to a new Washington Post-ABC public opinion poll. So far as the PCPFS has been able to determine, the participation figure of 53 percent is the highest ever reported in a poll that asked the respondents if they exercised daily and also defined what is meant by "exercise strongly."

The poll asked a representative sample of adults whether they "exercise strongly for a total of 20 minutes or so a day." Exercising strongly was described as "any activity that causes your breathing and heartbeat to increase rapidly and strongly," a definition frequently used for aerobic activities such as running and swimming.

Nearly 60 percent of the men said they exercise daily, as compared to 46 percent of the women. At the opposite ends of the age spectrum, the figures were 40 percent for those over 60 and about 66 percent for those 18 to 30 years old.

Twenty-six percent of the respondents said they exercised every few days, and only 21 percent reported they exercised once a week or less.

While the Washington Post-ABC News figure is the highest of its kind, it is not out of line with other poll results. The Gallup Leisure Activities Index, which generally is considered to be one of the more reliable polls, reported a participation figure of 24 percent in 1961 and recently has reported figures as high as 47 percent.

The Washington Post and ABC

News did find some evidence that the poll respondents might be giving themselves the benefit of the doubt. Some of them, when questioned more closely, indicated that they thought they got

sufficient exercise through their work to satisfy the poll's definition of vigorous exercise. Some of those responding in that fashion seemed to be working in relatively undemanding jobs.



Famed American sports illustrator LeRoy Neiman, center, presents his painting of Roger Staubach to the former Dallas Cowboys quarterback, who is shown cocking his arm and getting set to pass. The presentation to Staubach, currently a PCPFS member and CBS-TV football commentator, was made at the Council's quarterly meeting in the U.S. Capitol Building. The pleased Staubach fan on left is Kentucky Rep. William H. Natcher, Chairman of the Subcommittee on Labor, HHS, and Education Appropriations.

Interscholastic Sports Declines During 1981-82

The number of boys participating in interscholastic sports declined for the fourth consecutive year in 1981-82, and girls' participation also was down slightly following a sharp growth spurt in 1980-81.

Brice Durbin, Executive Director of the National Federation of State High School Associations, attributed the declines to two factors: (1) declining school enrollments, and (2) refinements in the methods of collecting information. Some States that previously estimated the number of participants are now conducting comprehensive surveys.

Participation for both boys and girls peaked in the 1977-78 school year at 4.36 million and 2.08 million, respectively. Current figures are 3.41 million and 1.81 million.

Basketball easily is the most popular girls' interscholastic sport, with 415,381 individuals and 17,089 schools taking part. In boys' sports, football has the most participants (927,666), but basketball is played in more schools (17,922).

By far the fastest growing sports are boys' soccer, which gained 11,791 participants, and wrestling, which picked up 11,078.



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Editor: George Marker.

COMMENTARY

What Ever Happened To Old What's Its Name?

WE HAVE NOTICED recently a dramatic increase in the number of councils and committees on wellness and health promotion. We also are getting lots of invitations to holistic health seminars and quality-of-life symposiums. Frequently, we are bombarded with notices of health/fitness conferences.

WHAT EVER BECAME of plain old physical fitness? Isn't there anyone out there anymore telling people how to get a good workout? Or is everyone preoccupied with high-density lipids, bad cholesterol, and integration of body and soul through diet and yoga?

IF WE SOUND a little testy, we are. Not simply because wellness and that ubiquitous hybrid, health/fitness, often are promoted at the expense of physical fitness. Not even because we believe some professions are hitching a free ride on a movement they spurned in the beginning. Our real concern is that the emphasis on physical fitness—strength, endurance, and flexibility—will be lost in the rush to hop aboard every new trend that passes by.

IT'S USEFUL to recall how the fitness movement began nearly 30 years ago. It *wasn't* because Americans were having lots of heart attacks, which they were. It wasn't even because our health wasn't as good as it should have been, which it wasn't. Quite simply, it was because most Americans—especially most young Americans—weren't as strong as they should have been and tired too easily.

SOME PEOPLE always have been uncomfortable with the prosaic origins of the fitness movement. They prefer the classroom to the gymnasium, a business suit to a sweatsuit, and a brisk discussion to a hard workout.

WE WERE REMINDED how deeply entrenched those attitudes are during our recent move to new offices. In sorting through the files, we discovered a confidential 1962 memorandum to one of President Kennedy's aides that described some of the problems encountered in trying to get schools to strengthen their physical fitness programs.

ACCORDING to the memo, physical educators, who had been counted on as allies, were proving to be a major roadblock. Many of them insisted there was no youth fitness problem and tried to discredit individuals and research that indicated otherwise. Some conceded that there was a problem but objected to publicity on the grounds that it reflected adversely on them and their profession.

ONE OF THE STRANGEST features of the opposition was the strenuous objection to use of the word "exercise." Suggestions that physical education should involve large amounts of physical exertion and perspiration were seen as threats to the physical educator's position in the academic world.

AN APPARENT aversion to use of the term "physical fitness" indicates that something very much like that attitude still exists. It would be tragic if we let that lead us away from a widely-accepted and sorely-needed emphasis on physical development and physical performance. After all, it was the physical fitness movement—not the wellness movement—that put millions of runners in the streets, millions of cyclists on the roads, and millions more in gyms and dance studios all across America.

10 Healthy American Fitness Leaders Honored

September 23 will be long remembered by the ten winners of the 1982 national Healthy American Fitness Leader award and the more than 600 fitness leaders who gathered in Washington, D.C. to honor them.

Sponsored by The U.S. Jaycees, Allstate Insurance Company and the PCPFS, this annual competition recognizes the contributions and achievements of men and women who are actively involved in the promotion of physical fitness in our country. The awards banquet that evening focused on a variety of efforts underway to assure that all Americans have an opportunity to achieve their fitness goals.

These include the highlighting of advances being made in our armed services where the Army has been desig-

nated as the Department of Defense lead in promoting fitness among its military, civilians and dependents; also representatives from business and industry who have created fitness programs for their employees; administrators and elected officials who have taken the lead in creating and implementing fitness programs for their constituents; researchers and academicians who have maintained a high level of interest and quality in the physiologic and emotional aspects of fitness; and the mass media leaders who have inspired millions of Americans to get out and exercise regularly.

"If I were to sum up the significance of this program in one word," said PCPFS Chairman George Allen, **"that word would**

be leadership. It is practiced by the Jaycees, a strong and vibrant presence in communities across the land; our friends and colleagues at Allstate Insurance who have seen the tremendous impact such programs can have on promoting healthier lifestyles; and the greater community of the PCPFS who practice what this program stands for every day of their lives."

While in Washington, the winners were given national publicity through press conferences and interviews, and they had an opportunity to visit with congressional delegations from their home states. The honorees and their friends were also taken on a special
(See FITNESS, page 5)



Shown here are the 10 Healthy American Fitness Award winners, who are accompanied by George Allen, PCPFS Chairman; Roger Staubach, PCPFS member and M.C. for the banquet; and Ray Kiefer, President of Allstate Life Insurance. Front row, from left, Richard Simmons, Thomas Cureton, Jr., Rep. Beverly B. Byron, Jack LaLanne, Jess A. Bell, Joseph E. Curtis, and Ray Kiefer. Back row, from left, Dr. Charles A. Bucher, George Allen, Dr. James A. Nicholas, Roger Staubach, Lt. Col. (U.S. Army) Gerald C. Werner and James J. Carnes.

TAHPER Holds Convention

The Annual Sports Medicine Symposium will be held Jan 27-29, 1983 in San Antonio. Contact Jesse C. DeLee, M.D., University of Texas Health Science Center, 7703 Floyd Curl Dr., San Antonio, TX 78284.



Judging from these now-and-then photos, it appears that we nearly worked Dick Keelor to the bone during his nine-year stint with the PCPFS. Obviously, he is more recognizable as the 180-pound jogger shown taking a workout near the U.S. Capitol. But would you believe he was the 260-pound bone-cruncher on right who played offensive guard in the 1960s with the L.A. Rams, San Diego Chargers and Denver Broncos? We'll miss them both.

Dick Keelor Leaves Council, Takes Fitness Post With Campbell Soup

Richard O. Keelor, Ph.D., a member of the PCPFS staff for nine years, has joined the Campbell Soup Company as General Manager of Health/Fitness Systems, a new business division.

Keelor will be responsible for developing or acquiring new fitness and nutrition programs and products. He also will serve as president of Campbell's new nonprofit Insitute for Health and Fitness, which will be engaged in developing educational and promotional programs. One of the institute's tasks will be to develop an employee fitness program at the company's Camden, NJ, corporate headquarters.

Keelor played briefly with the Los Angeles Rams and other professional football teams and coached at Beverly Hills, CA, High School before joining

the PCPFS. He was Director of Federal-State Relations for four years and Director of Program Development for five years.

Asked to describe how things have changed during his years with the PCPFS, Keelor said: "Exercise has evolved from something that people viewed as a frill into something that enjoys acceptance by both the general public and the medical community as an essential part of daily life. When I first came to Washington, people still were writing articles entitled 'Fit for What?' There were still physical educators who were asking why kids needed to develop strength and endurance. You don't hear much of that anymore."

Southland to Honor Top Amateur Athletes

A nationwide program to recognize amateur athletes was announced by The Southland Corporation of Dallas, a major sponsor of the 1984 Olympic Games.

The program will honor 100 athletes each year on the basis of excellence in their sport, academic achievement and leadership qualities.

Preliminary nominations for candidates for the Olympia Award, a reproduction of a Greek vase presented to the winner in the 5th Century Panathenaic Festivals in Athens, will be made by the nation's high school and college coaches and by amateur federations and associations.

'Throwing Sports' Parley

The U.S. Baseball Federation and the U.S. Olympic Committee Sports Medicine Council will cosponsor a conference entitled "Upper Extremities in Throwing Sports, Feb. 10-12, 1983 in Atlanta. Contact: U.S. Olympic Committee, Sports Medicine Division, 1750 East Boulder St., Colorado Springs, CO 80909 (303) 578-4575.

Fitness Leaders Are Honored

(Cont'd from page 3)

guided tour of the U.S. Capitol which was hosted by Indiana Senator Richard Lugar.

For additional information on this program, contact York E. Onnen, Director for Program Development (Acting) at the PCPFS.

The 1982 honorees are:

Jess A. Bell, 57, president of Bonne Bell, Inc. A leader in the creation of exercise programs within the business community, he established the Bonne Bell 10 kilometer races, which are run in 14 U.S. cities and a number of foreign countries.

Dr. Charles A. Bucher, 69, a professor and administrator for the University of Nevada at Las Vegas. The author of several well-known textbooks on health and physical education, he has given freely of his time to some 25,000 students through his 45 years as a teacher, coach and administrator.

Rep. Beverly B. Byron, 50, U.S. Congresswoman from Maryland's Sixth District, who also chairs the Maryland Commission on Physical Fitness. She has developed and implemented numerous fitness programs at the state level in addition to promoting national fitness events for the National Wildlife Federation and the American Running and Fitness Association.

James "Jimmy" Carnes, 47, executive director of the Governor's Council on Physical Fitness and Sports for the state of Florida. A former head coach in track and field for the U.S. Olympic team, he now coordinates physical fitness activities throughout Florida, including the Sunshine State Games.

Thomas Cureton, Jr., 81, professor emeritus at the University of Illinois. Frequently called "the father of physical fitness in the United States," he has been a pioneer in the field, including establishment of the nation's first fitness research lab and his exercise programs for people with heart disease.

Joseph E. Curtis, 60, commissioner of human services for New Rochelle, NY. Curtis created CITY-FIT, an innovative

physical fitness program which has become effective and popular in many communities nationwide and overseas.

Jack LaLanne, 67, president of the Jack LaLanne Co. He has popularized fitness and nutrition through his successful television show, which first aired in 1952 (the first syndicated fitness program) and his many books and records for home study.

Dr. James A. Nicholas, 61, founding director of the Institute of Sports Medicine and Athletic Trauma. His establishment of the Institute in 1973 at New York's Lenox Hill Hospital provided a nonprofit national research and clinical center devoted to the prevention and treatment of athletic injuries.

Richard Simmons, 34, has had a tremendous impact on the attitudes of Americans regarding nutrition and exercise. His enthusiasm and seemingly limitless energy are communicated through his syndicated TV show, books, records, a syndicated column and many personal appearances.

Lt. Col. Gerald C. Werner, 40, U.S. Army. Serving as the Army's action officer for physical fitness, he has brought many innovations to the fitness programs in the military services, which had been all but unchanged since the World War II era. An accomplished runner, he is also involved in youth sports.

Sheehan Sends Regrets

George Sheehan, M.D., PCPFS medical consultant and guru of jogging, was sorry he couldn't come to the Jaycees Banquet and he wrote this note to George Allen:

"I regret that a trip to Ireland is going to prevent me from attending the banquet. I otherwise would have been first on line. The President's Council is doing a lot to keep the pot boiling and America sweating."

Computerized Report Card Program Aims at Getting Youth Back in Shape

"FITNESSGRAM, a program designed to measure and improve youth fitness, is a revolutionary concept aimed at getting America's youth back into shape," said Casey Conrad, Executive Director of The President's Council on Physical Fitness and Sports. "The Council believes it will help make all Americans aware of the importance of youth fitness."

In addition to the Council, the pro-

gram is cosponsored by the Institute for Aerobics Research, Dallas, and Campbell Soup Company.

The FITNESSGRAM, a computerized fitness report card, provides parents with a physical fitness profile on their child and also features suggestions for the child to help improve his/her individual scores. This "exercise prescription" is based on information developed by the Institute for Aerobics Research, an internationally recognized leader in fitness research.

The profile is based on the child's performance in the AAHPERD Youth Fitness Test, developed by the American Alliance for Health, Physical Education, Recreation and Dance. It measures cardiovascular fitness, abdominal and upper body strength, speed with change of direction and explosive power. The six individual tests are: pull-

(See Fitnessgram, page 7)

Corporate Cup Relays

More than 1,500 athletes representing 400 corporations competed in the 1982 National Championship of the Corporate Cup Relays in Palo Alto, CA. Some 4,000 athletes had qualified for the Nationals in regional meets held in San Francisco, Los Angeles, Denver, Dallas, Minneapolis, Chicago, White Plains and Atlanta.



Liz Hamill, PCPFS member, Ice Capades star and Olympic figure skating gold medalist, gets hug from Richard Simmons, Jaycees award winner.

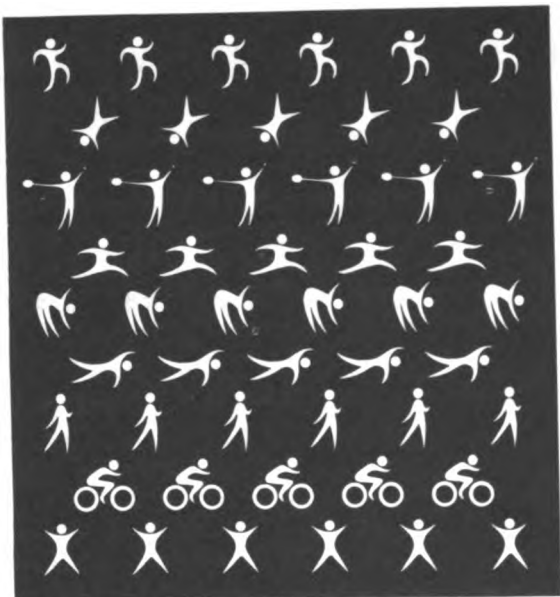
Hershey's National Youth Track Meet Attracts Big Field

The North Central Regional team recently defeated highly-touted teams from the Pacific Southwest and Mid-Atlantic Regions at Charleston, W. Va., to win top honors at the National Finals of the 1982 Hershey's National Track and Field Youth Program.

The North Central Regional team accumulated 208 team points, three more than the Pacific Southwest Regional team, the meet's runner-up. The champion North Central Regional team was comprised of participants from Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Nearly 500 boys and girls, ages 9 to 14, from all 50 states and the District of Columbia, participated in the National Finals. They qualified for the all-expenses-paid trip by competing against more than 2.5 million youngsters in local, district and state meets held across the country this summer.

Sponsored by the Hershey Chocolate Company, in cooperation with the PCPFS, National Recreation and Park Association, and the National Track and Field Hall of Fame, the Hershey's program is the nation's largest youth sports participation program.



WHAT IS A WORKOUT?

■ A workout is 25 percent PERSPIRATION and 75 percent DETERMINATION. Stated another way, it is one part physical exertion and three parts self-

discipline. Doing it is easy once you get started. ■ A workout makes you better today than you were yesterday. It strengthens the body, relaxes the

mind, and toughens the spirit. When you work out regularly, your problems diminish and your confidence grows. ■ A workout is a personal

triumph over laziness and procrastination. It is the badge of a WINNER—the mark of an organized, goal-oriented person who has taken charge of his, or her, destiny. ■ A workout is a wise use of time and an INVESTMENT in excellence. It is a way of

preparing for life's challenges and proving to yourself that you have what it takes to do what is necessary. ■ A workout is a key that helps unlock the door to OPPORTUNITY and SUCCESS. Hidden within each of us is an extraordinary force. Physical and

mental fitness are the triggers that can release it. ■ A workout is a form of REBIRTH. When you finish a good workout, you don't simply feel better. YOU FEEL BETTER ABOUT YOURSELF.



George W. Allen
Chairman of the
President's Council on
Physical Fitness and Sports



Developed by the President's Council Physical Fitness and Sports. Published as a public service by Clamport Paper Company. Anchor Press & Lewis Industries Inc.

This motivational poster entitled "What Is A Workout?" which was written by PCPFS Chairman George Allen, received an enthusiastic response when it was provided by the President's Council to the nation's public and private high schools and colleges, YMCAs, JCCs, Boys' Clubs of America, and athletic clubs. Anyone desiring the poster should write to: President's Council on Physical Fitness and Sports, 450 5th St., NW, (R. 7103), Washington, D.C. 20001.

AP Lauds Allen Book

The Associated Press in its review of PCPFS Chairman George Allen's new book, "Pro Football's 100 Greatest Players," said its approach is "much like his football style, clean and straightforward." The book's publisher, Bobbs-Merrill, has signed Allen and his collaborator, Bob Olan, to write a sequel, "Football's Greatest Games."

Officers Elected to Lead NRPA

Harry G. Haskell, Jr., a former mayor of Wilmington, Del., was reelected for a fourth term as chairman of the Board of Trustees of the National Recreation and Park Association.

The Congress for Recreation and Parks, held Oct. 24-27, in Louisville, Ky., attracted some 3,800 delegates.

Other officers elected to lead the 16,000-member NRPA were:

Mary E. Grogan, director of the Modesto (CA) Parks and Recreation, as President; Dr. Herbert Brantley, associate dean of the College of Forest

and Recreation Resources at Clemson University, as President-Elect; Barbara M. Schaible, on board of the Kansas Park and Resources Authority, as Secretary; and Ron Donohue, Superintendent of Parks for Boulder, Colo., as Treasurer.

Exercise Testing

A meeting on the Clinical Approach to Exercise Testing will be held in Orlando on Feb. 3-5, 1983. Contact Stephen P. Glasser, M.D., University of South Florida College of Medicine, Box 19, 12901 N. 30th St., Tampa, FL 33612.

Minnesota Celebrates

Minnesota proclaimed Oct. 3-9 as "Wellness Week" to promote the benefits of good health habits and improved lifestyles among its citizens.

Ted Forbes Honored

Ted Forbes, Ph.D., Professor of Physical Education at the University of California San Diego in La Jolla and former PCPFS Director of Sports Administration, was presented with the Distinguished Service Award by the President's Council.

National Fitness Classic Draws Heavy Turnout

Thirty teams made up of former National Football League stars, female athletes, and representatives of more than 50 companies took part in the first National Fitness Classic at the Houstonian in Houston, TX, in early October.

Because of the heavy turnout for the event, a repeat is planned for next May to coincide with the 1983 National Physical Fitness and Sports for All Month.

The purpose of the classic is to focus national attention on physical fitness and to raise funds for four sports-related charities: The Houstonian Foundation, The National Pain Foundation, The Women's Sports Foundation, and a new National Fitness Foundation.

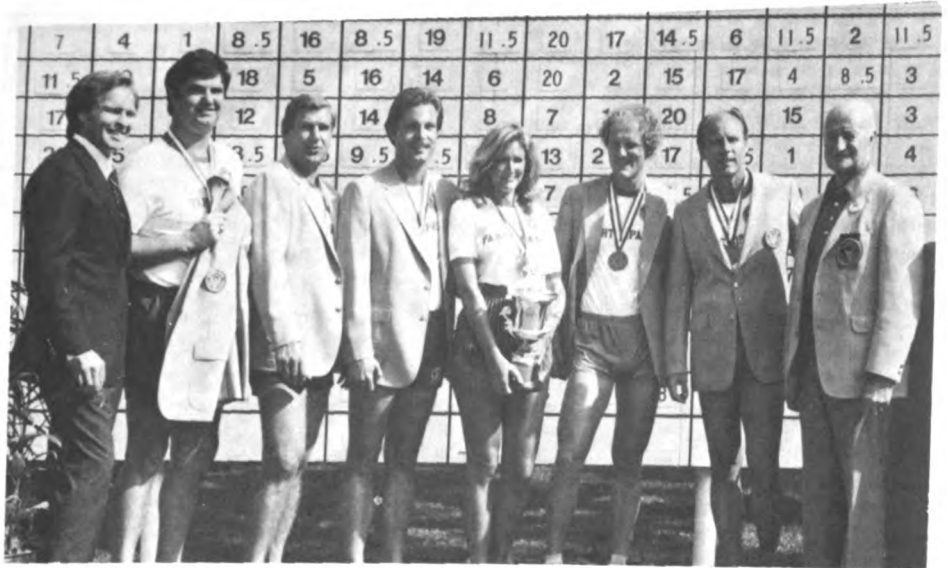
The success of the classic was due largely to the organizational and promotional efforts of Tom J. Fatjo, Jr. He is a member of the PCPFS and also founder of The Houstonian, which is an elaborate facility including conferences and fitness centers, a hotel, and a private club.

George Allen, the PCPFS Chairman, was chairman of the classic, and Roger Staubach, another Council member, was honorary chairman. The classic is cosponsored by the PCPFS and The Houstonian.

The winning classic team consisted of former NFL stars Billy Truax and Don Mullins; John Howard, 1981 winner of the Hawaii (Iron Man) Triathlon; and Texas business representatives Harry Hurt, Susan Menke, and John Peacock.

Among the prominent female sports personages taking part were Diana Nyad, Jackie Sorenson, Wilma Rudolph, Suzy Chaffee, Cathy Lee Crosby, Donna DeVarona, Wyomia Tyus, and Ann Meyers.

The NFL contingent, in addition to those already named, included curly Culp, Danny Abramowicz, Donny Anderson, Pete Gent, Norm Bulaich, John David Crow, Buddy Dial, Lee Roy Jordan, Billy Kilmer, Ralph Neely, and Diron and Don Talbert.



Flanked by Tom Fatjo, Jr., left, founder/chairman of The Houstonian, and C. Carson Conrad, the PCPFS Executive Director, is the six-member winning classic team, from left: Billy Truax, John Peacock, Harry Hurt, Susan Menke, John Howard, Don Mullins.

Fitnessgram Program Launched

(Cont'd from page 5)

ups for boys and flexed-arm hang for girls; a shuttle run; standing long jump; 50-yard dash; sit-ups; and a distance run—one mile or 600 yards for children age 12 and under, and 1.5 miles for those 13 and older.

In addition to the results of the AAHPERD Test, the FITNESSGRAM provides information on: how a student ranks against the national norm for each test; an overall fitness score and its rank against the national norm; the student's height and weight; and the "exercise prescription" or recommended activities for improving fitness, as needed.

"The FITNESSGRAM will provide parents with valuable information pertaining to their child's fitness as well as guidelines to help track development," said Dr. Charles Sterling, Executive Director of the Institute for Aerobics Research and developer of the FITNESSGRAM.

"The program also can help physical education teachers determine fitness levels of individual students, whole classes and even entire grade levels and more importantly, the FITNESSGRAM can help teachers and school officials monitor their current physical education programs."

"The FITNESSGRAM Program is part of a new Health and Fitness Insti-

tute at Campbell Soup Company," said Dr. Richard Keelor, president of the institute. It was introduced this fall in approximately 30 schools, representing 9,000 students (grades 5-12) in Tulsa, OK. The test, scheduled to be conducted in October, 1982 and March, 1983 by physical education teachers, will be implemented throughout the state in September, 1983.

"FITNESSGRAM is a perfect extension of our current fitness programs in Tulsa," said Dr. Larry Zenke, Superintendent of Tulsa Public Schools. "We're proud to help launch such a worthwhile program that will help students and parents understand the importance of fitness in education."

The FITNESSGRAM Program is presented in cooperation with the National Youth Fitness Advisory Committee. Participating organizations include: the AAHPERD; American College of Sports Medicine; National Association of Governor's Councils on Physical Fitness and Sports; National Congress of Parent Teacher Associations; and National School Boards Association.

Doyle Gets Top H.S. Post

Alton (Al) Doyle, Executive Director of the N.Y. Public High Schools Athletic Association, has been elected president of the National Federation of State High Schools Associations.

Calif. Parks Back Fitness

The California Association of Park and Recreation Commissioners and Board Members has endorsed the concept of using park and recreation personnel and facilities to carry out an effective PF program in the state.

Long Distance Races For Children Faulted

In a statement approved by the American Academy of Pediatrics Executive Board, it was concluded that: "Long distance competitive running events primarily designed for adults are not recommended for children prior to physical maturation.

"Under no circumstances should a full marathon be attempted by immature youths (less than Tanner Stage 5 sexual maturity rating). After pubertal development is complete, guidelines for adult distance running are appropriate."

Soldiers Getting Slimmer

Some 300 male and female soldiers who have participated in a weight reduction program since 1981 at Ft. Eustis, VA, have each lost 20 pounds.

YMCA Holds Consultation

Managing and marketing health and fitness programs was the theme of the YMCA of the USA's 3rd National Consultation held in Chicago.

It's Nat'l PF & Sports MONTH for All Now

The President's Council on Physical Fitness and Sports has approved the resolution by the Council's Special Advisors to change the National Physical Fitness and Sports For All Week to the National Physical Fitness and Sports For All Month, which will be celebrated in May of each year commencing in 1983.

Posters and brochures that can be used to promote the month will be distributed to agencies that participated in Fitness Week last year. Agencies can select any week or day in May they wish to use to promote their fitness event(s).

For additional information, write: Matthew Guidry, Ph.D., Director, Community Programs, PCPFS, 450 Fifth Street, N.W., Judiciary Plaza—Suite 7103, Washington, D.C. 20001, telephone: (202) 272-3425.

Valuable Resource

The National Youth Sports Coaches Association trains and certifies coaches in the care, prevention and treatment of injuries; sport skills, rules, and the psychology of youth sports. NYSCA publishes a newsletter and first-aid booklet. Write: NYSCA, 1509 Military Trail, West Palm Beach, FL 33409.

Free Cardiac Rehab Info

The Directory of Cardiac Rehabilitation Units lists names, addresses and directors of exercise testing, exercise treatment centers and cardiac rehab treatment centers in the U.S. and Puerto Rico. Single copies are available free from the American Heart Association, 7320 Greenville Ave., Dallas, TX 75231.

State Champion Program

A total of 491 schools participated in the 1982 State Champion Physical Fitness Award Program sponsored by the PCPFS and AAHPERD.

Names of the three categories of winners were sent to the State Directors of the 50 States, the District of Columbia and Puerto Rico, as well as to Governors' offices, Governors' Councils, and hometown newspapers.

State Champion schools received a plaque and a certificate, and each Presidential Physical Fitness Award winner in a winning school received a State Champion emblem.

Exercise Benefits Elderly

A physical fitness research program for the elderly has shown that exercise activity has resulted in significant improvement of the participants, according to program director Herbert A. DeVries, Ph.D., of the University of Southern California's Andrus Gerontology Center.

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
AND SPORTS

WASHINGTON, D.C. 20001

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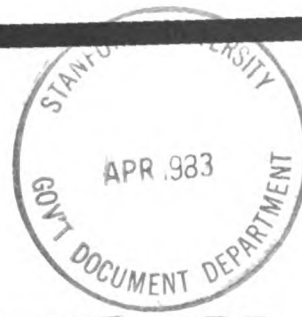
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NEWSLETTER

MARCH 1983

'GIANT BOOST' FOR NATIONAL MOVEMENT

Fitness Foundation Formed, Academy Planned

Two developments that promise to give the fitness movement a giant boost: formation of a National Fitness Foundation and plans to create a National Fitness Academy, were announced at a January meeting in Los Angeles.

The foundation is a privately-funded, nonprofit organization, and its first major project will be establishment of the academy.

The announcements were made by Richard W. Kazmaier, Jr., former Heisman Trophy winner and president of Kazmaier Associates, Inc., who has been named president of the new foundation.

Serving with Kazmaier on the foundation's board of trustees are George Allen, Chairman of the PCPFS and coach and general manager of the Chicago Blitz professional football team; Edward W. Frantel, president and chief executive officer of the Seven-Up Company; Philip G. Howlett, publisher of *SPORTS ILLUSTRATED*; Charles M. Kittrell, executive vice president of Phillips Petroleum Company; and Ronald Walker, managing vice president of the Washington, DC, office of Korn/Ferry International.

Rosy Fitness Outlook

U.S. News & World Report looked at its crystal ball at the end of 1982 and predicted that "the physical fitness fad will stay strong (in 1983) as more Americans turn to exercise to try to head off health problems."

The National Fitness Foundation plans to develop and sponsor programs that encourage participation in exercise

and sports activities. It also will provide educational, promotional, financial (See *FITNESS*, page 11)



From the serious expression on his face it's easy to see that President Reagan is putting his heart and muscles into his work as he reduces this log into firewood. This scene at his California ranch, showing one of the ways he keeps fit, will appear in a new PCPFS television spot announcement.



Working on a TV spot announcement before the camera crew at Quantico Marine Base, VA, PCPFS Chairman George Allen seems to be enjoying his role of promoting fitness.

Interagency Committee On Amateur Sports Sought

President Reagan has directed the PCPFS to improve coordination of federal programs and services relating to sports. As a first step in that direction, an Interagency Committee on Amateur Sports is being formed.

Among the issues the committee will address are: the education and training of beginning athletes; sport for exercise and recreation; interscholastic, intercollegiate and international sport; sports medicine; and sport for special population groups, such as the handicapped.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Glese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Roger Staubach, Jere W. Thompson, Ronald H. Walker, Leon J. Weil, and David A. Werblin.

Staff members are: C. Carson Conrad, Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guldry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; Ash Hayes, Ed.D., Director of Sports Administration; and Chris Geletkanycs, Research Analyst.

Editor: George Marker.

Women's Sports Participation Gap Narrows, Survey Shows

A new sports participation survey confirms what attentive observers already had begun to suspect: slightly more than one-half of the participants in several popular activities are women.

The fact that 95% of aerobic dancers are women is no surprise, but some of the results were less expected. In each of three sports—bicycling, bowling, and swimming—51% of the participants are women, and for exercise (includes calisthenics and exercise with various kinds of apparatus) the figure is 57%.

Women also are closing the participation gap in jogging/running and tennis, with 48% and 47% of the participants, respectively.

These are among the findings of the April-September 1982 Sports Census published by *THE SPORTING GOODS DEALER* in its January, 1983 issue.

The census showed a 19.7% decline in tennis participation from the same period in 1981, and it indicated a 6.8% drop in the number of joggers/runners. There still are about 37 million joggers and runners in the United States.

The fastest-growing activity is aerobic dancing, which has 14.3 million practitioners, or 17% more than it had in 1981. The most popular activities still are swimming, bicycling, and exercise.

Rec & Parks Congress Set

The Congress for Recreation and Parks will be held Oct. 2-6 in Kansas City, MO. For additional information contact the National Recreation and Park Association Convention Manager, 3101 Park Center Drive, Alexandria, VA 22302 or phone (703) 820-4940.

Plucky Linda

Pluckiest finisher in the 1982 NYC Marathon had to be Linda Downs, 25, who ran on crutches and was clocked in 11 hours flat. A victim of cerebral palsy from the age of 4, she commented after the race, "At least I could say something is possible if you try."

A Nielsen study of participation trends over a 3-year period, 1979-82, also shows marked declines in the number of joggers/runners and tennis players. On the positive side, it shows dramatic growth for snow skiing, sailing, camping, and other outdoor-type activities.

Employee Fitness Symposium Slated In Chicago May 26

A symposium entitled, "Employee Health & Fitness: The Corporate View," will be held on May 26 at the O'Hare Regency in Chicago. Sponsored by Campbell Soup Company and Universal Gym Equipment, Inc., the program is being presented by the PCPFS and the Illinois Governor's Council on Health and Fitness.

Richard O. Keelor, Ph.D., former PCPFS Director of Program Development and current president of the Campbell Institute for Health and Fitness, will serve as Symposium Director. Keynote speakers are Dr. Kenneth Cooper, Director of the Institute of Aerobics Research in Dallas; and Dr. George A. Sheehan, noted author, lecturer and fitness researcher.

Program highlights will include a discussion by outstanding fitness specialists on methods to reduce a firm's health care costs, and how to set up a fitness program to fit the needs of each company. Each registrant will also receive a follow-up consultation at no additional charge.

Cost of the symposium is \$150 per person if reservation form is received by May 1. After this date, the cost is \$175. The cost includes luncheon, dinner and refreshments. Checks should be made payable to Employee Health and Fitness Symposium. For additional information call 319/365-1663. For hotel reservations call Hyatt Regency O'Hare (Chicago) at 800/228-9000 and ask for symposium rates.



Vice President George Bush takes a cool refreshing drink as he dedicated two drinking fountains recently in Houston's Memorial Park. Preston Moore, a jogger (shown wearing an athletic outfit in center) and an advisor to the President's Council on Physical Fitness and Sports, said that he and his friends donated the fountains because there was only one in the park.

Photo by John Everett, Houston Chronicle Staff

U.S. Chamber, Council Team In TV Series

The PCPFS is cooperating with the U.S. Chamber of Commerce in the production of a series of TV programs directed to the American business community.

The series titled, "Fitness Nine to Five," is produced at the BizNet television studios located in the Chamber's headquarters in Washington. BizNet (American Business Network) is telecast nationwide via satellite to member companies of the Chamber.

A variety of shows have been aired since the series began in November 1982, including a 60-minute special on sports medicine, the Phillips Petroleum Co. Employee Fitness Program, the National Association of Governors' Councils on Physical Fitness, and the American Fitness in Business Association.

Other programs have included interviews with PCPFS Chairman George Allen, PCPFS member Dorothy Hamill and C. Carson Conrad, Council's Executive Director.

Corporations and organizations with fitness programs who are interested in participating in the BizNet series may contact Glenn Swengros, PCPFS Director of Federal-State Relations, 450 5th St., NW, Suite 7103, Wash. DC 20001.

Houstonian to Repeat National Fitness Classic

The National Fitness Classic, which drew a large turnout from the sports world and industry at last year's successful inaugural at The Houstonian in Houston, TX, will be held at the same site on May 13-15.

The second annual event, which coincides with the celebration of the 1983 National Physical Fitness and Sports for All Month, is being co-sponsored by the PCPFS and The Houstonian. Co-hosts for the Classic are PCPFS members Roger Staubach, former Dallas Cowboy star, and Tom Fatjo, Jr., founder of The Houstonian.

Federal Interagency Fitness Council Launches New 'Fit Team' Concept

Organized by the PCPFS in 1980, the Federal Interagency Fitness Council has launched its new "Fit Team" concept, an innovative approach to aid Federal agencies to develop and improve their employee fitness programs.

The concept already has demonstrated that significant time has been reduced by agencies traveling to counterpart groups to gather information; in effect, a one-hour meeting at the agency with a team of FIFC members and PCPFS staff was able to save many days of travel.

Dr. John Holland, FIFC Chairman, recently headed such a team to answer a request for information from the U.S. Customs Treasury. Under the Fit Team procedure, a select committee for FIFC agencies representing PCPFS, Departments of Agriculture, Transportation and the National Defense University met with the Director of Business Man-

agement, U.S. Customs/Treasury to provide materials and answer queries involving a variety of areas.

The PCPFS was represented on the Fit Team by York Onnen, Director of Program Development, and Alice Wheaton who serves as FIFC Coordinator.

The Shape-Up Book Offered Free of Charge

"The Shape-Up Book," an informative exercise and diet publication developed by Light n' Lively Producers in cooperation with the PCPFS, is available free of charge to individuals and groups.

To obtain copies write to: The Shape-Up Book, President's Council on Physical Fitness and Sports, 450 5th St., NW (R. 7103), Wash. DC 20001.



The august environs of this U.S. Senate hearing room served as the meeting hall of the President's Council during its quarterly session in December. Members seated behind the horseshoe-shaped desk are, from left, Bernard Cahill, M.D.; Tom Fatjo, Jr., Rev. Donn Moomaw, George Allen, Warren Giese, Ph.D.; Donald Cooper, M.D.; and Leon Weil. At far right is PCPFS Director of Information V.L. Nicholson.

Council Schedules 3 Clinics for FY 83

The President's Council on Physical Fitness and Sports has announced the following list of three Regional Clinics to be held during FY 1983.

April 28-29: National Capital Regional Clinic at Fairfax, VA. Clinic coordinator is Dr. Julian Stein, Professor of Physical Education, George Mason University, 4400 University Drive, Fairfax, VA 22030. Phone 703/323-2398.

May 12-13: Midwestern Regional Clinic on Physical Fitness and Sports at Clayton, MO. Coordinator: Karen Helms, Hazelwood School District, 15955 New Halls Ferry Rd., Florissant, MO 63031, phone 314/921-4450.

May 21-22: West Coast Regional Clinic at Diablo College, Pleasant Hills, CA. Clinic coordinator is Doug Pederson, Acalnes Union H.S. District, 1212 Pleasant Hill Rd., Lafayette, CA 94549. Phone 415/932-4398.

College personnel interested in hosting future clinics should write to Glenn Swengros, Director of Federal-State Relations, PCPFS, 450 5th St., NW (R.7103), Wash. DC 20001. Phone: 202/270-3421.

Conrad Visits West Germany On U.S. Sports School Mission

C. Carson Conrad, Executive Director of the PCPFS, was a recent visitor at West Germany's Armed Forces Sports School, where he was seeking information that could be used in establishing a similar school in the United States.

"Improving the physical fitness of our military personnel is one of our highest priorities," Conrad said, "and the training of physical fitness specialists is basic to that task. The West Germans have the most effective school for that purpose that I have seen."

The German school is located on a 1,000-acre site near the village of Warendorf, and each year it trains approximately 3,000 officers and NCOs. In addition to training physical fitness specialists, it serves as a medical research and evaluation center and a training center for top athletes in military service.

Facilities include swimming pools, several fieldhouses and gymnasiums, stadium, track, tennis courts, playing

fields, and an equestrian hall.

Every German military unit's training schedule provides adequate time for physical training, including basic conditioning exercises, swimming, gymnastics, and participation in a variety of sports and games. Military personnel also run obstacle courses and take part in drill and marches, but these activities are not considered to be a part of the sports and physical training program.

All West German company commanders and platoon and squad leaders are required to have some training as sports and physical fitness specialists, and each military unit includes a fully-trained specialist. There are 110 civilian physical training instructors, who train the trainers, employed by the German armed forces.

Illinois Program Clicks

More than 50,000 private and public sector Illinois employees participated in the nation's first statewide event to promote fitness at the work place.

Council's Top Honor Given To Proxmire

Sen. William Proxmire, a long-time physical fitness advocate and a familiar figure to many Washington-area residents who watch him jogging regularly to work, was recently presented the PCPFS' highest honor—the Distinguished Service Award.

The presentation to the Wisconsin Democrat, made at the Council's quarterly meeting in a U.S. Senate hearing room, recognizes his long-time support and contribution to the role of physical fitness in helping improve the health of America's young and elderly.

In accepting the award the senator spoke of his commitment to physical fitness, saying, "I want to tell you how much I admire all of you because you believe in this, and I can't think of anything that is more important for our country than to stress this lifestyle that relies on exercise and diet, staying in physical shape, and recognizing our individual responsibility for our well-being."

Proxmire also stressed the Federal Government's stake in improving the health of all its citizens by pointing out that national health problem costs have soared from \$2.5 billion 20 years ago to "over \$100 billion now. That's 40-fold. The way they're going 20 years from now it will be \$4 trillion. It'll be half of the gross national product."

In closing, Proxmire said, "There's no award I'd rather have. I'm really going to put this on my wall and treasure it."

Hamill Aids Special Olympics

Dorothy Hamill, former Olympic figure skating gold medalist starring in an ice show in Washington, DC, recently took time out to participate in a Special Olympics ice skating sports training program. Hamill, a PCPFS member, was joined on the ice by Eunice Kennedy Shriver, founder and president of Special Olympics Inc.



The recent PCPFS quarterly meeting at the U.S. Senate Hearing Room drew a pair of high-level Congressional visitors. In top photo, Sen. William Proxmire, flanked by PCPFS Chairman George Allen, left, and C. Carson Conrad, Executive Director, was able to find a few moments to leave the Senate floor to receive the Council's Distinguished Service Award. Below, Sen. Alan Cranston also dropped in to renew acquaintances with Allen. The Californian wished his constituent "a world of success in your new role" and added, "I am deeply interested in your work."



AMA Safety Conference

The AMA Conference on Prevention of Disabling Injuries will be held May 20-21, in Miami. Contact Jane Coughlin, AMA Media Relations Dept., 535 N. Dearborn St., Chicago, IL 60610.

Conditioning Convention

The National Strength & Conditioning Association National Convention will be held May 13-15 in Los Angeles. Contact Tom Baechie, Executive Director, NSCA, Box 81410, Lincoln, NE 68501.

New Sports/Fitness Award Added to Council's Program



New PSA Pin

Jr. Olympic Finals To Be Held in July

The 1983 AAU/USA Junior Olympic Games, inaugurated in 1967 and now considered America's largest multisport event, will hold its finals in South Bend-Mishawaka, Indiana, on July 26-31.

Organized and administered by the AAU and sponsored by Sears Roebuck Co., the Games are open to America's best young athletes, ages 8-18. Before reaching the finals, some 4,000 athletes will have competed in local and regional meets.

Truly a spawning ground for the Olympic Games, Junior Olympic graduates have captured 75% of the United States' total medals. The youth development program's most prominent alumni include decathlon gold medalist Rafer Johnson and Wilma Rudolph, Olympic gold medalist in the 100- and 200-meter dash, and the anchor leg runner on the winning 400-meter relay.

For information on purchasing tickets, write or phone the South Bend-Mishawaka Area Convention & Visitors Bureau, P.O. Box 1677, South Bend, IN 46634, (219) 234-0051.

In response to demand from persons who participate in several different sports and exercise activities, a new Sports/Fitness award has been added to the Presidential Sports Award program.

The addition makes it possible to earn an award by combining conditioning exercises and participation in one or more favorite sports to log the required number of hours.

As part of a continuing effort to make the Presidential Sports Award program more attractive and put it on sounder financial footing (no tax monies are used to support the program), the award emblem has been eliminated and a larger, more colorful award pin adopted. Cost of the awards is still \$5 each, and the award package includes a certificate and a membership card.

Persons aged 15 years and older are eligible to earn sports awards, and the Sports/Fitness award is only one of 43 available. The award activities include most of the popular adult participant sports, from archery through weight training.

Regular participation is the program's first objective, and most of the awards require three workouts a week over a 4-month period. Qualifying standards have been modified in some sports where access to facilities is limited. For a free copy of the qualifying standards and a log for recording performances, send a stamped, self-addressed envelope to: Presidential Sports Award, P.O. Box 5214, FDR Post Office, New York, NY 10150-5214.

(See FITNESS page 8)

Sports Injury Research

A research team is requesting information concerning major sports injuries and fatalities. Send information to: National Center for Catastrophic Sports Injury Research, (Attention: Frederick O. Mueller), 204 Fetzer Gymnasium, University of North Carolina, Chapel Hill, NC 27514.



JERE W. THOMPSON

Thompson Named Council Member

With the recent naming by President Reagan of Jere W. Thompson of Dallas as a member of the PCPFS, the Council's 15-member complement has now been completed.

Thompson, 57, is president and director of the Southland Corporation which operates the worldwide network of 7,100 7-Eleven stores. Both Southland and 7-Eleven are major sponsors of the 1984 Olympic Games.

An avid sportsman, who enjoys tennis, golf, skiing and bird hunting, he also serves on the board of directors of Mercantile Texas, Chilton and Jack Eckerd Corporations, and is a past international president and board member of the Young Presidents Organization.

A graduate of the University of Texas at Austin with a bachelor's degree in business administration, he and his wife, Peggy, have five sons and two daughters.

Stamp of Greatness

The U.S. Postal Service will issue a 20-cent postage stamp on July 6 to commemorate baseball's legendary Babe Ruth who played 22 years in the major leagues and hit 714 homers.

Shane MacCarthy Dies; Led Youth Fitness Council

Shane MacCarthy, who was selected by President Eisenhower to head the President's Council on Youth Fitness when it was established in 1956, died on January 14 in Washington, D.C. He was 74.

MacCarthy had a long and varied career that included more than 20 years in high government posts, World War II service as a Navy officer, and 14 years as a Washington representative of trade associations.

MacCarthy was executive director of the youth fitness council, which was the forerunner of the President's Council on Physical Fitness and Sports. He occupied that position until leaving government in 1961.

He previously had worked for the Departments of Labor and Agriculture, the Budget Bureau, the Office of Emergency Preparedness, and the Central Intelligence Agency.

MacCarthy was born in Ireland and came to this country as a teenager. He earned bachelor's and master's degrees from Catholic University and a law degree from New York University. A colorful speaker, he was active in several civic and volunteer organizations, including the Boy Scouts, the D.C. Crippled Children's Society, and the Cystic Fibrosis Foundation.

Study-Tour Courses

During the 1983 summer school period The Institute of Comparative Physical Education will offer five study-tour courses open to P.E. teachers, coaches, recreation specialists, grad students and other professionals.

For information on the courses offered and costs of each write or call: The Institute of Comparative Physical Education, Concordia University, 7200 Sherbrooke St., W., Montreal, Quebec. H4B 1R6. Telephone (514) 482-0320, ext. 733.



Jurgen Palm, Executive Director, Deutscher Sportsbund, a long-time friend of the PCPFS, was one of the principal speakers at the Los Angeles A.C. where the announcement was made to form the National Fitness Foundation. Seated at the head table is PCPFS Chairman George Allen and Richard Kazmaier, Jr., former Heisman Trophy winner who was named president of the Foundation.

Expenditures on Leisure Time Activities in U.S. Increase 47%

Americans—better educated, more mobile, with higher disposable incomes—have increased their expenditures for leisure time activities from \$58 billion in 1965 to \$244 billion in 1981, a 47% real dollar increase in recreation spending.

Recent studies also found that Americans allocate 12% of their expenditures for personal consumption on leisure. These findings are contained in a report on "Demand for Recreation in America: An Overview" prepared by the National Recreation and Park Association for the Outdoor Recreation Policy Review Group, a private panel calling for a government-endorsed review of recreation resource policies and long-term needs.

Sociological data over the past two decades, the report states, have pointed to the growth potential for recreation activities. More diversity has been evident in individual leisure patterns and actual participation levels during the past several years have far exceeded projections made just 20 years ago. These include the following:

- American adults have 10% more free time by 1975 than a decade

earlier. And some of that new-found free time resulted in an increase in sports outdoor recreation and walking for pleasure from an average of .9 hours weekly to 1.3 hours weekly.

- Total participation in the 30 most popular sports and recreation activities increased five percent from 1979 to 1982 and nine percent from 1973 to 1982.

- Recent fitness studies found almost half of the adult population practicing some form of exercise on a regular basis, up from only 24 percent exercising in 1960.

- A population shift to the South and the West will generate more spending for recreation because people can be more active in climates conducive to outdoor recreation.

- The prime target group for active sports and outdoor recreation goods—those aged 25-34—will increase by 35 percent in the next 10 years.

- Federal rulings requiring schools to provide equal opportunities for women have translated into a sharp rise in spending for women's sports and athletics.

Hershey Track Youth Program Moves to New Site . . . Hershey

Hershey Foods Corporation has announced today the move of its National Track and Field Youth Program to Hershey, PA from Charleston, WVa, where the program was founded and where the National Finals have been held for the past five years.

The Hershey Youth Program is a basic form of playground participation designed for children between the ages of 9-14. These children are introduced to physical fitness through track and field events such as running, jumping and throwing.

Dr. Donald P. Cohen started the Youth Program with a local meet in Charleston, in 1975. In 1977 Hershey became sole funding sponsor of the program, and today it has grown to an event of national scope which has in-

involved several million youngsters from all 50 states and the District of Columbia.

Local, district and state meets are held in all 50 states and the District of Columbia during the months of May, June and July. At least five children from each state will participate in the National Final on Aug. 13. Over 500 regional team members and chaperones receive all-expenses-paid trips to the National Finals held in August every year.

The Hershey program is conducted in cooperation with regional offices and state societies of the National Recreation and Park Association, the National Track and Field Hall of Fame and the PCPFS.

Fitness Award (Cont'd from page 6)

Here are the qualifying standards for the new Sports/Fitness award:

- Participate a minimum of 50 hours in exercise activities, or in a combination of exercise and sports activities.

- Exercise activity may consist of calisthenics; exercise or conditioning classes; fitness dancing; rope jumping; workouts on apparatus, including stationary bicycles, rowing machines, and treadmills; or a combination of any or all of these activities.

- Sports activity may include participation in one or more of the 43 sports in which the Presidential Sports Award is offered.

- At least 25 of the 50 hours of participation must be devoted to exercise activity. No more than 30 minutes of exercise in any one day may be credited to the total.

Diving Medicine Meeting

The 11th Annual Veterans Administration/University of California-San Francisco Program in Basic Diving Medicine will be held May 9-15 at Fresno and Monterey. Contact Dr. Vincent S. O'Hara, VA Medical Center, 2615 E. Clinton Ave., Fresno, CA 93703.

Festival in May: National PF, Sports Month

National Physical Fitness and Sports Month is scheduled for May 1983.

The special month is an effort to encourage development of new fitness programs and services; to acquaint people with fitness opportunities already available in their communities; and to give appropriate recognition to effective leaders and outstanding programs.

Recreation and park departments, schools, YM-YWCA's, Boys' and Girls' Clubs, business and industry, government agencies, and other sports and leisure services agencies can benefit from conducting special fitness programs and activities during this month.

Those agencies that participated last year conducted sports and fitness festivals, fitness days, exercise clinics, aerobic dance demonstrations, fitness testing and counseling, blood pressure checks, and information fairs in shopping malls.

A National Fitness Month brochure and poster is now available for distribution from the Council. The month is co-sponsored by the National Recreation and Park Association, National Employees Services and Recreation Association, American Volkssport Association, National High School Athletic Coaches Association, United States Tennis Association, National Association of Governor's Councils on Physical Fitness and Sports, Pop Warner Football and other National Agencies.

Additional information can be obtained from the PCPFS, 450 Fifth Street, N.W., Suite 7103, Washington, D.C. 20001.

Cardiac Rehab Workshop

A Cardiac Rehabilitation Workshop will be held April 25-29 at LaCrosse, WI. Contact Philip K. Wilson, La Crosse Exercise Program, Mitchell Hall, University of Wisconsin, La Crosse, WI 54601.

Nominations Begin To Pick America's 10 Fitness Leaders

The U.S. Jaycees, in cooperation with the PCPFS and Allstate Insurance Company, are sponsoring the second annual Healthy Americans Fitness Leader Award Congress which honors 10 Americans who have made outstanding contributions to the nation's physical fitness programs.

More than 13,000 nomination forms are being distributed to individuals, organizations and Jaycee chapters for the competition which was successfully inaugurated last year. Deadline for submission of nominations is June 1.

To obtain additional details regarding nomination procedures and judging categories and criteria contact either: Healthy American Fitness Leaders, P.O. Box 7, Tulsa, OK 74121, phone number 918/584-2481; or, Yale Onnen, PCPFS Director of Program Development, 450 5th St. NW (R. 7103), Wash, DC 20001; phone number 202/272-3427.

The 10 winners will again be honored this year at an awards banquet on September 21 at the Sheraton Washington.

491 SCHOOLS PARTICIPATE

1982 State Champion Award Winners Listed

The following is the 1982 list of schools which were presented State Champion Awards. A total of 491 schools participated in the Presidential Physical Fitness Award program which is cosponsored by the PCPFS and AAHPERD.

The State Champion Award is presented annually to three schools in each state—those in the following categories with the highest percentage of their students, ages 10–17, qualifying for the PFFA: Category I pertains to schools with an enrollment of 100 or less; in category II are schools with 101–500 student enrollment; and category III are schools with over 500 student enrollment.

State Champion schools receive a plaque and a certificate, and each PFFA winner is presented with a State Champion emblem.

ALABAMA

(I) St. Benedict School, Elberta; (II) Roger B. Chaffee Elem., Huntsville; (III) Oak Park Middle School, Decatur.

ALASKA

(I) Willow Elementary School, Willow; (II) Palmer Jr. High School, Palmer; (III) No Entries.

ARIZONA

(I) Safford Seventh-Day Adventist, Thatcher; (II) Pueblo Gardens Elem., Tucson; (III) Shea Middle School, Phoenix.

ARKANSAS

(I) Blessed Sacrament School, Jonesboro; (II) Pine Haven Elementary, Bautite; (III) Conway High School, Conway.

CALIFORNIA

(I) Pincrest School, Van Nuys; (II) St. John's, Healdsburg; (III) Beardsley Elem. School, Bakersfield.

COLORADO

(I) Boulder Junior Academy, Boulder; (II) Canon Elementary, Colorado Springs; (III) Base Line Jr. High, Boulder.

CONNECTICUT

(I) Fair Oaks School, Oakdale; (II) North Center School, Southington; (III) Chalk Hill Middle School, Monroe.

DELAWARE

(I) No entries; (II) Ursuline Academy, Wilmington; (III) New Castle Junior High, New Castle.

FLORIDA

(I) Christ Church School, Ft. Lauderdale; (II) Meadow Lane Elementary, West Melbourne; (III) Palm Springs Jr. High, Haleah.

GEORGIA

(I) Fairyland Elementary, Lookout Mtn.; (II) Episcopal Day School, Augusta; (III) Trickum Middle School, Lilburn.

HAWAII

(I) Maui Mission SDA School, Kahului; (II) Le Jardin Academy, Kailua; (III) No entries.

IDAHO

(I) No entries; (II) Wallace Elementary, Wallace; (III) Mtn. Home Jr. High, Mtn. Home.

ILLINOIS

(I) Nativity B.V.M., East Dubuque; (II) Germantown Elementary, Germantown; (III) Eisenhower Middle School, Rockford.

INDIANA

(I) Brooklyn Elementary, Brooklyn; (II) Central Elementary, Sullivan; (III) Zionsville Middle School, Zionsville.

IOWA

(I) St. Bernard Grade School, Breda; (II) Davis County Middle School, Bloomfield; (III) North Scott Jr. High, Eldridge.

KANSAS

(I) West Elk Jr. High, Howard; (II) Tonganoxie Middle School, Tonganoxie; (III) No entries.

KENTUCKY

(I) Day Treatment Center Jr. High, Lexington; (II) Lincoln Elem. School, Ft. Campbell; (III) Danville Bate Middle, Danville.

LOUISIANA

(I) No entries; (II) Wedgewood Elementary, Baton Rouge; (III) Winnsboro Jr. High, Winnsboro.

MAINE

(I) Leeds Central School, Leeds; (II) St. John's School, Bangor; (III) Brunswick Jr. High, Brunswick.

MARYLAND

(I) Mountain Christian School, Joppa; (II) Cathedral School of Mary, Our Queen, Baltimore; (III) North Harford Middle School, Pylesville.

MASSACHUSETTS

(I) Open Bible Academy, Burlington; (II) Elmwood Elementary School, Hopkinton; (III) Martinson Middle School, Marshfield.

MICHIGAN

(I) Clinton Elementary, Ann Arbor; (II) Pittsfield Elem., Ann Arbor; (III) Patrick Hamilton Middle School, Dowagiac.

MINNESOTA

(I) Hancock Public School, Hancock; (II) Groveland Park Elementary, St. Paul; (III) Waconia High School, Waconia.

MISSISSIPPI

(I) No entries; (II) Nativity BVM Elementary, Biloxi; (III) South Jones High School, Ellisville.

MISSOURI

(I) West Overland Christian School, St. Louis; (II) Pierremont Elementary, Manchester; (III) North Middle School, Kirkwood.

MONTANA

(I) No entries; (II) Frenchtown Elem. School, Frenchtown; (III) Bozeman Jr. High, Bozeman.

NEBRASKA

(I) Chapman Public School, Chapman; (II) Imperial Grade School, Imperial; (III) Ralston Middle School, Ralston.

NEVADA

(I) Dyer Elementary, Dyer; (II) White Pine Jr. High, East Ely; (III) Jo Mackey Elementary, North Las Vegas.

NEW HAMPSHIRE

(I) New Durham Elementary, New Durham; (II) Charlotte Ave. School, Nashua; (III) No entries.

NEW JERSEY

(I) St. Andrew Elementary, Westwood; (II) St. John the Baptist Elem., Hillsdale; (III) Central School, Montville.

NEW MEXICO

(I) Manzano Day School, Albuquerque; (II) Washington Ave. Elem., Roswell; (III) Gadsden Jr. High School, Anthony.

NEW YORK

(I) Putnam Central School, Putnam Station; (II) Our Lady of Mt. Carmel, St. Benedicta, Staten Island; (III) John M. Coleman Jr. High (IS 271), Brooklyn.

(Cont'd on next page)

Class of 28 5th Graders Enjoy 'Funner to be a Runner' Program

A group of fifth-graders in California is demonstrating that running can be a successful—and popular—part of the elementary school physical education program.

The 28 boys and girls in teacher Pete Saccone's class at Meridan Elementary School in El Cajon, outside San Diego, run for 35 minutes each school day on the school's third-of-a-mile track, and nearly all of them are enthusiastic about the program.

"We know we're special," said one girl. "We're going to accomplish something. We're healthier..."

Several of the children log three

miles a day, and some are able to maintain an 8-minute pace for five miles. When all of the fifth-graders at Meridan were tested recently, the runners had a decided advantage in resting and recovery heart rates. They also perform better in the classroom and have fewer absences.

Saccone, who is a marathoner, calls his program "Funner to be a Runner." He has received a \$2,000 grant from the San Diego County Department of Education for use in letting other schools in the district know about the program.

State Champion Winners

(From preceding page)

NORTH CAROLINA

(I) St. Egbert's School, Morehead City; (II) E. M. Holt Elementary, Burlington; (III) Griffith Jr. High, Winston-Salem.

NORTH DAKOTA

(I) Edgeley Elem. School, Edgeley; (II) Edgeley High School, Edgeley; (III) No entries.

OHIO

(I) No entries; (II) Jackson Milton Middle School, North Jackson; (III) Clermont Northeastern Middle School, Batavia.

OKLAHOMA

(I) St. John's Nepomuk School, Yukon; (II) Oakes Elementary, Okemah; (III) Mustang Middle School, Mustang.

OREGON

(I) The Dalles Seventh-Day Adventist Elementary, The Dalles; (II) Howard Elementary, Eugene; (III) No entries.

PENNSYLVANIA

(I) Lt. M.J. Duddy Elem. School, Wilkes-Barre; (II) John Barclay Elem., Warrington; (III) Franklin Regional Intermediate High School, Murrysville.

RHODE ISLAND

(I) No entries; (II) Western Hills Jr. High, Cranston; (III) Panaganset Middle School, North Scituate.

SOUTH CAROLINA

(I) Citadel Sq. Christian School, Charleston; (II) Crayton Middle School, Columbia; (III) Rawlinson Rd. Jr. High, Rock Hill.

SOUTH DAKOTA

(I) Holy Cross School, Ipswich; (II) Franklin School, Sioux Falls; (III) Whittier Jr. High, Sioux Falls.

TENNESSEE

(I) Apison SDA Elem. School, Apison; (II) Whitwell Elem., Whitwell; (III) Farragut Middle School, Knoxville.

TEXAS

(I) Gause ISD Elem. School, Gause; (II) St. Gregory the Great School, San Antonio; (III) Northside Elem. School, El Campo.

UTAH

(I) No entries; (II) Wasatch Jr. High, Salt Lake City; (III) Churchill Jr. High, Salt Lake City.

VERMONT

(I) Dover Elem. School, Dover; (II) Stowe Jr.-Sr. High, Stowe; (III) No entries.

VIRGINIA

(I) Baylake Pines Private School, Virginia Beach; (II) Spotswood Elementary, Harrisonburg; (III) Oak View Elem. School, Fairfax.

WASHINGTON

(I) South Hill Christian School, Spokane; (II) Lydia Hawk Elementary, Olympia; (III) Lincoln Middle School, Pullman.

WEST VIRGINIA

(I) No entries; (II) Cove Elementary, Weirton; (III) Wellsburg Middle School, Wellsburg.

WISCONSIN

(I) St. Joseph's Elementary, Oconto; (II) Luxemburg-Casco Jr. High, Casco; (III) Edison Jr. High, Janesville.

WYOMING

(I) Basin Jr. High School, Basin; (II) Torrington Middle School, Torrington; (III) Central Jr. High School, Sheridan.

PUERTO RICO

Only Competitor: Antilles Military Academy, Trujillo Alto.

Sport's Ultimate Test

Organizers of the Ironman Triathlon World Championship described the competition as the ultimate test of body and spirit. It's hard to argue with this description: The events begins with a 2.4-mile rough water ocean swim, followed by a 112-mile bicycle race, and winds up with a 26.2-mile marathon run.

Aqua Dynamics, Ex-Best Seller, Offered Again

AQUA DYNAMICS, which was a government best-seller for several years, again is available to persons desiring to improve their physical fitness through water exercises. The booklet has been redesigned and reprinted by the National Spa and Pool Institute (NSPI), and both the institute and the PCPFS are offering single copies free of charge.

Because many companies and groups use AQUA DYNAMICS in their fitness programs, NSPI also is offering it in quantities at a price of \$25 per hun-

dred copies. A colorful poster is available at \$1.50 per copy, or \$100 per hundred copies.

NSPI also has developed a 1-hour tape cassette version of the water conditioning program, and it is priced at \$7.95 (\$200 per hundred).

Persons desiring to purchase materials should address orders to National Spa and Pool Institute, 2000 K Street, N.W., Washington, DC 20006. Requests for single copies of the booklet may be sent to either the institute or the PCPFS.

DoD PANEL ACTION

PE Supported As 'Essential' School Subject

The Department of Defense Committee for Physical Fitness, recognizing the decline in physical performance among the nation's school children, has gone on record supporting physical education and training as an essential school subject.

The panel's statement follows: School Subject for a Strong Nation," WHEREAS, the lack of physical fitness among the population of this Nation results in an alarming waste of human and financial resources; and WHEREAS, substantial evidence supports the belief that serious, chronic health problems, such as cardiovascular and low back disabilities, may begin in childhood and adolescence; and

WHEREAS, studies have shown that a relationship exists between quality physical education of children/youth and the physical activity habits of adults; and

WHEREAS, the armed forces are very concerned for the level of physical fitness of young recruits.

THEREFORE, be it resolved that the Department of Defense Committee for Physical Fitness strongly urges all school districts to have daily physical education for all children and to effect linkage to ongoing health education programs. In addition, the Department of Defense Committee recommends that schools emphasize the following areas in physical education:

1. The attainment of an optimal level of physical fitness by all pupils.
2. Identification of the physically underdeveloped pupil and provision for appropriate, progressive, developmental physical activities to correct this condition.
3. Strong encouragement for schools and youth to strive for the Presidential Physical Fitness Award and to support programs similar to the "Fitnessgram."

ACTION

Fitness Foundation

(Cont'd from page 1)

...sial, and other forms of support to other nonprofit organizations conducting such activities.

Foundation officers already are engaged in negotiations to obtain a site for the National Fitness Academy. The academy will be modeled after some of the better European Schools of Physical Education and Sport and will conduct programs in four main categories: information and education; instruction, with an emphasis on the training of volunteer coaches and fitness leaders; program and facilities design; and research.

Plans also call for academy facilities to be made available to the U.S. Olympic Committee and the national sports federations for training purposes, and the Department of Defense will be invited to establish an Armed Forces Fitness and Sports Academy on the premises.

Among the areas in which the foundation and the academy hope to exert leadership are: the design of fitness facilities that can be incorporated in high-rise buildings and residential developments; rejuvenation of school physical education programs, with more emphasis placed on the development of fitness; and the development of fitness programs for business, senior citizens' centers, recreation departments, and others.

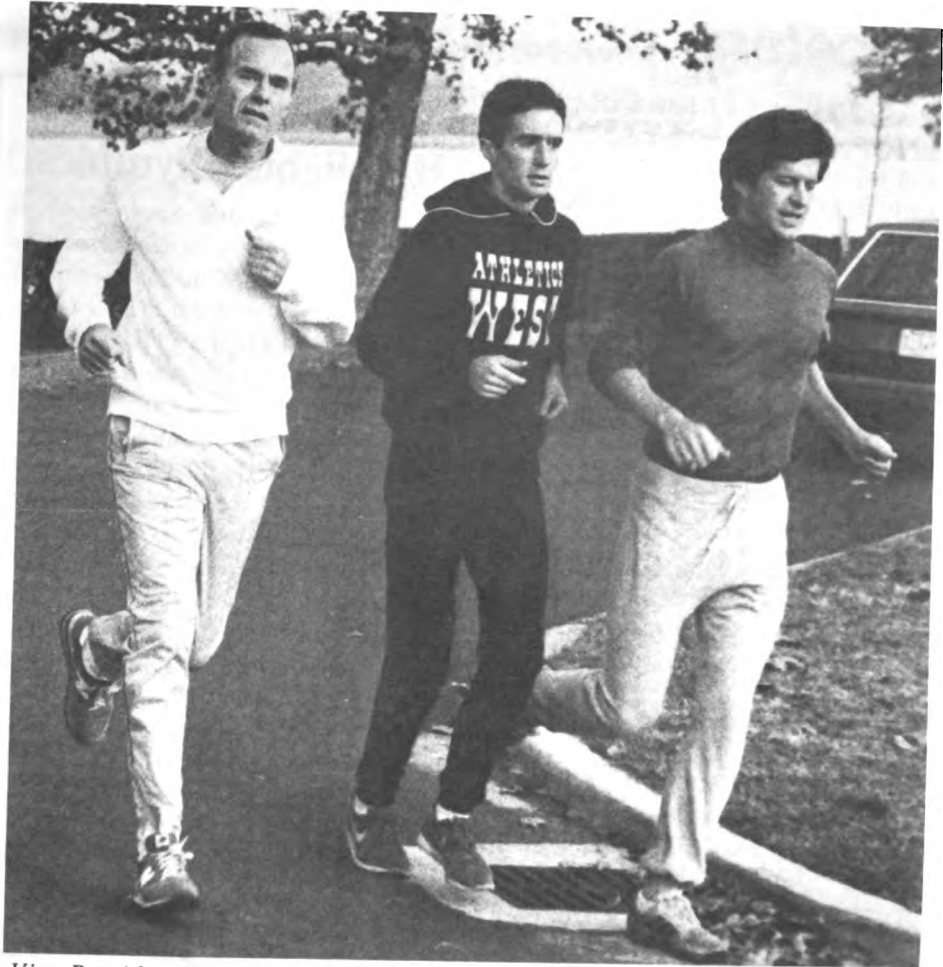
When the foundation and the academy have decided on permanent locations, their addresses and additional information will be reported in the NEWSLETTER.

Pfeiffer Elected AAFDBI President

George Pfeiffer was named 1983-84 president of the American Association of Fitness Directors in Business and Industry at its annual meeting in San Diego.

Also elected were: Marcia Fein, president-elect; Marc Michaelson, vice president, and Gayle C. Fuetsch, secretary-treasurer.

AAFDBI membership has grown from 39 in 1975 to over 3,000 in 1982.



Vice President George Bush, Alberto Salazar, center, marathon world record holder, and David Waller, White House aide, take a 3-mile morning jog at Fort McNair in Washington, DC. The Vice President later asked Salazar for advice on stretching exercises and as he departed from the post he told Salazar to give his regards to the President when Alberto would meet him in the Rose Garden later in the day.

(Photo by Jim Garamone)

ACSM Develops Certification Tests

Because of what it describes as an increasing demand for persons qualified to administer exercise tests and to prescribe, design, and administer exercise programs, the American College of Sports Medicine (ACSM) has established a series of certification programs.

Certification procedures have been developed for four specialties: Fitness Instructor, Exercise Specialist, Exercise Program Director, and Exercise Test Technologist. Varying degrees of skill, knowledge, and experience are required for certification, and some of the specialties require completion of both written and practical examinations.

To help interested persons meet the requirements, the ACSM has scheduled a large number of workshops and test dates. For information on these, you should write to: Martha Peterson, Continuing Education Coordinator, American College of Sports Medicine, 1440 Monroe Street, Madison, WI 53706.

Sports Medicine Program

A meeting on "How to Implement and Manage a Sports Medicine Program" will be held May 20-21 in New York City. Contact Ronald G. Peyton, Director, The Sports Education Institute, 993 Johnson Ferry Rd., NE Suite 450-D, Atlanta, GA 30342.

Nation's Fittest Cubs

Three youngsters in Auburn, N.Y. can lay claim to being the most physically fit of the nation's 1.4 million Cub Scouts.

Richard Hartfield, 8, Tony Vitale, 9, and Tim Gauthier, 10, all members of Pack 40, Auburn, ground out 285 situps in one minute among the three of them—and were equally impressive in the other four events of the 1982 Cub Scout National Physical Fitness Contest as they rolled up a cumulative 1,808 points.

Olympic Academy VII

A meeting on U.S. Olympic Academy VII will be held May 30–June 3 at Lubbock. Contact Martin McIntyre, USOA VII, Box 4070, Texas Tech University, Lubbock, TX 79409.

Cahill Gets USOC Post

Bernard R. Cahill, M.D., member of the PCPFS, has been named to the United States Olympic Committee Sports Medicine Council. Medical director of the Great Plains Sports Medicine Foundation, Peoria, IL, will be a regular member of the USOC Sports Medicine Council, and will serve as the official liaison for the PCPFS.

Irving Dardik, M.D., Chairman of the USOC Sports Medicine Council, said he was pleased with this appointment and emphasized the importance of the expanded working relationship between his Council and the PCPFS.

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS
AND SPORTS
WASHINGTON, D.C. 20001
OFFICIAL BUSINESS

**Education Series
Highlights Olympics**

The Physician and Sportsmedicine journal announces a series of continuing medical education conferences in 1984 concurrent with the Winter Olympic Games in February at Sarajevo, Yugoslavia, and the Summer Games in July–August at Los Angeles.

An international faculty and pertinent topics are being developed for these accredited educational sessions with the opportunity to witness the world's top athletes in competition; the ideal combination of theory and practice, the classroom and the laboratory.

There will be one and two week program available with provisions for family members and other guests. For more information contact the special events manager of *The Physician and Sportsmedicine* at 4530 W. 77th St., Minneapolis, MN. phone 612/835-3222.

Helmet Labels Aid Gridders

Adhesive labels describing the danger of head and neck injuries in football were distributed to 18,000 high schools last year by the National Federation of State High School Associations.

Lake Placid Selected

After three years of negotiating, Lake Placid, NY, has officially opened

as the US Olympic team winter training center.

11% of Schools Pay-for-Play

More than 11% of the nation's public schools are using some form of short-term, pay-for-play fees to sponsor athletic programs, according to a joint study by the PCPFS and the American Sports Education Institute (ASEI).

Award Honors Rower

Southland Corporation of Dallas, a major Olympic Games sponsor, named the first rower to win the Olympia Award. Initiated last fall, the award, presented to Fred Borchelt, Cambridge, MA, "focuses public attention on those sports which receive less national attention than, say, basketball and swimming."

Weight-Loss Guidelines

A nutritionally-balanced diet combined with regular endurance exercise and behavior modification describes the approved safe weight-loss guidelines of the American College of Sports Medicine.

Alcohol, Sports Don't Mix

Alcohol consumption will produce adverse effects in sports requiring rapid reaction to changing stimuli, according to the American College of Sports Medicine.

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NEWSLETTER

JUNE 1983

FIRST ANNUAL NFF AWARDS

Hope, Beck Honored for Fitness Contributions

More than 1,100 persons gathered in New York City's Waldorf-Astoria hotel on April 6 to honor entertainer Bob Hope and insurance executive Robert Beck for their contributions to physical fitness and sports.

The occasion was the first annual award dinner of the newly-created National Fitness Foundation (NFF).

Hope, who recently celebrated his 80th birthday, was presented the NFF's individual award. He still is one of the world's busiest entertainers but finds time in his schedule to swim and play

golf regularly.

Beck, who is Chairman and Chief Executive Officer of the Prudential Insurance Company of America, received the corporate award. Prudential sponsors an extensive employee fitness program and has produced a series of popular sports films and a booklet on walking.

At a press briefing before the award dinner, the PCPFS joined with American Bell to honor America's five living Olympic decathlon champions, Milt Campbell, Bruce Jenner, Rafer

Johnson, Bob Mathias, and Bill Toomey. The five later were guests at the award dinner.

Proceeds from the award dinner go to the NFF, which plans to establish a National Fitness Academy as a center for training, education, and research.

David A. (Sonny) Werblin, a member of the PCPFS and Chairman and Chief Executive Officer of Madison Square Garden Corporation, was dinner chairman. He said he hopes the affair will "begin a tradition of honoring those individuals and corporate officers who provide the leadership for improving American life through physical fitness and recreational sports."

TV sportscaster Howard Cosell was toastmaster for the award dinner, which the NFF plans to stage annually.

Stamp Recognizes Physical Fitness

The U.S. Postal Service joined the President's Council on Physical Fitness and Sports in commemorating May as National Physical Fitness and Sports Month by issuing a special stamp.

The 20-cent stamp was unveiled on May 14 in ceremonies during the National Fitness Classic where the PCPFS, along with the National Fitness Foundation and The Houstonian, hosted a sports festival featuring hundreds of athletes for the benefit of physical fitness programs throughout the nation.

(See STAMP, page 3)



Howard Cosell, toastmaster of the NFF Awards Dinner, was in especially fine form introducing Bob Hope as the recipient of the individual award for contributions to physical fitness and sport. David A. (Sonny) Werblin, left, PCPFS member and President and CEO of Madison Square Garden, presented the award to Bob.

Scientists Score More Lenient Weight Table As Misleading

A group of government scientists has taken issue with recent reports claiming that being as much as 20% overweight poses no threat to health and that thinness may be a greater danger.

The reports are misleading, according to the scientists from the National

Institutes of Health, because they are based on studies that didn't separate smokers and non-smokers.

The government scientists based their assertions on a 26-year follow up of 1,976 Massachusetts men who participated in the famed Framingham Study. Their findings show that more than 80% of the men who are below their "desirable" weights on standard charts are cigarette smokers. The NIH scientists say it is smoking, not thinness, that accounts for most of this group's health problems.

When the Metropolitan Life Insurance Co. recently issued its new, more lenient weight tables, it did not consider the smoking factor. The government researchers say they will continue to rely on the 1959 tables.

While conceding that the health risks are relatively small for persons who are less than 20% overweight, the NIH research team pointedly noted that persons no more than 10% above their desirable weights usually live longest.

600 Teams to Vie In Hershey Finals

Over 600 regional teams, members from the 50 States and the District of Columbia will be competing in the national finals of the sixth annual Hershey's National Track & Field Program at Hershey, PA, from August 11-14.

Designed for children between the ages of 9 and 15, the program, sponsored by Hershey Foods Corporation, currently involves millions of youngsters throughout the nation.

Directed to the beginner in track and field, the meet is conducted in cooperation with regional offices and state societies of the National Recreation and Park Association and the PCPFS.

Reagan Honored

President Reagan, an athlete and graduate of Eureka College, IL, has been named the eighth recipient of the NAIA Distinguished Alumni Award.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Giese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Sagner, M.D., Roger Staubach, Jere W. Thompson, Ronald H. Walker, Leon J. Weil, and David A. Werblin.

Staff members are: C. Carson Conrad, Executive Director; York E. Omen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; Ash Hayes, Ed.D., Director of Sports Administration; and Chris Geletkanycz, Research Analyst.
Editor: George Marker.



Buster Crabbe, who was among 26 distinguished American fitness leaders honored at the PCPFS' 25th anniversary banquet, died at Scottsdale, Arizona April 23. A former PCPFS climber, Mr. Crabbe, movie star and 1932 Olympic swimming gold medalist, had been cited by the Council for serving as an inspiration both to the youth and elderly of the nation. He was 76.

Fitnessgram in Oklahoma Enrolls 180,000 for 1983-84 School Year

More than 180,000 young Oklahomans from 170 school districts have been enrolled in the FITNESSGRAM program for the 1983-84 school year. That figure represents more than 70% of the eligible students in grades 5 through 12.

The FITNESSGRAM program, which is being tested this year in several Tulsa schools, is sponsored by the PCPFS; the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD); the Institute for Aerobics Research; and the Campbell Soup Company. The program provides parents periodic reports on their child's physical fitness status and progress.

Information on the FITNESSGRAM, which is a computerized report card, includes the child's scores on each of

the six items of the AAHPERD Youth Fitness Test, the child's rank on each test item based on national norms, a composite fitness score, and an exercise prescription if the child's test scores do not meet desired standards.

Plans are to introduce the program on a national scale in 1984-85, but it is not presently available outside of Oklahoma.

Corporate Cup Relays

More than 500 companies and 15,000 runners will compete in the 1983 Corporate Cup Relays national championship co-sponsored by the PCPFS, on July 23-24 at Palo Alto, CA. The track meet is designed to promote productivity through physical fitness in business communities.

Project Seeks To Put More OomPF in PE

A 3-way partnership between the PCPFS, Blue Cross/Blue Shield plans, and the Walt Disney Education Media Company is designed to help put more physical fitness in physical education.

Specific programs and materials available at the time are:

- **FUN TO BE FIT** (Upper Elementary School). A teacher's guide and three 12-minute films, "Physical Fitness", "Why Be Physically Fit?", and "Getting Physically Fit."

- **FIT TO BE YOU** (Junior High School). A teacher's guide and three 12-minute films, "Heart/Lungs", "Muscles", and "Flexibility-Body Composition."

- **FITNESS FOR LIVING** (Senior High School). A teacher's guide and three 12-minute films, "What Is Physical Fitness?", "How to Get Fit", and "Measuring Up."

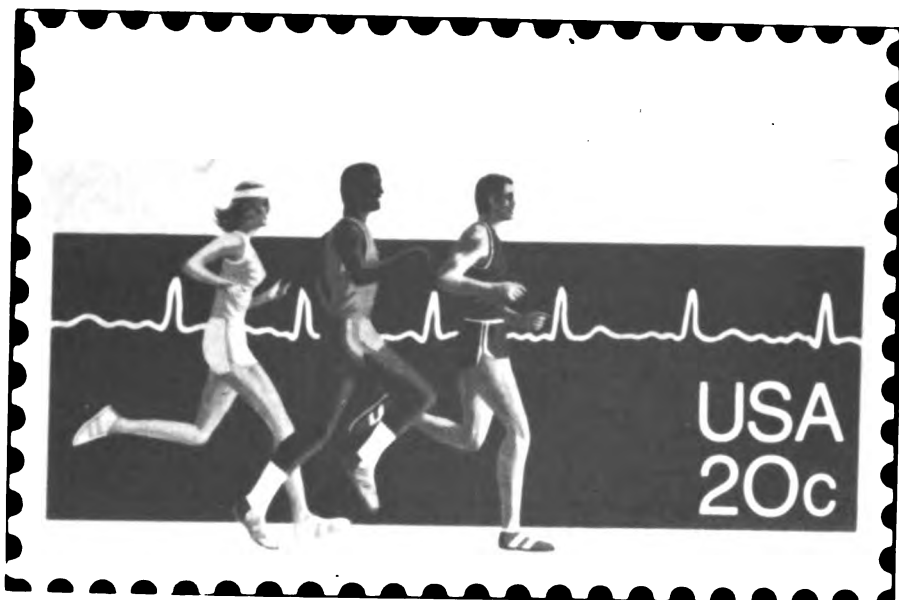
PCPFS staff members are preparing the teachers' guides and serving as technical advisors on film production.

The Disney firm produces the films and prints the guides. Blue Cross/Blue Shield Plans purchase the materials and make them available to schools at no cost.

The program materials also are available for sale to any organization. Interested persons should contact a Walt Disney sales representative.

In areas where the Blue Cross/Blue Shield plan is participating in this project, films and guides are placed in instructional media centers and are available on the same basis as other materials. If the materials are not available in your area, contact a local Blue Cross/Blue Shield representative or your State Supervisor of Physical Education and ask if they are aware of the opportunity to participate in this project.

In areas where the materials already are available, the Walt Disney Education Media Company is working with state, county, and city supervisors of physical education to set up teacher workshops.



While the joggers here were selected as symbols of the modern fitness movement, the stamp focuses attention on all forms of exercise and sport.

Stamp Supports National Fitness and Sports Month

(Cont'd from page 1)

According to the USPS, the commemorative stamp recognizes "the unprecedented increase in the enthusiasm of Americans for attaining and maintaining good physical health . . ."

In the area of the stamp design extending from the left side to the middle are depicted one female and two male joggers. The runners were selected as symbols of the modern fitness movement, but the stamp is intended to focus attention on all forms of exercise and sport as well as on physical fitness and community recreation programs.

Against the dark green background, covering approximately two-thirds of the bottom of the vignette, appears a white wavy line, representing an electrocardiograph tracing. It graphically depicts the changes in electrical potential of the currents that traverse the heart and initiate its contractions. "Physical Fitness" appears across the top of the stamp in a single line of blue type, and in the lower right corner against the green background appears "USA 20c."

NAIA Wins Grant

NFL Charities has approved a \$60,000 grant in support of a 3-year NAIA program in sports safety and sports medicine.

Designed by Donald Moss of Ridgefield, CT, and modeled by Frank J. Waslick of the U.S. Bureau of Engraving and Printing, the stamp is printed yellow, magenta, cyan and black.

Future of Women's Sport to Be Aired

The Women's Sports Foundation and the U.S. Olympic Committee are presenting a working conference on the future of women's sport in America on Nov. 3-6 in Washington, DC.

Delegates from every sector of sport will participate in a plenary to ratify the "New Agenda" for Women's Sport.

It is expected that this event will be teleconferenced to 10 cities around the country with 200 persons per site actually viewing and participating in the proceedings.

Additional conference information is available from Dr. Carole Oglesby, College of HPERD, Temple University, Philadelphia, PA 19122.

2 Olympic Exhibitions

The 1984 Summer Olympics in Los Angeles will include a six-team exhibition baseball tournament and a tennis exhibition for 32 players under the age of 20.



Gathered here are members of the United States Federal Sports Council which held its first meeting in March at the White House's Old Executive Office Building in compliance with President Reagan's charge that the PCPFS organize such a body to coordinate Federal services and programs related to amateur sports. The Council, now studying departmental policies and programs, has agreed: To share information and coordination of federal activities; prepare recommendations for consideration by governmental units; and provide a clearinghouse for sports governing body inquiries, concerns and recommendations. Shown here in front row are from left: Richard Bradley, Transportation; John Kelly, Treasury; Dr. Ash E. Hayes, PCPFS Staff; Susan Phillips, Education; Thelma Leenhouts, HUD; Ronald Walker, PCPFS Member. Back row from left: John Stirrup, Labor; Ken Starr, Justice; William Lawson, GSA; Robert E. Henderson, State; Al Smith, USIA; Michael Harrigon, Trigon Sports (visitor); and C. Carson Conrad, PCPFS Executive Director. Present but not in photo were Stephen Shipley, Interior; and Dr. David Worthen, VA.

Presidential Proclamation Supports Active Life for All

In proclaiming May as National Physical Fitness and Sports Month President Reagan urged all Americans "to stage appropriate observances . . . and use this occasion to renew their commitments to the active and vigorous life."

The PCPFS in support of the occasion distributed 7,500 NPFMS brochures and posters to schools, recreation and park departments, business and industry, and others who had requested them. The brochure provided suggested projects and technical information on planning and promoting Fitness Month celebrations.

The Presidential Proclamation follows:

WHEREAS regular, vigorous physical activity is essential to good health and effective performance; and

WHEREAS physical activity and sports programs are rich sources of personal pleasure and satisfaction; and

WHEREAS we now recognize that physical activity is an important part of daily life for people of both sexes and all ages; and

WHEREAS individuals, families, communities, and others are increasingly concerned about physical fitness; and

WHEREAS many Americans are not reaping the benefits and pleasures of physical activity and sports;

NOW, THEREFORE, I, Ronald Reagan, President of the United States, do hereby proclaim May to be NATIONAL PHYSICAL FITNESS AND SPORTS MONTH and do urge communities, schools, States, employers, voluntary organizations, churches, and others to stage appropriate observances and special events. Furthermore, I do urge individuals and families to use this occasion to renew their commitments to the active, vigorous life.

Life Expectancy Up

Life expectancy for a baby born in 1981 is 74.1 years, a new high, reported the National Center for Health Statistics. Babies born in 1980 had a life expectancy of 73.8 years.

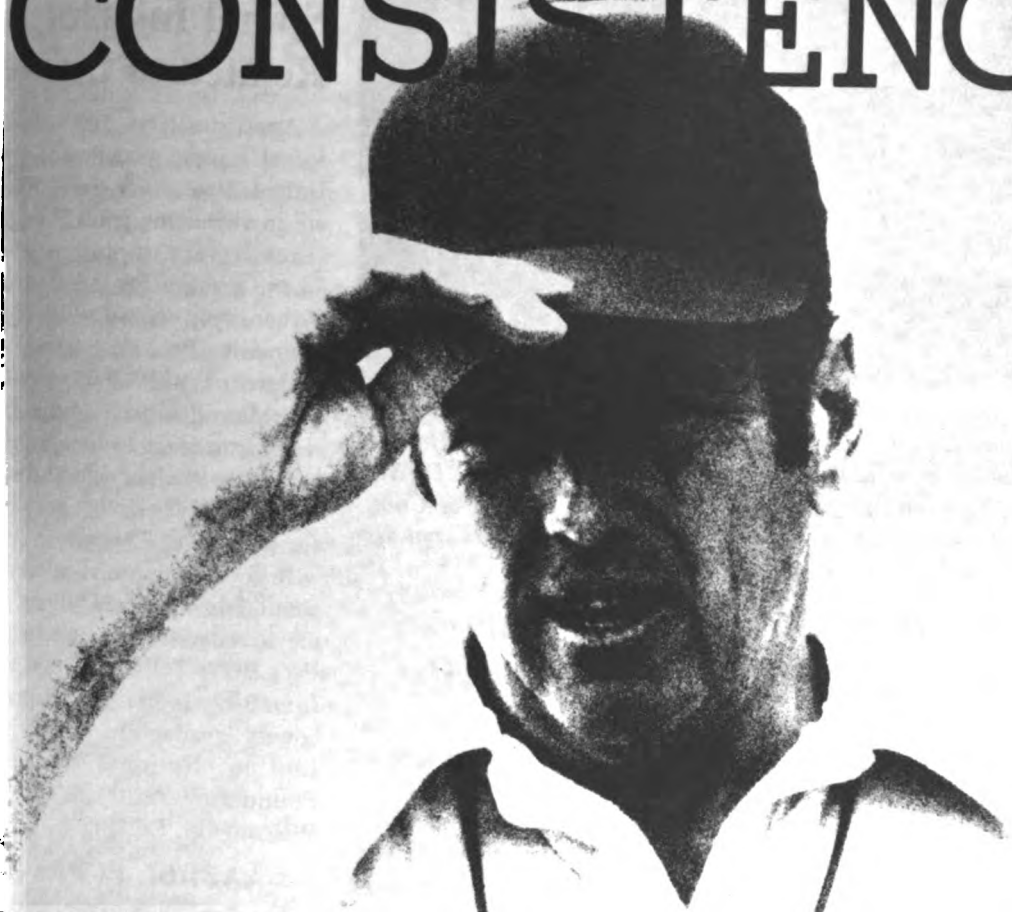
According to the Center's preliminary data, life expectancy for older Americans has also lengthened. The average person aged 65-70 now, can expect to live until almost 82.

'Consistency' Poster

"Consistency" is the second in a series of motivational posters developed by George Allen, Chairman of the PCPFS. The supply of posters has been exhausted by heavy demand, and the PCPFS is trying to arrange corporate support for a second printing.

If additional posters are obtained, an announcement will appear in the NEWSLETTER. See poster on following page.

CONSISTENCY



Consistency is the truest measure of performance. Almost anyone can have a great day, or even a good year, but true success is the ability to perform day in and day out, year after year, under all kinds of conditions. Inconsistency will win *some* of the time; consistency will win *most* of the time.

Consistency requires concentration, determination, and repetition. To be at your best all the time, you must:

- **Take nothing for granted.** If you aren't "up" every day, something, or someone, will knock you down.
- **Take pride in what you do.** The things you do well are the things you enjoy doing.
- **Take setbacks in stride.** Don't brood over reverses; learn from them.
- **Take calculated chances.** To win something, you must risk something.
- **Take work home.** To get ahead, plan ahead.
- **Take the extra lap.** Condition yourself for the long run. The tested can always take it.
- **Don't take "no" for an answer.** You can do what you believe you can do.

P.S. — Celebrate after victory!



George H. Allen
George H. Allen
Chairman, President's Council
on Physical Fitness & Sports



PCPFS staff member Glenn Swengros interviews three Washington health club managers, Ginna Rogers-Gould, Lisa Dobloug, and Alice Wheaton (left to right) on "Fitness 9 to 5," a regular feature on the daily program, "BizNet News Today." BizNet is a television service of the U.S. Chamber of Commerce and has the potential of reaching seven million cable viewers and six million households via over-the-air telecasts.

46% in New Survey Are Participating In Some Form of Daily Physical Activity

A new survey sponsored by Miller Lite Beer confirms what several other recent studies have reported: nearly half of America's teenagers and adults now engage in exercise or sport several times a week. Overall, 46% of the survey respondents said they participate in some form of physical activity every day, or nearly every day.

The participation rate is highest among young urban males, exceeding 66%. For all persons included in the survey, the participation rate is 58% for males and 37% for females.

The survey was conducted last October by a New York firm, Research &

Forecasts Inc., and it involved a national sample of 1,319 persons aged 14 to 65 years.

Here are other survey highlights:

- 37% of the respondents are employed by companies that sponsor physical activity programs or events, and 40% of these (the 37%) take part.

- Swimming is the most popular participant activity, followed by calisthenics, jogging, and bicycling.

- Participation in exercise and sports increases as education and income levels increase.

- Participation during school years correlates strongly with adult interest and participation.

Clinic Added in Midwest; West Coast Delayed; 1st 2 Click

The President's Council has announced an addition and a postponement to its regional clinic schedule during FY 1983.

The added event will be the Midwest Regional Clinic on Physical Fitness and Sports on Sept. 22-23 at Oshkosh, WI. Contact is Lois Sorenson, Coordinator, College of Letters, Division of Continuing Education, University of Wisconsin, Dempsey Hall 345, 800 Algoma Blvd., Oshkosh, WI 54901. Telephone (414) 424-1131.

The West Coast Regional Clinic on

Physical Fitness and Sports, originally scheduled for May 20-21, was postponed and the new date and site will be announced later.

In earlier clinics, some 700 people registered for the National Capital Regional Clinic and 1,000 attended the Thursday Night Gala, April 28-29, at George Mason University, Fairfax, VA. Thirteen physical education and recreation organizations served as sponsoring agencies and Dr. Larry Lamb served as keynote speaker.

And on May 12-13, 450 registrants

Study Finds 500 Spinal Injuries Related to Diving

Approximately 500 diving-related spinal injuries occur each year in the United States, but only 25% of these are in swimming pools. The rest are in lakes, rivers, ponds, or the ocean. These are among the findings of an 8-year study sponsored by the National Swimming Pool Foundation.

Here are other study results:

- More than 95% of the spinal injuries incurred in swimming pools happen in the shallow end of the pool.

- 90% of the diving accident victims are aged 13 to 23 years.

If you're interested in learning more about how to avoid diving accidents, the foundation has a booklet, KNOWING HOW TO DIVE, that is available for 10 cents per copy (quantity discounts available). Orders should be sent to: National Swimming Pool Foundation, 2000 K Street, N.W., Washington, DC 20006.

AAFDBI, PCPFS Parley

The American Association of Fitness Directors in Business and Industry (AAFDBI), in cooperation with the PCPFS, is holding its 9th annual conference on Sept. 28-Oct. 1 at the Crystal City Hyatt Regency in Arlington, VA. For more information contact Dr. Harvey Ebel, Conference Chairman, at 203/359-2188. AAFDBI, formed in 1974 with 24 members, now has more than 3,000.

attended the Central Regional Clinic which also drew 3,200 participants and spectators for the Thursday Night Gala at Hazelwood West H.S. in St. Louis.

Co-Directors of the 2-day meeting were Karen Helms of the host school, John Gnage, Clayton H.S., and Robert Taylor, Missouri State Dept. of Education.

Persons seeking to host future clinics should phone Glenn Swengros, PCPFS Director of Federal-State Relations at (202) 272-3427.

3d White House Symposium On PF and SM Slated for Nov.

The third White House Symposium on Physical Fitness and Sports Medicine is scheduled for November 16-17 at the Mayflower Hotel in Washington, DC.

The program will be designed for physicians and other medical personnel who are interested in physical fitness and sports medicine, and for coaches, trainers, physical education teachers, exercise scientists, and fitness leaders.

Featured subjects at the symposium will include (1) the current state of knowledge concerning muscle physiology and anatomy; (2) what research says about the improvement and maintenance of muscular strength and endurance for physical fitness, sports performance, work, health, and rehabilitation; and (3) program applica-

Exercise, Weight Loss Discussed At Conference

Effects of sustained weight loss and exercise on cardiac risk factors in an obese population, and diet and exercise treatment for hypertensive patients were some of the topics discussed at the National Conference on High Blood Pressure Control on April 20-22, at the Washington Hilton.

One UCLA study reported at the conference showed that appropriate diet modification and exercise can be an effective, nonpharmacologic means for controlling blood pressure and serum lipids in a majority of hypertensive patients. Another study suggested that in women with mild hypertension, cardiovascular conditioning requires 7 to 9 weeks of aerobic dance. The implications being that aerobic dance may reduce the individual amount of medication needed to control mild hypertension.

For information on the conference contact: National Heart, Lung, and Blood Institute, National Institutes of Health, Bethesda, Md. 20205.

tions of scientific principles. Medical, research, and program specialists from a variety of backgrounds will speak on topics in these three areas and also participate in panel discussions.

Additional information may be obtained from Symposium Director Bernard Cahill, M.D., PCPFS member, 450 Fifth Street, N.W., Suite 7103, Washington, DC, 20001. Telephone (202) 272-3424.

1984 Olympic Scientific Congress Theme: 'Sport, Health and Well-Being'

Sport scientists from around the world are expected to gather in Eugene, Oregon for the week-long (July 19-26) 1984 Olympic Scientific Congress. Theme of the congress is "Sport, Health and Well-Being," and there will be presentations by international authorities, former Olympic athletes, coaches, trainers, and government officials.

Sedentary Habits Push Aussie Health Costs Up

More than half the adult population of Australia is sedentary, according to a recent report, and fewer than 20% of Australian adults exercise frequently and vigorously enough to assist in the prevention of cardiovascular disease.

The economic cost of cardiovascular disease in Australia is calculated at \$1.7 billion per year. If 50% of the population were to exercise sufficiently to provide some protection against disease, it is estimated that the annual savings would be \$273.6 million.

According to these estimates, the benefits would accrue to government (\$92.8 million), business (\$74 million), and individuals (\$106.8 million).

ASCM Membership Soars

Membership in the American College of Sports Medicine has more than doubled in the past five years at a rate of 200 members each month and now totals 10,500.

Jump Rope Record

Twenty-one students, members of the Alabama Jump Rope for Heart (JRFH) Program from Rocky Ridge Elementary School in Birmingham, set a world's record during their marathon which began on Nov. 5, 1982 at 7 a.m. and finished Nov. 7 at 10:05 a.m. The team jumped rope for 51 hours and 5 minutes without pausing or missing a turn of the rope.

Persons interested in presenting papers or in learning more about the congress should write to Dr. Dan G. Tripps, College of Health, Physical Education, Recreation, Dance, and Gerontology, University of Oregon, Eugene, OR 97403-1273, or telephone 503/686-4114. There will be a trade show and several related meetings held in association with the congress.

Principal subjects to be explored include Aggression and Violence in Sport; Competitive Sport for Children and Youth; Environmental Factors and Sport; Human Genetics and Sport; Sport and Aesthetics; Sport and Aging; Sport and Disabled Individuals; Sport and Elite Performers; Sport and Gender; Sport, Health and Nutrition; Sport and Politics; and Sport as Recreation and Leisure.

14-Week Jogging Program Lowers Blood Pressure

The effects of a 14-week jogging program on "operational blood pressure"—the blood pressure with which a person lives and works—has disclosed that a three-times-a-week conditioning program can lower operational systolic blood pressure.

This report, which appeared in the April, 1983, issue of *The Physician and Sportsmedicine*, stated that the study involved 13 healthy trained men ages 32 to 47 years who at each session did 10 minutes of calisthenics and stretching exercise, 2 miles of jogging, and a 5-minute walk to cool down.

First 1990 PF Goals Plan Is Submitted

The first report of the implementation plans of the Exercise and Physical Fitness Objectives for 1990, submitted by Dr. Edward Brandt, HHS Assistant Secretary, describes Federal and private agency plans to achieve national fitness goals.

Followup reports on progress of participating organizations will be made every 15 months. For further information contact Glenn V. Swengros, Director, Federal-State Relations, 450 5th St., NW, Wash. DC 20001, phone 202/272-3427.

Sports/Fitness Festivals To Feature All-Star Lineup

An all-star fitness lineup that includes physicians Kenneth Cooper and George Sheehan, Dallas Cowboys coach Tom Landry, and runner-author Jim Fixx are featured in a series of six 1-day Sports/Fitness Festivals which began June 18 at the San Diego Convention and Performing Arts Center.

Admission to the festivals is free, but it is requested that those planning to attend pre-register. They may do so by telephoning this toll-free number: 1-800-525-4444.

The festivals are a project of the firm

that conducts the Presidential Sports Award program for the PCPFS. They are being underwritten by the ITT Life Insurance Corporation, and Spalding Sports Worldwide is providing sports clinicians.

The morning session of each festival will consist of a series of lectures. In the afternoon there will be sports clinics, fitness clinics, and continuous films. The events are being staged in facilities seating approximately 3,000 persons, with ample space for exhibits and demonstrations.

In addition to those already named, the speakers' panel includes Patti Holmes, Director of Recreational Sports, Miami University; Jay Segal, Ph.D., Director of Health Education, Temple University; Phil Standley, Ed.D., Professor of Exercise Physiology, American River College; and Richard Stein, M.D., Director, Exercise and Fitness Committee, New York Heart Association.

The balance of the festival schedule follows:

August 6—John B. Hynes Veterans Auditorium, Boston, MA.

September 10—Minneapolis Auditorium, Minneapolis, MN.

October 1—Raincross Square Convention Center, Riverside, CA.

November 19—Georgia World Congress Center, Atlanta, GA.

December 3—Hilton Hotel and Conference Center, Dallas, TX.

Dr. Klumpp Honored

Theodore G. Klumpp, M.D., Medical Consultant for PCPFS, has been honored by his company, Winthrop Labs, which will endow a professorship in his name at Harvard Medical School

National Sports Meet

Some 2,600 of American's finest amateur athletes were scheduled to compete in 33 sports at the fifth National Sports Festival in Colorado Springs, from June 24 to July 3.

364 Finalists From 13 Regions Vie In ARCO National Championships

The national championship finals of the 19th annual ARCO Jesse Owens Games are scheduled for August 13 at the Los Angeles Memorial Coliseum, site of the 1984 Olympic Games.

The ARCO Games are sponsored by

the Atlantic Richfield Company in Cooperation with the PCPFS.

The games are a recreational track and field program for boys and girls aged 10 to 15 years. They involve more than one million young people in 500 communities in a series of skills clinics and local, regional, and national meets.

Regional championships will be conducted in Anchorage and Fairbanks, AK; Los Angeles and San Francisco, CA; Dallas and Houston, TX; Philadelphia and Pittsburgh, PA; Bellingham and Seattle, WA; Chicago, IL; Buffalo, NY; and Louisville, KY.

Twenty-eight finalists from each of the 13 regions will receive expenses-paid trips to Los Angeles. For more information write ARCO Jesse Owens Games, c/o Mary DeGeorge, 515 South Flower Street, Room WIB-860, Los Angeles, CA 90071. Telephone: 213/486-1243.

5 H.S. Grid Deaths in '82

There were five direct fatalities in high school football in 1982, two in youth programs, and none in college, according to data collected by Frederick Mueller, PhD, and Carl Blyth, PhD, of the department of physical education at the University of North Carolina. The 1982 figures have been decreasing regularly since 1968 when 26 deaths were reported.

NFF Names Guelich As Interim Director

Richard W. Kazmaier, Jr., President of the National Fitness Foundation, a nonprofit organization formed to encourage physical fitness and sports participation by the American people, recently announced the selection of Robert V. Guelich as the foundation's first executive director.

Guelich, a senior public relations executive, has agreed to serve in an interim capacity for three months pending the selection of a full-time staff director for the NFF.

He has been actively involved in the creation of the foundation and brings to the board extensive experience in management and communications that will greatly enhance the Foundation's ability to pull together a large and varied group of voluntary and professional organizations that, under the leadership of the PCPFS, carry out the National Physical Fitness and Sports Program.

Fitness For All Promoted for Fed'l Workers

A new initiative has been launched by the PCPFS and the U.S. Office of Personnel Management to promote physical fitness for the government's 2.7 million workers.

OPM Director Donald J. Devine, in a May 17 letter to all Federal administrators, urged managers in the nation's largest workforce to join in the President's National Physical Fitness and Sports Program to provide good health and fitness practices for their employees.

Acknowledging that May had been proclaimed by President Reagan as National Physical Fitness and Sports Month, Dr. Devine pointed to a number of model Federal agencies which already have well-established employee fitness programs that are enriching the quality of their lives, increasing their productivity, and helping to reduce work-related medical disability.

The Federal Interagency Fitness Council, under the auspices of the PCPFS, was identified as the focal point for promoting the changes called for in this landmark initiative. Agencies will now be able to call on the resources of both the public and private sectors through Fitness Implementation Teams that will address issues relating to employee effectiveness and physical performance, employer liability and other key factors affecting production and quality of life.

For additional information on the program, contact the Federal Interagency Fitness Council through the PCPFS.

Magnolia State Games

The first annual Magnolia State Games, sponsored by the Mississippi Governor's Council on Physical Fitness and Sports, will be held July 2-Aug. 6 at various sites throughout the state. For further information contact Lee Dukes, Executive Director of the Council, 723 North President St., Suite 450, Jackson, MS 39201, phone 601/354-6344.



Former Dallas Cowboys star Roger Staubach scales the wall during the obstacle course event at the 1983 National Fitness Classic in Houston. A PCPFS member, Staubach was chairman for the Classic, which raises funds for various charities. Former National Football League players, corporate officers, and entertainment and media personalities participated in a series of sports and fitness events at The Houstonian.

'Superrun for America's Parks' Benefits Fitness & Rec Areas

The National Recreation and Park Association recently joined private industry to bring a novel recreation program with dual benefits—fitness and finances—to 14 test cities.

"Superrun for America's Parks", sponsored jointly by Holiday Inn hotels and American Express Co. and administered by NRPA, featured a series of five-kilometer (3.1 mile) races in Milwaukee, Phoenix, Kansas City, Charlotte, Jacksonville, Jackson, Miss., Cleveland, Seattle, Tulsa, Memphis, Richmond, Tampa, Greenville, S.C., and San Diego.

Holiday Inns and American Express contributed approximately \$70,000 to the cities' park and recreation agencies based on the number of runners participating in each race.

USTA Teachers to Meet

The United States Tennis Association Annual National Tennis Teachers Conference co-sponsored by PCPFS will be held Aug. 31-Sept. 1 at the Roosevelt Hotel in New York City.

The \$4 SUPERUN entry fee was donated to the local running club which coordinated the event. The run was planned in conjunction with NRPA's SUPERDAY, a national explosion of recreation activities based on the "Life. Be in it." motif.

Aging Conference Pamphlet Offered

Due to unprecedented requests for copies of "A Synopsis of the National Conference on Fitness and Aging," held in Washington on September, 1981, the conference sponsors, Post Cereals and Sanka Brand Decaffeinated Coffee of General Foods Corp. have made available 5,000 additional copies.

The pamphlet, which was recently incorporated into a TV fitness program by Cable Health Network, is available by writing to: PCPFS Fitness/Aging, 450 5th St., N.W., Washington, DC 20001, or calling 202/272-2018.

Education Commission Report: Challenge to Physical Educators

THE REPORT of the National Commission on Excellence in Education generally has been well received. Virtually the only negative notes have been sounded by members of the education establishment who regard the report as an indictment of their leadership. Most Americans readily acknowledge the need for higher standards and more rigorous courses of study, and they would seem to be receptive to efforts to reverse a 20-year decline in academic performance.

MOST PHYSICAL EDUCATORS undoubtedly are among those who welcome the commission's recommendations. Some of the proposals, such as those for longer school days and years, could prove to be a real boon to physical education. Nevertheless, physical educators should be aware that the proposals carry some risk for them and their programs.

FEW OF THE NEWS accounts we have seen even mention physical education. When they do, it usually is to lament the fact that courses in physical education count toward credit for graduation and to cite this circumstance as evidence of the trivialization of academic requirements.

MANY OF THOSE proposing reforms in education believe that physical education is irrelevant, or even that it is an impediment, to achievement of their goals. It is not one of the subjects on their list of "the new basics."

THIS IS NOTHING NEW, of course. Physical education traditionally has been one of the subjects that suffers cutbacks or elimination when it is decided that more resources must be shifted to "academic" subjects. This is partly due to the bias of those who manage the reforms, and partly the fault of physical education itself.

ONE OF PHYSICAL education's major weaknesses always has been its inability to justify or "sell" itself. There are many reasons for this, but the most telling may be the failure to agree on a simple, clearcut set of priorities that the public understands and appreciates. When we hear the jargon some physical educators resort to in describing what they are doing, even we find it difficult to understand them.

IF PHYSICAL EDUCATION can cure itself of a tendency to wander off the main thoroughfare into blind alleys, it can capitalize on the current interest in education. If it can't it will be badly damaged.

WE AT THE PCPFS have given a lot of thought to how physical education can avoid being left out again. We believe one answer is to convince the public that lasting academic progress must rest on a solid foundation of physical fitness. We're convinced that many students do poorly in the classroom because they lack the energy and staying power for sustained concentration and hard work, and we believe the evidence is on our side.

THAT'S GOING to be our message to community leaders, school officials, parents, and students in the months ahead. The PCPFS has believed since its inception that physical education is an essential element of a well-rounded education. We still believe it, and we invite you to join us in converting the non-believers. There will never be a better time.

USOC Raises \$42.1 Million

The United States Olympic Committee (USOC) reports that it has raised \$42.1 million toward its goal of \$80 million for the 4-year period ending Dec. 31, 1984. Nearly \$13 million of that amount was contributed by the general public, and corporate sponsors have contributed royalties in the amount of nearly \$17 million.

Other income came from sports events, benefit dinners, and other sources. The Indianapolis Organizing Committee for the 1982 National Sports Festival presented the USOC a check for \$66,000, which was excess income over expenses.

The USOC also reports that various corporate agreements guarantee it an income of \$59.7 million for the fund-raising period.

Thanks to its improved financial condition, the USOC has engaged in an ambitious building program. A Winter Training Center has been developed at Lake Placid, NY, and a \$4 million Sports Center has been added to the Olympic Complex in Colorado Springs, CO. A velodrome also is under construction in Colorado Springs.

Haskell Elected ACSM President

The newly-elected officers of the American College of Sports Medicine were recently announced. They are:

President: William L. Haskell, Ph.D., codirector of cardiac rehabilitation at Stanford Medical School, Palo Alto, CA, and former PCPFS staff member; President-elect: John A. Bergfeld, head of sports medicine at the Cleveland Clinic;

Vice-president: Robert S. Hutton, Ph.D., professor and chair of the department of kinesiology at the University of Washington; vice-president: Richard H. Strauss, M.D., assistant professor of preventive medicine, Ohio State University; Also: vice-president: Anne E. Atwater, Ph.D., professor of PE at the University of Arizona at Tucson:



Five of the world's greatest athletes of the past were honored by the PCPFS and American Bell in ceremonies at Madison Square Garden. Lined up from left of David A. (Sonny) Werblin, President's Council member and NFF National Dinner Chairman, and Howard Cosell, M.C. of the awards ceremony, are America's Olympic decathlon gold medalists Bruce Jenner (1976); Bill Toomey (1968); Rafer Johnson (1960); Milt Campbell (1956); and Bob Mathias (1948-52).

Kinesiology & Biomechanics in Sports Symposium Slated in Colo. Springs

The United States Olympic Committee Sports Medicine Council, in cooperation with the American Alliance for Health, Physical Education, Recreation and Dance will sponsor the Second National Symposium on the Teaching of Kinesiology and Biomechanics in Sports on Jan. 11-13, 1984 at the Antlers Hotel, Colorado Springs.

Papers are being solicited for presentation at the meeting, which will focus on teaching methodologies, curricula, and materials for courses in kinesiology and/or biomechanics at both the graduate and undergraduate levels.

Persons desiring to present papers should submit an abstract not exceeding 200 words. Abstracts must contain the title and institution of the author who would present the paper at the

New AAHPERD Prexy

Bea N. Orr was voted President of the American Alliance for Health, Physical Education, Recreation and Dance at the 98th National Convention, in Minneapolis. Since 1966, Orr has served as County Director/Supervisor K-12, Physical Education, Health and Girls Sports for the 35 schools in Logan County, WV.

meeting and list all co-authors.

The deadline for receipt of abstracts is July 20.

Send abstracts to: Robert Shapiro, Ph.D., c/o Department of Physical Education, 204 Anderson Hall, Northern Illinois University, DeKalb, IL 60155.

French Fitness Journal

The PCPFS has received the first issue of a new French-language journal, *MOTRICITE HUMAINE* (Human Motor Activity), which reportedly will be published twice yearly. The inaugural issue includes eight feature-length articles, with illustrations and bibliographies, plus a question-and-answer section on exercise and an exchange of views on a subject of current interest.

Subscription information may be obtained by writing to Motricite Humaine, INSEP, 11 Avenue du Tremblay, 75012 Paris, France.

Cardiac Rehab Workshop

Cardiac Rehabilitation Workshop will be held on July 11-15 at La Crosse. Contact: Philip K. Wilson, La Crosse Exercise Program, Mitchell Hall, University of Wisconsin, La Crosse, WI 54601.

SM, Fitness Series Lists Dates, Sites

Sports medicine and fitness symposiums, cosponsored by the PCPFS and Georgetown University School of Medicine, were recently held in Washington, DC, and Hilton Head, SC, and four others in the series are scheduled as follows:

London, England, on June 26-July 3; Sweet Briar, VA, Aug. 1-6; New York City, Sept. 1-3; and Palm Springs, CA, Nov. 3-5.

For information about future meetings contact Medical Sports, Inc., 3801 N. Fairfax Dr., Suite 504, Arlington, VA 22203, phone 703/525-8600.

Congress Takes Lead

More than 200 members of Congress recently joined in the second annual congressional WalkAmerica around the Capitol lawn, a symbolic precursor of the nationwide fund-raising walkathons to raise funds for the March of Dimes.

Preschoolers PF Meeting

A conference on physical fitness for preschoolers and elementary youth will be presented by the Illinois Governor's Council on Health and Fitness on Oct. 8 at the College of DuPage, Glen Ellyn, IL. Dr. Guy Reiff of the University of Michigan will be a keynote speaker.

RRCA's New President

Harold Tinsley was elected president of the Road Runners' Club of America at the organization's annual convention in San Francisco. A Huntsville, AL native, he helped make the Southern Region the largest in RRCA.

Paris Symposium

Fourth World Medical Games/International Symposium of Sports Medicine will be held August 28 to Sept. 3 in Paris. Contact: Le Comite d'Organisation, Jeux Mondiaux de la Medecine, 37 rue Le Brun, 75013 Paris.

DEPARTMENT OF HEALTH & HUMAN SERVICES

PUBLIC HEALTH SERVICE

The President's Council on
Physical Fitness and Sports
Washington DC 20001

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Most Rate Their Health As Excellent To Good

Most non-institutionalized people rate their health as excellent to good, with the estimate decreasing for blacks, the poor, and others, according to a 1978 survey recently released by the National Center for Health Statistics.

The survey showed that those more likely to rate their health poor to fair included unschooled Southerners and workers in outdoors jobs, groups making up about 12% of the population. Of the ages 75 to 79, more than 68% reported good to excellent health, with women reporting good health slightly less than men.

Sports Medicine Seminar

"Sports Medicine and Athletic Training. A Comprehensive Seminar" will be held at Cape Cod, MA on July 10-15 and July 17-22. Contact: William T. Bates, RPT, ATC, Director, New England Sports Medicine Institute, 733a Cambridge St., Brighton, MA 02135.

Better Come Early

A recent wire service report compares the expected influx of Olympic visitors to "three Super Bowls in Los Angeles every day for two weeks."

Hospital Fitness Grants

Hospitals are eligible for fitness program seed grants of \$2,500 to install a series of exercise games along either a jogging or walking course or in an enclosed court. For applications contact Wells Fargo Gamefield Program Grants, 2088 Union St., Suite 1, San Francisco, CA 94123.

Sync Swimming Aided

The Lilly Endowment recently designed a two-year grant program to aid the development of synchronized swimming, a new Olympic sport in which only women compete. The grant provides training for a core group of coaches who will train and certify coaches in the community.

Free Exercise Pamphlet

Shoulder and Arm Exercises for Baseball Players is a pamphlet that describes warm-up, strength, and flexibility drills. Single copies are free from Janice Atzen, Centinela Hospital Medical Center, Box 720, Inglewood, CA 90307.

Amateur Sport Helped

The International Olympic Committee will give \$9.5 million this year to amateur sport, \$2.5 million more than was given in 1982.

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NEWSLETTER

SEPTEMBER 1983

Worldwide Exercise & Sports Boom Reported

A report presented at the eighth Trim and Fitness International in Sweden this summer indicates that the exercise and sports boom is now nearly worldwide in scope. All of the nations represented at the conference reported dramatic increases in exercise and sports participation, and said they are con-

ducting programs to accelerate this trend.

The most impressive figures were reported by Finland, a nation of only 4.5 million people. Nearly three million Finns participate in the sport of orienteering, and 1.5 million are cross-country skiers.

Major goals of the conference were identification of programs that are most effective at increasing participation; determination of the most popular forms of exercise and sport; and identification of the major obstacles to greater participation.

The conference is held every two years, with the next meeting scheduled for London in 1985. Thirty-six countries from five continents are members of the international Trim and Fitness movement.

Following this year's conference, C. Carson Conrad, Executive Director of the PCPFS, was an honored guest at the West German Turnerfest in Frankfurt, which attracted an audience

(See Worldwide, page 4)



President Reagan presents the seven millionth Presidential Physical Fitness Award to Scott Bowen, 18, of East Point, GA as PCPFS Chairman George Allen looks on approvingly. Bowen, who has won six Presidential Awards, was twice State AA pole vault champion, a varsity wrestler and football player, and a B student at Woodland High School. (Related story on page 7)

Youth Fitness Conference

A national conference to identify needs and action priorities for the physical fitness of American children and youth will be held in the Nation's Capital at the Washington Hilton Hotel on June 8-9, 1984.

The meeting will bring together school and community leaders to focus on the role that fitness and sport play in growth and development, dynamic living and improved health for school-age populations.

Administrative and policy level representatives will be invited to participate. For information write to: 1984 Youth Fitness Conference, 450 Fifth St., NW (Suite 7103), Washington, DC 20001.

Fitness Classic Slated in '84

National Fitness Classic III will be held at The Houstonian in Houston, TX, May 4-6, 1984, during National Physical Fitness and Sports Month.

This year's event was highly successful and received a good deal of national publicity through the joint first-day issuance of the physical fitness stamp. Roger Staubach will serve as the 1984 Chairman and the PCPFS, National Fitness Foundation and several other major organizations will again sponsor this event.

The Classic brings together business and industry leaders, along with professional and amateur athletes from across the nation, who compete in a number of sports and fitness events. It is held each year to promote the growing commitment of American business to health and fitness in the workforce.



In a scene reminiscent of an E.F. Hutton TV commercial, PCPFS Chairman George Allen, center foreground, seems to be providing an earful to a group of fun runners getting set to participate in the Department of Agriculture and PCPFS co-sponsored Food and Fitness Fair in the Nation's Capital. That's Indiana Sen. Richard Lugar on Allen's left, and Tom McMillen, right, former PCPFS member, now playing for the Washington Bullets of the NBA.

Hear! Hear!

In an article entitled "Lifestyle of the '80s" in its August 1 issue, *U.S. NEWS & WORLD REPORT* states, "If there is an overriding concern, one that unites most Americans, it is fitness. People's desire to stay young and trim knows no bounds and often amounts to an obsession."



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Glese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Roger Staubach, Jere W. Thompson, Ronald H. Walker, Leon J. Well, and David A. Werblin.

Staff members are: C. Carson Conrad, Executive Director; York E. Oussen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; Ash Hayes, Ed.D., Director of Sports Administration; and Chris Geletkanycz, Research Analyst.
Editor: George Marker.

Fitness Council Is Alive and Well

Twenty-seven years ago, President Dwight Eisenhower looked at America's bulging waistline and didn't like what he saw. So he created the President's Council on Youth Fitness to help get the country back in shape. John Kennedy followed up with the Vim (for girls) and Vigor (for boys) exercise programs. Lyndon Johnson put his own mark on the council by starting the Presidential Physical Fitness Awards that were given to schoolchildren who could pass a series of rigorous athletic tests. Today, with all the attention health-conscious Americans are giving to their bodies, the idea of prodding the public into action seems a throwback to older, fatter times. But the council's various activities are still going strong. Next month, President Reagan will personally present the youth fitness award to its 7 millionth winner.

To reflect its goal of reaching a wider segment of the population, the program is now called the President's Council on Physical Fitness and Sports. Headed by George Allen, the coach of the United States Football League's Chicago Blitz, it oversees a

presidential sports award for adults who spend 50 hours in vigorous exercise over a three-month period, and helps companies set up gyms so that employees can exercise at work. Under the aegis of the council, 33 states now conduct annual Olympics-style games that are open to everyone from senior citizens to the handicapped. A training center for young Olympic hopefuls called the National Fitness Academy will open this summer in Indianapolis.

But the council's youth program is still the biggest draw. Each year between 18 million and 20 million 10- to 17-year-olds take the fitness test, which includes sit-ups, pullups, standing broad jump and three running events. Only 1 in 20 passes. Those who do pass get embroidered emblems and certificates signed by the president. But that is a low percentage and the council is worried that cutbacks in public-school funding may be compromising athletic programs that keep students fit.

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California Sports/Fitness Festival Rescheduled to 1984

The California Sports/Fitness Festival, originally scheduled for October 1 in Riverside, is being rescheduled for late January or early February, 1984 in either Anaheim or Pasadena. The exact date and site will be announced in the next issue of the NEWSLETTER.

The shift is being made because of the superior facilities available in Anaheim and Pasadena and because the Los Angeles Olympic Organizing Committee has indicated it wants to participate in the festival. The committee has indicated it will make several Olympic athletes available for the festival program.

Int'l Fitness Group Reelects Conrad

C. Carson Conrad, Executive Director of the PCPFS, was re-elected to the executive board of the International Committee on Sports and Fitness at the committee's eighth international conference this summer in Stockholm, Sweden.

Following the conference, Conrad visited the Sport Institute of Boson and two State sports schools in West Germany. The purpose of these visits was to collect information that can be used in developing the facilities, staff, curriculum and operating plan for the new United States Fitness Academy in Indianapolis.

Conrad also addressed an assembly of sport leaders in Nordrhein-Westfalen, participated in the opening ceremonies of the German Turner Festival, and attended a celebration in Krefeld of the 300th anniversary of the beginning of German immigration to America. Vice President George Bush and the President and Chancellor of West Germany were the principal speakers at the latter event.

Among the individuals with whom Conrad conferred were Brig. Gen. Mike Conrad, Chief of Staff, U.S. Army V Corps; the Honorable Franklin Forsberg, U.S. ambassador to Sweden; and Jurgen Palm, Executive Director of the West German Sports Federation.

The other two remaining festivals will take place as scheduled, at the Georgia World Congress Center in Atlanta on November 19, and on December 3 in Dallas at the Dallas Convention Center and the Hilton Conference Center.

Admission to the festivals is free, but it is requested that those planning to attend pre-register. They may do so by calling this toll-free number: 1-800-525-4444.

The festivals are a project of the firm that conducts the Presidential Sports Award program for the President's Council, and they are underwritten by ITT Life Insurance Corporation. Spalding Sports Worldwide provides sports clinicians.

An all-star festival staff includes physicians Kenneth Cooper and George Sheehan, runner-author Jim Fixx, and sportswoman Patti Holmes, plus many others. The program consists of lectures, sports and fitness clinics, films, skills demonstrations, and product exhibits.

Nearly 6,000 persons attended the Minneapolis Sports/Fitness Festival on September 10. York Onnen, Director of Program Development, represented the PCPFS. Council staff members are available at each of the festivals to discuss council programs.

AMA Unit OK's Use of Safety Lens in Sports

The House of Delegates of the American Medical Association (AMA) has adopted a resolution endorsing the use of industrial safety lenses (plain or prescription) by persons playing handball, racquetball and squash.

The resolution recommends that the lenses meet or exceed standard 287.1-1968 of the American National Standards Institute and that they be mounted in sturdy athletic or industrial frames.

The AMA says the general public seems largely unaware of the substantial risk of eye injury involved in the sports named.



JOHN BUTTERFIELD

Capt. Butterfield, DoD's Fitness Liaison, Shifted

Significant gains have been made by the Department of Defense during the past year in its intensified efforts to improve the physical fitness of uniformed services personnel. Many of the gains are directly attributable to the efforts of Navy Capt. John Butterfield in his capacity as chairman of the DoD Physical Fitness Coordinating Committee.

Butterfield, who recently was reassigned to the Office of the Chief of Naval Operations, has worked closely with PCPFS staff members and other fitness authorities on military programs.

Here are some of the more significant DoD actions for fitness:

- The Navy has named 3,500 command fitness coordinators worldwide to work with the medical corps in developing fitness programs.
- DoD has instituted mandatory fitness testing, including body-fat measurements, for uniformed services personnel (tests are optional for persons over 40).
- The Army has created the first physical fitness badge for wear on the uniform.
- The Air Force has established a Physical Fitness Task Force.
- DoD has assisted in the establishment of the United States Fitness Academy in Indianapolis.



Sheehan



Alexander



Arnold



Brevard



Clarke



Collingwood



Drews



Keelor



McHugh



Powell

Nation's Fitness Leaders for '83 Are Honored

Ten outstanding Healthy American Fitness Leaders were recognized formally by over 500 community representatives at a black-tie awards banquet held September 21 at the Washington Hilton. Master of ceremonies was former Olympic Decathlon gold medalist Bill Toomey.

This year's winners were: Dr. Ruth Alexander, University of Florida; Dr. Lloyd Arnold, Johnson & Johnson Company, NJ; Marcia Brevard, student/athlete, Minnesota; Dr. H. Harrison Clarke, University of Oregon, Eugene; Dr. Tom Collingwood, Institute for Aerobics Research, Dallas, TX.

Also: Col. Fred Drews, Army Physical Fitness Research Institute, PA; Dr. Richard Keelor, Campbell's Health & Fitness Institute, Camden, NJ; Doris McHugh, educator, Huntsville, AL; Dr. Don Powell, American Health Foundation, New York; and Dr. George Sheehan, Jr., physician, author, lecturer, Red Bank, NJ.

The ten winners were selected by a prominent group of finalist judges with experience in physical fitness and sports. They included: Alan Page, professional football player; Dr. Nanette Kass Wenger, American Heart Association; Peggy Fleming Jenkins, former Olympic gold medalist figure skater; Dr. James Nicholas, sports physician, former PCPFS member and past HAFL honoree; and Tom Bussa, president of The U.S. Jaycees.

The annual national competition leading to the awards was cosponsored by The U.S. Jaycees, Allstate Insurance and the PCPFS.

Worldwide Exercise Boom

(Cont'd from page 1)

of 70,000 that included the German President and Chancellor. The event featured Swiss and German gymnasts, Japanese dancers, rhythmical gymnastics, and a choral and aerobic dance performance by the American "Up With People" group.

National, regional and local sports festivals are popular throughout Europe. Like the Frankfurt event, they emphasize mass participation rather than competition.

Several nations in Europe and Asia also report that they are developing national physical fitness standards for all age groups and are offering awards and incentives based on these standards. Among other highlights of the conference report:

- Aerobic dance has replaced running/jogging as the fastest-growing activity in Western Europe. Cycling has moved into third place.

- Several nations reported great growth in swimming, the racquet sports and cross-country skiing.

- In Brazil, volleyball is the No. 1 participant sport, and in Italy roller skating is the fastest-growing sport.

30 Million Can't Be Wrong

Some 30 million youngsters aged 6 through 21 are involved in organized out-of-school sport.

The countries were nearly unanimous in describing inadequate funding as the major problem. Most cited insufficient funds for physical education staffs and for staffs at the sports clubs that are the site of most sports activity in many nations.

Some delegates complained about the lack of communications media support for their efforts, and a few listed public apathy as the biggest problem. Clearly, it's a small world.

Top Agenda Shapes Up

The 1983 White House Symposium on Physical Fitness and Sports Medicine program is shaping up as the most complete report of research and program applications in muscle strength and endurance work in recent years. A particularly significant report on steroids and strength development is on the program.

Speakers include national and international experts from sports, medicine, physical fitness, health and research. Application sessions will place research data in the context of its importance to areas such as teaching, coaching, rehabilitation, work with special populations and the military.

For information on topics to be covered in the program and a registration form see following page.



1983 WHITE HOUSE SYMPOSIUM ON PHYSICAL FITNESS AND SPORTS MEDICINE

November 16-17, 1983: Mayflower Hotel
1127 Connecticut Avenue, NW,
Washington, DC 20036

PROGRAM: Featured areas of emphasis will include 1) the current state of knowledge concerning muscle physiology and anatomy; 2) the research basis for muscular strength and endurance in physical fitness, sports performance, work, health, and rehabilitation; and 3) program applications of scientific principles.

Wednesday—November 16

Basic Elements of Muscle Strength:

- History
- Muscle Anatomy
- Neuromuscular Aspects

Physiology of Strength:

- Basic
- Biochemistry
- Biomechanics and Kinesiology
- Behavior of Contractile Proteins

Muscular Pharmacology:

- Therapeutic
- Drugs

Reaction of Muscle to Injury or Disease

Goals of Muscular Development

Basic Training Principles

Components of Strength Development

Electrical Stimulation

Measurement of Strength

Free Exercise and Plyometrics

Thursday—November 17

Definitions, Training Methods

- Isometric
- Isotonic/Variable Resistance
- Isokinetic

Effects of Strength Training on Other Systems

- Cardio-Pulmonary
- Connective Tissue and Weight Control

Safety and Health Concerns

- Children/Adolescents
- Women
- Diseased and Injured
- Training Related Injuries

Program Applications of Scientific Principles

(Concurrent sessions with repetitions based on priority interest)

Sports Applications

- Endurance Sports
- Collision Sports
- Jumping Sports
- Throwing Sports
- Competitive Weight Lifting
- Power Lifting

Particular Populations and Programs

- Disabled
- Hospital
- Children/Youth
- Armed Forces
- Aging
- Rehabilitation

OFFICIAL SYMPOSIUM COSPONSORS:

American College of Sports Medicine, American Medical Assn., American Orthopedic Society for Sports Medicine, Natl. Athletic Trainers Assn., Natl. Strength & Conditioning Assn., USOC Sports Medicine Council, President's Council on Physical Fitness & Sports. More than 20 sports/medicine-related organizations will serve as cooperating agencies.

MAJOR COPORATE SPONSOR:

Campbell Soup Company

CONTINUING EDUCATION CREDIT:

CEUs are to be arranged for medical doctors, trainers, nurses, teachers and coaches.

HOTEL: For reservations and information, call 800/325-5000.

WHO SHOULD ATTEND: Primary care physicians, sports trainers, physical therapists, physical educators, coaches, research physiologists, nurses, other professionals associated with fitness or athletic programs or sports medicine.

ADDITIONAL INFORMATION may be obtained from the Office of Sports Medicine, President's Council on Physical Fitness & Sports, 450 Fifth Street, N.W., Suite 7103, Washington, D.C. 20001. (Telephone 202/272-3424.)

MEETING REGISTRATION FORM: Check applicable category; note fee

Physician, \$175 Other professional, \$90 Full-time student, \$35

Name, Title (Please print) _____

Organization _____

Address _____

City/State/ZIP _____ Phone (____) _____

Please fill out and return form with check for registration fee to: White House Symposium, President's Council on Physical Fitness & Sports, 450 Fifth St., NW, Suite 7103, Washington, DC 20001. Checks payable to: 1983 White House Symposium.

Weinberger Lauds Council's Commitment to National PF

George Allen, Chairman of the PCPFS, recently wrote to Caspar W. Weinberger, Secretary of Defense, commenting on the physical fitness program aboard the USS Ticonderoga.

PCPFS Supports Marine Marathon

This will be the eighth year that the Marine Corps Marathon, cosponsored by the PCPFS, will be run through the streets and monuments of the Nation's Capital. Last year, nearly 12,000 runners, over half of them running their first marathon, entered the race and nearly every one of them finished.

The event, expected to draw over 100,000 spectators, is included in the qualifying process for the Olympic Marathon Trials. The race will be started at the foot of the Iwo Jima Monument at 9 a.m. on Saturday, November 6.

As the nation's third largest field of runners, the Marine Corps Marathon is unusual in that there is no prize money offered and the Marines, together with a handful of experienced personnel, run the entire event from start to finish. Although each of the military services always fields a strong contingent, it is a public event with runners from all walks of life.

The marathon has helped support the PCPFS national physical fitness and sports program by encouraging runners and nonrunners to lead the way to physical fitness for all.

Pan-Am Games to Ecuador

Ecuador will host the 1987 Pan American Games, in place of Chile which bowed out for economic reasons.

Sports Dentistry President

William D. Heintz, DDS, professor emeritus at the Ohio State University of Dentistry was elected president of the recently-established Academy for Sports Dentistry. For information about the organization contact Jim Gallman, DDS, Aerobic Center, 12100 Preston Rd., Dallas, TX 75230.

Here are excerpts from the Secretary's reply:

"Your commitment to a strong and effective physical fitness program is shared not only by myself and the leadership at the Department of Defense but is enthusiastically supported at all levels throughout the Armed Forces.

"The program aboard Ticonderoga is a direct extension of the Navy's Health and Physical Readiness Program. This program promotes a total lifestyle approach, i.e., exercise, nutrition, weight control, smoking cessation, stress management, etc., towards fitness as a means of improving combat readiness and peacetime work productivity.

"The President's Council on Physical Fitness and Sports continues to play a leading role in promoting physical fitness throughout the country. I especially appreciate efforts to recognize and encourage our personnel in their fitness activities, which will certainly provide a boost to their morale..."

Okla. Dept. of Education OK's On-the-Job Exercise

Dr. Leslie Fisher, Superintendent of the Oklahoma State Department of Education, has announced a voluntary program to promote good health among department employees in which each employee will be able to voluntarily exercise 15 minutes in the morning and 15 minutes in the afternoon.

Glenn V. Swengros, PCPFS Director of Federal-State Relations, commended Dr. Fisher saying that "there are many agencies concerned about the lack of opportunities for employees to participate in programs to enhance physical fitness and reduce job-related stress. Your program will serve as a model throughout the country."

ACSM Moves Hq.

The American College of Sports Medicine has moved its headquarters from Madison, WI. Its new address is: ACSM, 1 Virginia Ave., P.O. Box 1440, Indianapolis, IN 46206. Phone, 317/637-9200.



DONALD TRUMP

Trump to Chair Nat'l Awards Fete

Donald J. Trump, president of the Trump Organization and a special advisor to the President's Council on Physical Fitness and Sports, will serve as chairman of the 1984 National Awards Banquet at the Waldorf-Astoria on April 4.

The first banquet in 1983 honored Bob Hope and Prudential Insurance Company chairman Bob Beck and was chaired by David A. (Sonny) Werblin, chief executive officer of the Madison Square Garden Corporation. In 1984, the honorees will be headed by former President Gerald Ford.

Trump is a well-known figure in commercial real estate development. A graduate of the University of Pennsylvania's Wharton School of Finance, he participates in several physical fitness and sports activities.

The awards banquet, sponsored by the non-profit National Fitness Foundation in cooperation with the PCPFS, recognizes prominent Americans who have made significant contributions to physical fitness and sports.

Track HOF Relocates

The Track and Field Hall of Fame has been relocated from West Virginia to the Athletic Congress of the USA in Indianapolis.

100,000 Schools to Receive PFA Program Materials

Information on the Presidential Physical Fitness Award program is in the mail to more than 100,000 schools, Y's, Jewish Community Centers and clubs. The award package includes descriptive literature, application forms, a 4-color poster and a personal letter from President Reagan.

Despite rising costs for materials and promotion, the price of individual Presidential Awards will remain at \$1.25 through the 1983-84 school year.

Boys and girls, ages 10-17 years, are eligible to participate in the Presidential Award program. To earn the Award, they must score at or above the 85th percentile on each of the six items of the AAHPERD Youth Fitness Test. Winners receive an embroidered emblem and a certificate bearing reproductions of the President's signature and seal.

The AAHPERD offers two classes of awards for young people who fall short of the Presidential Award standards but exceed the 50th percentile on all test items. Boys and girls are tested against national norms for their age and sex.

Here are excerpts from President Reagan's letter:

"Earlier this year I presented the seven millionth Presidential Physical Fitness Award to a young man from Georgia. We visited briefly, and I am pleased to report that the young man has all of the qualities that we would hope for in one achieving this honor. A three-sport letter winner and twice a

Running & Fitness Day

Recognizing the "remarkable growth of running as a physical activity," President Reagan designated October 8, 1983 as American Running and Fitness Day. Sponsored by the American Running and Fitness Association and co-sponsored by the PCPFS, the celebration seeks to encourage Americans to enhance the quality of their lives through participation in a regular fitness program.

State pole-vaulting champion, he also is an above-average student and a leader in student activities.

"The primary goal of the Presidential award program is to produce young people who will have the energy and stamina to develop and use their abilities to the fullest. By asking them to meet the demanding test requirements, we hope to encourage them to accept excellence as their standard of performance. The award winners I have met indicate to me we are meeting that goal."

The Presidential Award program was established in 1966.

Corporate Fitness Seminar Slated In Dallas Dec. 8

The President's Council is putting the finishing touches on an upcoming corporate fitness seminar on Dec. 8 at the Amfac Hotel in Dallas which will bring together business and industry leaders seeking to establish employee programs in their communities.

The last seminar, which proved highly successful, was held in Chicago on May 26, with more than 500 companies in attendance. Sponsors for this seminar included the PCPFS, Campbell Soup, the National Association of Governors' Councils on Physical Fitness and Sports, the regional Association for Fitness and Business (formerly AAFDBI), and Universal Gym Equipment.

The one-day seminars are designed to bring together leading national authorities with companies interested in establishing fitness programs. They are followed up by individual consultations held later in the vicinity of the seminar where efforts are reviewed and fine-tuned.

For additional information, contact: York Onnen, Director of Program Development, PCPFS, Washington, DC 20001.



HARVEY EBEL

Ebel Named First Director of AFB

Harvey C. Ebel, Ph.D., has been named the first executive director of the Association for Fitness in Business (AFB).

The 9-year-old American Association of Fitness Directors in Business and Industry (AAFDBI) recently changed its name to Association for Fitness in Business.

The change was made because of widespread feeling that the old name was unwieldy and difficult to remember and that it was not fully descriptive of the association's membership.

Dr. Ebel is joining AFB from City University of New York, where he served as director of the Human Performance Laboratory, chairman of the Department of Health and Physical Education, and professor in the Division of Professional Studies.

Editor of AFB's research publication, FITPRINTS, he is a member of the Connecticut Governor's Council on Physical Fitness and past president of the Greater New York chapter of the American College of Sports Medicine.

Sports Safety Citation

Chauncey A. Morehouse, PhD, professor of physical education at Pennsylvania State University received the 1983 award of merit from the American Society of Testing Materials for his research to improve sports safety.

FIT Kits Offered to Improve Federal Workforce Fitness

Improved physical fitness for the federal government's 4.7 million workers received a significant assist with the recent acquisition of the first FIT (Fitness Implementation Team) Kits, assembled by the President's Council, to help agencies create comprehensive programs for their employees.

FIT Kits, which contain information from both public and private sector fitness initiatives, were introduced at recent ceremonies held at the National Defense University during the meeting of the Federal Interagency Health/ Fitness Council.

Ambassador Bruce Laingen, senior U.S. diplomat in the U.S. Embassy in Iran during the hostage crisis and current NDU vice president, in accepting the first FIT Kit underscored the importance of daily exercise in maintaining discipline and coping successfully under extreme stress.

Fitness-After-Fifty

The 11th Annual Fitness-After-Fifty Conference, co-sponsored by the PCPFS, was held Sept. 30-Oct. 1-3 at the Institute on Man and Science at Rensselaerville, NY. Leon Weil, PCPFS member, is on the faculty of this meeting.

Sen. Proxmire's Favorite Running Trails

Sen. William Proxmire (D-WI), who has clocked impressive mileage jogging from his home to his office during his long career on Capitol Hill, recently provided the *Washington Post* with a few of his favorite running trails.

Based on convenience and availability, the trails are:

- The Glover-Archbold nature trail in Washington, D.C. In his appraisal he said, "There's a little over three miles with every kind of natural barrier . . . uphill, downhill . . . gorgeous foliage, also cooler in

A spokesman for the Interagency Council said the kits are available to any agency seeking fitness resources, appropriated funds for programs, counseling by team members, or improving high risk physical performance.

The FIT Kits are available to interested agencies by writing to: FIH/FC, %PCPFS, Washington, DC 20001.

SM Directory Readied

The American College of Sports Medicine is preparing a directory of 565 colleges and universities that offer degrees in sports medicine related fields.

Southwest Regional Team Captures Hershey National Track Youth Finals

The Southwest Regional team, comprised of athletes from Arkansas, Louisiana, New Mexico, Oklahoma and Texas, edged the Southeast team, 202-198, to win top honors at the finals of the 1983 Hershey's National Track and Field Youth program.

Nearly 500 boys and girls, ages nine to 14, from all 50 States and the District of Columbia competed in the national finals. They qualified for the all-expenses-paid trip by competing in local, district and State meets.

The National Track and Field Youth Program is sponsored by Hershey Foods Corporation in cooperation with

U.S. Fitness Academy Officials Discuss Plans

Selected physical fitness and sports leaders met with PCPFS members and advisors in Indianapolis on September 19-20 to discuss operations of the new United States Fitness Academy.

The Academy plans to offer training, information, research and certification programs, among others, and also plans to provide expert consultant services on facilities and program design.

A report on the September meeting, and more complete information on Academy plans, will be included in the next issue of the NEWSLETTER.

the PCPFS and the National Recreation and Park Association. The program included a variety of individual and relay races and the standing long jump and softball throw.

The program began as a local track and field meet in Charleston, WV, in 1975 and became a national event in 1978. This year's national finals were in Hershey, PA, at Hersheypark Stadium. Rafer Johnson, 1960 Olympic decathlon champion, was the grand marshal.

Tulsa Jaycees Present Award to PE Teacher

The Tulsa, OK, Jaycees have presented their Outstanding Young Educator Award for 1983 to a physical education teacher, Gary Cox of Tulsa's John Ross Elementary School.

A native of Tulsa, Cox has taught in the city's public schools for seven years and also is a club gymnastics coach. He was instrumental in installing FITNESSGRAM, a computerized reporting system for physical education, in the John Ross school.

USOC Offers Hotline

The U.S. Olympic Committee has a hotline for physicians and athletes who inquire if prescription or over-the-counter medications contain banned substances. The number is (303) 578-4547.

1983 State Champion Award Winners Listed

The following is the 1983 list of schools which were presented State Champion Awards. A total of 403 schools participated in the State Champion Award program which is cosponsored by the PCPFS and AAHPERD.

The State Champion Award is presented annually to three schools in each state—those in the following categories with the highest percentage of their students, age 10–17, qualifying for the Presidential Physical Fitness Award: Category I pertains to schools with an enrollment of 100 or less; in category II are schools with 101–500 student enrollment; and category III are schools with over 500 student enrollment.

State Champion schools receive a plaque, and each PPFA winner is presented with a State Champion emblem.

ALABAMA

- (I) St. Benedict School, Elberta; (II) Roger B Chaffee Elem., Huntsville; (III) Oak Park Middle School, Decatur.

ALASKA

- (I) Willow Elementary, Willow; (II) Redoubt Elem. School, Soldotna; (III) Mears Jr. High School, Anchorage.

ARIZONA

- (I) Safford Jr. Academy, Thatcher; (II) Good Shepherd Lutheran Sch., Tucson; (III) Sevilla School, Phoenix.

ARKANSAS

- (I) Blessed Sacrament, Jonesboro; (II) Pine Haven Elementary, Bawitte; (III) Conway High School, Conway.

CALIFORNIA

- (I) Covenant Community Sch., Santa Ana; (II) Towne & Country School, Pasadena; (III) Beardsley School District, Bakersfield.

COLORADO

- (I) Boulder Jr. Academy, Boulder; (II) Broadmoor Elementary, Colorado Springs; (III) No Entries.

CONNECTICUT

- (I) Holmes, Darien; (II) North Center School, Southington; (III) Cider Mills School, Wilton.

DELAWARE

- (I) No Entries; (II) Milton Jr. High School, Milton; (III) No Entries.

FLORIDA

- (I) Madison Academy, Madison; (II) Clearwater-Largo Christian, Clearwater; (III) Palm Springs Jr. High, Hialeah.

GEORGIA

- (I) Busey School (Woodward Academy), Riverdale; (II) Mt. Olivet Elementary, Hartwell; (III) Fountain Jr. High, Forest Park.

HAWAII

- (I) Maui Mission S.D.A. School, Kahului; (II) Koko Head Elementary, Honolulu; (III) No Entries.

IDAHO

- (I) Osburn Elem., Osburn; (II) Hayden Lake Elem., Hayden Lake; (III) Mountain Home Jr. High, Mtn. Home.

ILLINOIS

- (I) Nativity B.V.M., East Dubuque; (II) St. Andrew the Apostle, Calumet City; (III) Eisenhower Middle Sch., Rockford.

INDIANA

- (I) Ashley Elementary, Ashley; (II) Mentone Jr. High, Mentone; (III) No Entries.

IOWA

- (I) Northwest Elem., Ankeny; (II) Wallace School, Des Moines; (III) North Scott Jr. High, Eleridge.

KANSAS

- (I) West Elk Jr. High, Howard; (II) Lincoln Jr. High, Anthony; (III) No Entries.

KENTUCKY

- (I) Ruth Dunn Elementary, Louisville; (II) Lincoln Elementary, Ft. Campbell; (III) Danville Bate Middle Sch., Danville.

LOUISIANA

- (I) Metairie Grammar, Metairie; (II) Wedgewood Elem., Baton Rouge; (III) Winnsboro Jr. High, Winnsboro.

MAINE

- (I) Leeds Central School; (II) Smith Elementary, Winterport; (III) Brunswick Jr. High, Brunswick.

MARYLAND

- (I) Emmanuel Christian Day Sch., Catonsville; (II) Riverside Elem., Joppa; (III) North Harford Middle, Pylesville.

MASSACHUSETTS

- (I) Open Bible Academy, Burlington; (II) Elmwood School, Hopkinton; (III) Martinson Jr. High, Marshfield.

MICHIGAN

- (I) Trinity Lutheran School, Bay City; (II) Pembroke Elem., Troy; (III) Petoskey Middle Sch., Petoskey.

MINNESOTA

- (I) Calvary Christian Sch., Stillwater; (II) Corpus Christi School, St. Paul; (III) Chaska Middle School, Chaska.

MISSISSIPPI

- (I) Mary Immaculate Catholic Sch., Kirksville; (II) Grandview Elem., Hillsboro; (III) South Jones, Ellisville.

MISSOURI

- (I) West Overland Christian Sch., Overland; (II) St. Aloysius Gonzaga, St. Louis; (III) North Kirkwood Middle Sch., Kirkwood.

MONTANA

- (I) St. Gerard's School, Great Falls; (II) Beartooth Elem., Billings; (III) Bozeman Jr. High, Bozeman.

NEBRASKA

- (I) Immaculate Conception, Omaha; (II) Imperial Grade School, Imperial; (III) Ralston Middle School, Ralston.

NEVADA

- (I) Dyer Elementary, Dyer; NV 89010; (II) Lois Craig Elementary, North Las Vegas; (III) Jo Mackey, North Las Vegas.

NEW HAMPSHIRE

- (I) Madison Elementary, Madison; (II) Bicentennial Elementary, Nashua; (III) No Entries.

NEW JERSEY

- (I) St. Andrew's School, Westwood; (II) St. John the Baptist Sch., Hillsdale; (III) Central School, Montville.

(See State, page 10)

Aerobic Dance, Weight Training Rate as Fastest-Growing PF Activities

Aerobic dance and weight training were the fastest-growing personal fitness activities during the period from November 1982 to April 1983, according to THE SPORTING GOODS DEALER's third Sports Census.

Aerobic dance registered a 12 percent gain over the same period a year earlier and now has 16 million participants. Weight training experienced a five percent increase, raising the number of practitioners to 20 million.

31% and Climbing

Thirty-one percent of companies with more than 100 employees provide some type of exercise program for those employees, according to a recent survey by the National Heart, Lung and Blood Institute.

General exercise, a category that includes calisthenics, slimnastics and work on treadmills and stationary bicycles, remains the most popular fitness activity with 75 million participants.

Gen. Tice, PCPFS Advisor, Retires From U.S. Army

Lt. Gen. R. Dean Tice, a Special Advisor to the PCPFS, has retired from the U.S. Army after more than 37 years service. He will continue as a Special Advisor and remain active in the physical fitness program.

A veteran combat officer, he holds the Silver Star, Purple Heart, Bronze Star with V-Device, Legion of Merit with 2 Oak Leaf Clusters, the Combat Infantryman's Badge and the Parachute Badge.

State Champion Winners

(Cont'd from page 9)

NEW MEXICO

(I) Manzano Day School, Albuquerque; (II) Washington Ave. Elem., Roswell; (III) Eisenhower Middle School, Carlsbad.

NEW YORK

(I) Putnam Central Sch., (II) P.S. 95K, Bklyn.; (III) JHS 216Q, Flushing.

NORTH CAROLINA

(I) St. Egberts School, Morehead City; (II) E. M. Holt Elem., Burlington; (III) Glenn Jr. High, Kernersville.

NORTH DAKOTA

(I) Edgeley Elementary, Edgeley; (II) Edgeley High School, Edgeley; (III) No Entries.

OHIO

(I) Ridgewood, Springfield; (II) Jackson Milton Middle, North Jackson; (III) Westerly Elementary, Bay Village.

OKLAHOMA

(I) Kildare Elementary, Kildare; (II) Olive Elementary, Drumright; (III) Mustang Middle School, Mustang.

OREGON

(I) Sauvie Island School, Portland; (II) Duniway, Portland; (III) No Entries.

PENNSYLVANIA

(I) York Seventh-Day Adventist, York; (II) St. Patrick School, York; (III) Paxton Hollow Junior High, Broomall.

PUERTO RICO

(I) No Entries; (II) Antilles Military Academy; (III) No Entries.

RHODE ISLAND

(I) Block Island School, Block Island; (II) Halliwell Memorial, Slatersville; (III) Western Hills, Jr. High, Cranston.

SOUTH CAROLINA

(I) Citadel Square Christian Sch., Charleston; (II) Crayton Middle Sch., Columbia; (III) Rawlinson Road Jr. High, Rock Hill.

SOUTH DAKOTA

(I) Ipswich Elementary, Ipswich; (II) Franklin Elementary, Sioux Falls; (III) Whittier Jr. High Sch., Sioux Falls.

TENNESSEE

(I) No Entries; (II) South Pittsburg Elem., South Pittsburg; (III) Farragut Middle, Knoxville.

TEXAS

(I) Gause Elem. Sch., Gause; (II) St. John Neumann, Lubbock; (III) Northside Elementary, El Campo.

UTAH

(I) Ephraim Elementary, Ephraim; (II) North Sevier Middle Sch., Salina; (III) Churchill Jr. High, Salt Lake City.

VERMONT

(I) Dover Elementary, East Dover; (II) Stowe Jr-Sr High, Stowe; (III) No Entries.

VIRGINIA

(I) Baylake Pines Private Sch., Virginia Beach; (II) E.S.H. Greene Elem., Richmond; (III) Oak View Elementary, Fairfax.

WASHINGTON

(I) South Hill Christian, Spokane; (II) St. Matthew School, Seattle; (III) Lincoln Middle School, Pullman.

WASHINGTON, DC

(I) No Entries; (II) Katie C. Lewis Elem.; (III) Hart Jr. High.

WEST VIRGINIA

(I) Maysville Elem., Maysville; (II) Cove Elementary, Weirton; (III) Wellsburg Middle Sch., Wellsburg.

WISCONSIN

(I) St. Ann School, Stoughton; (II) Luxemburg-Casco Jr. High, Casco; (III) Edison Jr. High, Janesville.

WYOMING

(I) Jefferson Elem., Riverton; (II) Torrington Middle Sch., Torrington; (III) Central Jr. High, Sheridan.

Jr. Olympics Attract 5,000

Approximately 5,000 athletes participated in the XVII AAU/USA Junior Olympic Games July 26-31 at the University of Notre Dame in South Bend-Mishawaka, IN. The program, which is administered by the Amateur Athletic Union and sponsored by Sears, Roebuck and Co., was the largest youth multisport event in history.

Dignitaries who greeted the athletes at the Junior Olympic Games included U.S. Olympic Committee Vice President Jack Kelly and Ash Hayes, Ph.D., PCPFS Director of Sports Administration.

More than 3 million athletes in the Junior Olympic program compete in 22 sports annually at the local, state and regional level. And officials predict that total participation at all national championships will top 14,000 in 1983.

Theme for the 1984 Junior Olympics is "Take Part, America!" and the AAU will engage in an outreach program through its 57 associations nationwide to promote an awareness of the opportunities in the program for athletes and volunteers.

For information about the Games program write to: AAU/USA Junior Olympics, AAU House, 3400 W. 86th St., Indianapolis, IN 46268.

PCPFS, AAU Back '85 Masters Games

The inaugural Masters Games to be held in Toronto, Ontario, Canada on Aug. 7-25, 1985 has drawn the enthusiastic support of the PCPFS and the AAU.

The Games promote the idea of sport for life, and competition in sport throughout life. All competitors participate as individuals for medals in 22 sports in the '85 Games. The program will be moved to different cities every four years and different sports will be added or deleted.

It is expected that many former international stars will participate in Masters Games to re-fuel old rivalries, and two Australian Olympic gold medalists, swimmer Dawn Fraser and runner

Herb Elliot, have expressed a desire to compete.

Dr. Maureen O'Bran is the president of the International Board of Governors of the Masters Games.

For further information contact: George Duffield, Director, International Public Relations, Masters Games, P.O. Box 1985, Postal Station P, Toronto, Ontario, Canada, M5S 2Y7. Telephone 416/445-0369.

Altieri Named AD of Year

Pete Altieri of the Glendale (AZ) Union School District, has been named National Athletic Director of the Year at the recent AAHPERD National Convention in Minneapolis.

Ariz. Gov. Fitness Conference Slated

Chairman George Allen and Executive Director C. Carson Conrad will represent the PCPFS at the Arizona Governor's Conference on Fitness on December 10 at the University of Arizona's Gallagher Theater in Tucson.

The conference program will be devoted largely to fitness programs for schools, business and senior citizens.

Mary Jo Johnson, a former member of the PCPFS, is chairperson of the Arizona Governor's Council on Health and Fitness, which was reactivated earlier this year.

Olympic Masterful Performance

Thomas K. Cureton, Jr., Ph.D., long-time consultant to the PCPFS, was the top competitor in the 80-84-year-old class at this summer's National Masters Swimming Meet in Fort Lauderdale, FL.

Dr. Cureton won five events—the 200- and 50-yard backstroke races, and the 100-, 200- and 400-yard individual medleys—setting four national age-group records in the process.

Sports Academy Management Symposium Set

A Sport Management Symposium, presented by the United States Sports Academy as an associative event of the Olympic Scientific Congress, will be held July 19-26, 1984 at Eugene, OR.

The symposium offers an opportunity for participation in a workshop dealing with the role of cable television in sport; international sport marketing and promotion; effective management of staff resources; use of computers in sport management; and promotion and fundraising strategies.

The entire proceedings are in cooperation with the U.S. Olympic Committee and the 1984 Summer Olympic Games.

For further information contact Fred W. Middleton, Director of Public Relations, U.S. Sports Academy, P.O. Box 8650, 124 University Blvd., Mobile, AL 36608, phone 205/343-7700.

Anyone interested in attending the Congress, or desiring to present a paper on other topics in sports medicine, exercise science, fitness or sports should write to: 1984 Olympic Scientific Congress, 1479 Moss St., Eugene, OR 97403.

Miller ACSM President

John Miller has been named executive director of the American College of Sports Medicine. ACSM will move its national office from Madison, WI, to Indianapolis this fall.

Sheryl easily negotiates the horizontal ladder during the final days of La Sierra High and contributes to the outstanding PE program of the school by becoming its first and last girl to earn the Navy Blue.



As La Sierra Closes, Sheryl Becomes First & Last to Earn Navy Blue

Sheryl Swain, a 17-year-old junior, has become the first girl to achieve Navy Blue status in the physical education program at La Sierra High School in Carmichael, CA.

She also will be the last, since La Sierra was closed at the end of the past school year because of declining enrollment.

La Sierra was widely recognized as the school that did most to promote ability-grouping in physical education. It was featured in a CBS television special and in articles appearing in LIFE, READER'S DIGEST, SPORTS ILLUSTRATED and other magazines. At one time more than 2,500 high schools had adopted features of the La Sierra program.

All La Sierra freshmen were given white gym shorts, and they could earn colored shorts—red, blue and others—only by passing batteries of progressively more difficult fitness tests. Navy Blue was the highest level, and only several dozen boys had achieved it before this year.

The Navy Blue standards were modified for girls, but the 17 tests still

would defy all but the fittest high school boys. Among the requirements: do 10 pullups, run a mile in 6:30 or less, jog five miles, swim a mile, tread water for two hours, and carry a girl your own weight one mile without stopping. The other 11 tests are comparable in difficulty.

The La Sierra program was developed and directed for many years by Stan LeProtti, a long-time clinician for the PCPFS, and it has been directed in recent years by Russ De Bondt, chairman of the physical education department.

6 State Games Held in '83

Jim Liston, President of the National Association of Governors' Councils on Physical Fitness and Sports announced that six states sponsored State Games in 1983 and 10 are planned for 1984.

The states that held games in '83 were Florida, Pennsylvania, Mississippi, Massachusetts, New York and Indiana. The games, which encourage mass participation at the state levels are endorsed by the USOC, AAU and the PCPFS.

Health & Fitness Calendar

OCTOBER

- 19-22 **Third Annual La Crosse Health and Sports Science Symposium**, La Crosse, WI. Contact: Symposium Director, College of Health, Physical Education & Recreation, University of Wisconsin-La Crosse 54601
- 30- **Sports Management Curriculum Symposium at Bowling Green State University**, Bowling Green, OH 43403

NOVEMBER

- 12-13 **Intermediate Cybex/Isokinetic Clinical Workshop**, La Crosse, WI. Contact: George J. Davies, PT, ATC, Orthopedic & Sports Physical Therapy, 2501 Shelby Rd., La Crosse, WI 54601
- 16-17 **Third White House Symposium on Physical Fitness and Sports Medicine at Mayflower Hotel**, Washington, DC. Contact: Dr. Ash Hayes, PCPFS, 450 5th St., NW, Suite 7103, Washington, DC 20001

DECEMBER

- 2-4 **Therapeutic Electrical Modalities Seminar**, Colorado Springs, CO. Contact: Dept. of Educational Services/IEM, US Olympic Committee Sports Medicine Division, 1750 E. Boulder St., Colorado Springs, CO 80909
- 18-19 **Third Annual Convention of the Southwest Chapter-American College of Sports Medicine**, Las Vegas. Contact: Gene Adams, Ph D, Physical Education Department, California State University, Fullerton, CA 92634

Figures on Women

Half of all the adults in America who swim, play tennis, and ride bicycles are women, and an estimated one-third of the runners are female.

Neilsen Surveys Swimmers

A recent Nielsen Survey has reported that out of the 105.4 million swimmers in America, 27 million are regular adult swimmers.

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Council Announces 2 Clinics in FY '84

The Southeastern Regional Clinic on Physical Fitness and Sports and the West Coast Regional Clinic have been added to the President's Council's FY 1984 schedule.

The Southeastern Clinic will be held at the University of Tennessee-Chattanooga on April 13-14, 1984. Clinic Coordinator is Robert Norred, Director, Dept. of Health, Physical Education and Recreation, 205 Maclellan Gym, Chattanooga, TN 37402, telephone 615/755-4323.

The West Coast Clinic will be held May 18-19, 1984 at the University of California-San Diego. Coordinator is Dr. John Cates, Dept. of Physical Education, C-107, La Jolla, CA 92093, telephone 619/452-3547.

Additional clinics may be added to complete the FY '84 program. Persons desiring to host a clinic should contact Glenn V. Swengros, PCPFS Director of Federal-State Relations, 450 Fifth St., NW (Suite 7103), Washington, DC 20001, telephone 202/272-3427.

Fitness & Sports Month Materials Ready Soon

Plans are well underway for the National Physical Fitness and Sports Month which is being celebrated in May 1984.

Promotional information will be available for distribution in December 1983 and, in addition to the technical brochure and poster, there will be a limited number of public service TV spots available free.

The spot, which features Dorothy Hamill, former Olympic figure-skating gold medalist and current member of the PCPFS, is available in 10- and 30-second lengths. There is ample space for local messages to be tagged into each spot. Local agencies

are encouraged to use this opportunity to enhance their programs through the media network. Interested parties, agencies and organizations should write to: Dr. Matthew Guidry, President's Council on Physical Fitness and Sports, 450 Fifth St., NW, Suite 7103, Washington, DC 20001.

New York's Finest

Stewart Bogdanoff, a PE teacher at Thomas Jefferson Elementary School, has been proclaimed New York State Teacher of the Year for 1983 by the University of the State of New York Education Dept.

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NEWSLETTER

JANUARY 1984

PCPFS Renews Youth Fitness as Top Priority

A decision to make youth physical fitness its No. 1 priority for the next two years was one of the highlights of the winter meeting of the PCPFS at the United States Naval Academy in Annapolis, MD, on December 1.

The decision was prompted by concern about widespread reductions in school physical education requirements and about the relatively low level of youth fitness, as indicated by test scores and by the poor condition exhibited by recruits entering military service.

One of the activities planned is a series of public hearings designed to heighten public awareness of low test scores and reductions in the quantity and quality of school physical education programs. Tentative plans are to have the hearings in Washington, Houston and Los Angeles and to involve authorities from education and medicine.

The members of the PCPFS also discussed ways of promoting interest and participation in physical fitness testing.

Several private concerns, including the Kellogg Company, have shown an interest in assisting the PCPFS in this endeavor.

A major part of the meeting was devoted to reports on the activities of the National Fitness Foundation, the new nonprofit, private-sector partner of the PCPFS. Among events being sponsored by the foundation are:

- The National Fitness Awards Banquet, at the Waldorf Astoria in New York City on April 4. Honorees will include former President Gerald Ford; David (Sonny) Werblin, a PCPFS member and Chairman of Madison Square Garden (See Priority, page 6)

First Lady to Lead National Conference Addressing Fitness Concerns of Women

The First National Women's Leadership Conference on Fitness is scheduled for April 6-7, in Washington, DC. First Lady Nancy Reagan will serve as Honorary Chairman of the conference, the first national meeting dedicated to the fitness concerns of women.

Attendees will include 400 leaders representing local, State and federal government, business and industry, the military, media and the medical and research communities who are interested in the fitness of women and the family.

The conference will present the latest knowledge and skills necessary to survive in a stressful society. Information will be geared to helping women improve their own fitness level and will emphasize the important role they can play in improving the fitness of the community, home and the workplace.

Delegates will be urged to form the

core of leadership for followup meetings to take place at the State level. The Pennsylvania Governor's Council on Physical Fitness and Sports has scheduled the first such meeting for spring of 1984. The conference is presented by the PCPFS in cooperation with the National Association of Governors' Councils on Physical Fitness and Sports.

On the eve of the conference, the second annual National Honor Awards will be presented to five individuals for their leadership contributions to the improvement of fitness, sports participation and health habits of American women. The awards are presented by the PCPFS and the California Raisin Advisory Board.

For more information on the conference and awards banquet contact Alice Wheaton, Conference Coordinator, at PCPFS.



FIRST LADY NANCY REAGAN will serve as Honorary Chairman for the First National Women's Leadership Conference on Fitness.

Planning for Spring Clinics Underway

Sites are now being selected for the 1984 regional physical fitness and sports clinics, the first of which are to be held in Tennessee and California this spring.

The Tennessee clinic is scheduled for May 18-19 at the University of Tennessee in Chattanooga. The University of California at San Diego will host a clinic on April 13-14.

The regional clinic program has been in effect since 1962 as a PCPFS effort to bring up-to-date information and teaching techniques to professionals and fitness leaders throughout the country. State-of-the-art training information is presented in such areas as elementary and secondary school physical education, community recreation, weight training, stretching and running, aqua dynamics and various sports.

The clinics are conducted by PCPFS staff and master clinicians selected by the PCPFS. Many of the clinicians are provided by sports and fitness-related companies from the private sector.

For names and addresses of clinic contacts see *Calendar*, page 11. For additional information contact Glenn Swengros, Director Federal-State Relations, at PCPFS.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Giese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Sagner, M.D., Roger Stanbach, Jere W. Thompson, Ronald H. Walker, Leon J. Weil, and David A. Werblin.

Staff members are: C. Carson Conrad, Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; Ash Hayes, Ed.D., Director of Sports Administration; and Chris Spain, Research Analyst.

Editor: Lisa Kanner.

In Memoriam: Jim Daniell

James L. Daniell, a member of the PCPFS during the Nixon and Ford administrations, died of a heart attack at his home in Ligonier, PA, on December 15. He had continued to serve as a Special Advisor to the PCPFS and was instrumental in organizing the corporate officers who provide administrative, promotional and financial support for Council programs.

"Jim was one of the most effective Council members we have ever had and a close personal friend as well," said C. Carson Conrad, PCPFS Executive Director. "He, more than any other person, first helped us see the great potential of a partnership between the PCPFS and the private sector. He will be missed, both by the fitness movement and by everyone who knew him."

Daniell recently had retired as president of the RMI Company and assistant to the chairman of the board of U.S. Steel. He had a long and successful career in the metals industries and was vice president of Rockwell International during the time that company was successfully developing plans for the space shuttle.

Daniell served on the boards of numerous corporations, universities, clubs and charitable organizations and was especially active in school



JIM DANIELL

and youth affairs in the various communities in which he lived.

Daniell was well-equipped for an active role in the physical fitness and sports program. He was a schoolboy football star in Pennsylvania, an All-American at Ohio State and the first captain of the professional Cleveland Browns.

During World War II, Daniell served three years on destroyers in the Pacific theater and was awarded two Presidential Citations and a Silver Star for valor. He is survived by his wife, Marcia, a son and three daughters.

Fitness Coalition Sets New Objectives

The National Coalition for Fitness through Recreation set new goals for the future during the National Recreation and Park Association (NRPA) Congress in Kansas City, MO, in October.

The coalition, a joint effort of the NRPA, the National Association of Governors' Councils on Physical Fitness and Sports and the PCPFS, outlined objectives and action necessary to encourage the development of fitness programs within community and recreation settings.

Among the objectives set forth by

the coalition were plans to: 1) emphasize personal goal setting; 2) utilize 1980s technology to develop a resource base; and 3) encourage the use of scientific research to further implement fitness programs. Representing the PCPFS at the Congress were C. Carson Conrad, Executive Director, and Dr. Matthew Guidry, Director of Community Programs.

A national symposium entitled "Mobilization of Fitness through Recreation" was set for March 4-6, in North Myrtle Beach, SC.

A NEW CHALLENGE

Bob Mathias to Head National Fitness Foundation

Bob Mathias, former football star, Olympic champion, 4-term Congressman and movie actor, has accepted a new challenge: direction of the new National Fitness Foundation and its offspring, the U.S. Fitness Academy.

Mathias' appointment as executive director of the foundation and the academy was announced by PCPFS Chairman George Allen at a press briefing in the Capitol building. The event was attended by several members of Congress, the press and friends of the PCPFS and the foundation.

Mathias has been one of America's most popular Olympic champions and is the only person ever to win two decathlon gold medals. Part of his impact on the public was due to the fact that he was only 17 when he scored his first Olympic victory in 1948. He repeated his triumph four years later, setting a world decathlon record.

As if further proof of his athletic versatility were needed, Mathias returned home after his 1952 Olympic victory and starred as a running back



BOB MATHIAS

on Stanford's Rose Bowl football team. He was drafted by the Los Angeles Rams but chose a career as an actor and a politician instead. He starred in four movies and a TV series before launching his first congressional bid.

Mathias comes to his new posts from the U.S. Olympic Training Center in Colorado Springs, which he has directed since 1977. His first priority in the new jobs will be the organization

and staffing of the fitness academy.

The academy will be supported by the National Fitness Foundation, which was established in 1983 as a nonprofit, private-sector partner of the PCPFS. The academy plans to conduct leadership training, education, research and information programs.

"I am encouraged by the many offers of assistance we have received from professionals who wish to serve as consultants or instructors," Mathias said. "I'm optimistic about the influence we can have on exercise and sports participation habits, and on the quality of leadership."

Both Allen and PCPFS Executive Director C. Carson Conrad commented on Mathias' leadership qualities. "Bob is uniquely qualified for his responsibility," said Conrad. Allen added, "Mathias has experience at the highest levels of sport as a competitor and an administrator, and he has many high-level contacts in sports, business and politics. We're delighted to have him on our team."

Disney to Promote High School Sports

In cooperative effort to extol the ideals of interscholastic athletic participation and serve the interests of the nation's youth, the National Federation of State High School Associations and Walt Disney Productions have announced an agreement which designates Walt Disney Productions as an "Official National Sponsor of High School Sports."

The Disney character in the forefront of this effort is "Sport Goofy," who has been adopted as the "National Mascot of High School Sports."

Several programs have already been initiated and a number of projects are on the drawing board to complement sports programs, such as a project on sportsmanship with "Sport Goofy" appearing on National Federation publication covers and in several television and film projects.



CONGRATULATING BOB MATHIAS on his new appointment are, from left, Navy Capt. John Butterfield, Hon. John Marsh, Jr., Secretary of the Army, and George Allen.

Council to Help Improve Fitness of Recruits

On November 16, PCPFS history was made when representatives of the President's Council met with the Joint Chiefs of Staff, the military leaders of the armed forces, and their Chairman, General John W. Vessey, Jr., U.S. Army, to discuss efforts to improve the physical fitness levels of military personnel.

Concern for this issue arose from the observation by the JCS that 30 percent of military training time has to be spent to get recruits in shape for duty. The Council agreed to support endeavors to reduce the portion of training time and work towards improving the fitness levels of young people prior to their entrance into the armed forces.

The meeting highlighted a year of cooperation between the Council and the uniformed services. PCPFS Chairman George Allen and Executive Director C. Carson Conrad were designated honorary members of the joint chiefs in "grateful recognition of outstanding contributions to their country."

Groups Counseled At Corporate Fitness Symposium

Over 300 companies, hospitals and community representatives attended a 1-day symposium to learn more about why employee fitness programs are "good business."

The conference, held in Dallas, December 8, was the last in a series of programs presented by the PCPFS, the Campbell Soup Company and Universal Gym Equipment for 1983. The American Medical Association and the American Occupational Medical Association participated as co-sponsors for the first time.

Registrants wishing to assess their company's fitness potential and/or set up a corporate fitness program were offered a followup consultation with a team of professional fitness specialists at no additional cost. The next employee fitness symposium is scheduled for October 25 in Atlanta, GA.



CHAIRMAN OF THE JOINT CHIEFS OF STAFF, General John W. Vessey, Jr., U.S. Army, center, is joined by, from left, Brig. Gen. George A. Joulwan, Executive Assistant to General Vessey, George Allen, PCPFS Chairman, C. Carson Conrad, PCPFS Executive Director and Capt. John Butterfield, U.S. Navy.



DR. LESLIE FISHER, left, State Superintendent of Public Instruction for Oklahoma, has been honored by PCPFS for his "outstanding contributions to the health and physical fitness of the American people." Dr. Donald Cooper, Council member and director of the Oklahoma State University Hospital and Clinic, presented the award to Dr. Fisher at the September 29 State Board of Education meeting. In addition to the award, Dr. Fisher and the Board were presented with a proclamation recognizing their leadership in improving the fitness of youth and employees associated with the Oklahoma Education Department. Dr. Fisher has been instrumental in authorizing exercise periods for department employees and in assessing the physical fitness of today's youth.

Parade Magazine Features Reagan's Fitness Program

"One key to exercise is to find something you enjoy," wrote President Reagan in the December 4 issue of *Parade Magazine*. "The other key" he added "is to keep the exercise varied." In an article entitled "How to Stay Fit," the President presented his personal exercise and diet plan.

The President keeps fit with regular exercise and especially enjoys outdoor workouts. "It gives you the right attitude," he said. Horseback riding and chopping wood are his favorite outdoor activities. He and the First Lady ride horseback for over an hour when they're at their home, Rancho Del Cielo in the Santa Ynez Mountains of California. When weather permits, Reagan also gets outdoor exercise swimming at Camp David. "I used to love to body surf," he recalled, "but there's not much chance to do that anymore."

Indoors, President Reagan works out in the evening in the White House gym. His program consists of a 10-minute warmup calisthenic routine followed by 15 minutes of weight exercises. "I have two different sets of exercises I do on alternate days," he said. "Each exercise is for specific muscles." When he finishes his program, Reagan sets the weights for Mrs. Reagan who uses the gym in the morning.

The President follows a balanced diet which includes fruits, cereals and lean meats. Although he occasionally indulges in a White House Mexican uncheon, he remains lean at 6 feet, one-inch and 190 pounds. Doctors report that he is in better shape now than when he entered the White House.

the health of the people is really the foundation upon which all their happiness and all their powers as a state depend.

—Benjamin Disraeli

Spring Conference to Address Youth Physical Fitness Needs

The physical fitness needs of today's young people is the theme for the upcoming national conference on Youth Fitness, scheduled for Friday and Saturday, June 8-9, at the Washington Hilton in Washington, DC. The program will focus the attention of the nation on many aspects of fitness and sports play as they relate to the health, growth and development and success of today's young people.

The presentations will emphasize four main areas of concern to this population: 1) the importance of physical fitness, physiologically and psychologically; 2) the current fitness status of young people as witnessed through test results and performance scores; 3) fitness program development in schools, private organizations and public agen-

cies; and 4) the responsibilities of fitness leaders and professionals involved with youth fitness.

The symposium is directed towards school and community agency leaders. Administrative and policy level representatives and program directors from institutions, associations and agencies at the national, State, regional and local levels will also be invited to participate. There will be a registration fee.

Corporate support for the symposium is provided by the Campbell Soup Company. Sponsoring agencies include the PCPFS, the Department of Health and Human Services, the Department of Education, AAHPERD and selected youth groups. To obtain more information write to 1984 Youth Fitness Conference, PCPFS.



THE U.S. FITNESS ACADEMY CORNERSTONE was unveiled in Indianapolis last fall. Performing the honors are, from left, George Allen, PCPFS Chairman, William H. Hudnut III, Mayor of Indianapolis and Richard W. Kazmaier, Jr., President of the National Fitness Foundation (NFF). The unveiling took place during meetings of the PCPFS and supporting organizations. Completion of the U.S. Fitness Academy, an offspring of the NFF, is scheduled for 1986.



SPECIAL ADVISORS William Hightower, left, Vice President AT&T, and Willard Harris, right, President, Rampart General, Inc., join Chairman George Allen during PCPFS winter meeting at the U.S. Naval Academy.

Youth Fitness a Renewed PCPFS Priority

(From page 1)

Corporation; and John McGillicuddy, Chairman and Chief Executive Officer of Manufacturers Hanover Trust Co.

- National Fitness Classic III, in Houston on May 4-6. The event is designed to recognize and promote the growing corporate involvement in fitness programs.
- National Fitness Testing Week, May 6-12. Details regarding the test and test sites to be announced later. The program will offer an opportunity to win an award by passing a battery of strength, flexibility and endurance tests.

The foundation's major project is the establishment of the U.S. Fitness Academy in Indianapolis. Bob Mathias, the new executive director of both the academy and the foundation, attended the PCPFS meeting and said he already is engaged in recruiting academy staff.

Renowned architect Charles Luckman was also at the meeting to present plans for the academy's facilities. These are to include offices, classrooms, food service and housing facilities, a gymnasium, a fitness center, activity rooms, and research and sports medicine areas. Ground-breaking is tentatively scheduled for 1986 and the

main building will be a Romanesque design to exemplify strength and leadership.

Wayne Edmonds, Executive Director of the Pennsylvania Governor's Council on Physical Fitness, represented the National Association of Governors' Councils. He reported that there are currently 33 such councils, 17 more than existed in 1967.

Following the council meeting, the special advisors to the PCPFS met at the Naval Academy on December 2 to discuss corporate support of planned PCPFS projects. Special advisor William Hightower, Vice President of AT&T Information Systems, and his associate, Dick Boehner discussed plans for a series of nationwide walk/runs to be held prior to the summer Olympics.

Throughout the 2-day meetings, Naval officials organized activities for the PCPFS such as a tour of the new LeJeune Physical Education Center, entertainment by the Naval Academy choir and lunch with the midshipmen. Among the officers arranging these activities were Vice Admiral Edward C. Waller, Superintendent of the Academy, Commodore Leon A. Edney, Commandant of Midshipmen and J.O. Coppedge, Director of Athletics.

Fitness 9-5 Show Now Seen Live

"Fitness 9-5," the year-old PCPFS exercise/fitness program produced in conjunction with BIZNET, the U.S. Chamber of Commerce American Business Network, will now broadcast live. This conversion from pre-taped production increases the show's viewership to 22 million and allows copies of the program to be available immediately after taping.

The show features PCPFS staff member Glenn Swengros and occupies a half-hour format made up of interviews, forums and special features on exercise and fitness. PCPFS and BIZNET also produce 4-minute pre-taped exercise breaks telecast during the BIZNET News Today.

Walker, Ryan Honored By U.S. Sports Academy

PCPFS consultant Dr. LeRoy T. Walker, Chancellor at North Carolina Central University and PCPFS medical consultant Dr. Allan Ryan, editor of *The Physician and Sports Medicine* were awarded Honorary Doctor of Sport Science degrees from the United States Sports Academy at the academy's summer commencement ceremonies. Robert S. Block, first chairman of the Academy's Board of Trustees, was also presented with the degree.

Dr. Walker, who coached the U.S. track and field teams at the 1976 Montreal Olympic games, also received the Distinguished Service Award for his many contributions to sport.

Latest Video Releases

Two recently produced BIZNET/PCPFS videotaped shows are now available for reproduction: 1) an interview with Dr. Gideon Ariel, director of a biomechanics research center in California; and 2) highlights of the U.S. Army fitness program. To obtain copies of these color productions, send a blank 3/4-inch video cassette and covering letter to Glenn Swengros, at PCPFS.

Strength Training Focus of White House Conference

The 1983 White House Symposium on Physical Fitness and Sports Medicine brought together over 800 medical and athletic professionals to hear the latest research developments in strength training, therapy and rehabilitation, and sports performance. The symposium took place on November 16 and 17 at the Mayflower Hotel in Washington, DC.

The symposium presented a strong case for the importance of strength training in fitness and rehabilitation programs, regardless of age. "There is a role for strength training in the agenda of a young adult," said symposium chairman Dr. Bernard Cahill, an orthopedic surgeon and member of the PCPFS, "provided there are sound reasons and careful guidance." Dr. Cahill cited cases of injuries as a result of improper training programs. "Strength training to correct deficiencies or improve the safety of a sport are sound reasons," concluded Cahill.

Dr. Robert Nirschl, Georgetown University School of Medicine, addressed the potential for strength training in older adults, especially in a

hospital rehabilitation setting. "Implementing fitness programs in the hospital makes economic as well as medical sense," said Dr. Nirschl. "There are thousands of examples where the concept of strength, endurance and flexibility training would go a long way to help our patient population."

For women, strength training no longer remains forbidden practice. "Since women naturally have low upper body strength I think all women should lift weights," said Dr. Mona Shangold, a professor at Cornell University Medical Center and expert in the field of sport gynecology. Dr. Shangold sorted the myths from the facts regarding the exercising female.

Where some speakers provided the attendees with a solid justification for strength training, other speakers went on to discuss effective, and ineffective, training regimens. Dr. David Lamb, Purdue University, said that despite reports that drug use among junior high school athletes is on the increase, there is "no solid evidence that steroids improve speed, increase endurance or reduce the incidence of injury." He be-

lieves that fewer Olympic athletes will risk taking steroids because gas chromatograph and mass-spectrometer tests can now detect steroids taken up to two months before a competition.

To complete the strength training picture, and provide attendees with practical principles for use in their own programs, the symposium presented additional information on implementing training programs in endurance, collision, jumping and throwing sports. From computerized training modalities to plyometrics, the use of gravity and body weight to build speed and muscle strength, a variety of conditioning techniques were presented.

TAPES AVAILABLE

Cassette tapes of Symposium presentations are available. Contact Fred Berney at Instant Replay, 760 S. 23rd St., Arlington, VA 22202.

Sponsored by the PCPFS and the Campbell Soup Company, the conference was attended by physicians, athletic trainers, nurses, physical therapists, exercise physiologists, physical education teachers and students. One quarter of the participants responded to an evaluation survey which showed physicians representing the largest percentage of attendees.

The conference was also cosponsored by the American College of Sports Medicine, American Medical Association, American Orthopedic Society for Sports Medicine, Department of Health and Human Services, National Athletic Trainers Association, National Fitness Foundation, National Strength and Conditioning Association, and United States Olympic Committee Sports Medicine Council with the help of over 20 additional cooperating agencies. Continuing education credit was made available through the American Medical Association, the National Athletic Trainer's Association and George Mason University in Virginia.

A synopsis of the entire program will soon be available.



GLENN SWENGROS, of PCPFS, leads exercise break during conference.

Fitness Classic Set For May 4-6

The third National Fitness Classic will take place on May 4-6 at the Houstonian, officially designating May as National Physical Fitness and Sports Month. The event is a salute to corporate support of employee health and fitness.

Presented by the National Fitness Foundation (NFF) in cooperation with the Association for Fitness in Business, the PCPFS and the Houstonian, this fitness weekend revolves around 10 sports and fitness events. Twenty four teams, made up of 200 sport celebrities and business leaders will compete to become the NFC III Championship team. Roger Staubach, PCPFS Council member and former quarterback for the Dallas Cowboys, will return again this year as chairman.

All proceeds from the classic go to the NFF. Corporate, individual and spectator sponsorships are available. For more information contact Mallory Hoffman or Russ Harris at the National Fitness Classic Headquarters, The Houstonian, 111 North Post Oak Lane, Houston, TX, 77024 (713/680-3330).



DR. WILLIAM A. KINNISON, right, President of Wittenburg University presents C. Carson Conrad, PCPFS Executive Director, with the honorary degree of Doctor of Humane Letters at the dedication ceremony for Wittenburg's new Health, Physical Education and Recreation Center. Looking on is Dr. William M. Wiebenga, Provost of the University. Wittenburg's Board of Directors recognized Conrad for his contributions on the local, State, national and international levels in the areas of physical fitness and sports. In 1970, Conrad was appointed to his present position by former President Nixon and subsequently was reappointed by Presidents Ford, Carter and Reagan. His work as teacher, coach, speaker, clinician and administrator has earned him recognition across the globe.

Nations have passed away and left no traces, and history gives the naked cause of it. One single, simple reason in all cases—they fell because their people were not fit.

—Rudyard Kipling

Celebrate Fitness Month, Help Shape Up America

May is National Physical Fitness and Sports For All Month and across the nation people will be running, walking, jumping and having fun while taking part in activities celebrating fitness and sports. Public and private agencies are now organizing projects at the State and local levels to promote fitness and encourage greater participation in existing programs and activities.

In 1980, former President Carter proclaimed the first week of May as National Physical Fitness and Sports Week, and since then thousands of corporations and individuals have been involved in this nationwide effort.

This is the second year in which a whole month has been dedicated to fitness. In 1983, more than three thou-

sand agencies sponsored fitness month events attracting over one million participants. This year's goal, according to Matt Guidry, PCPFS Director of Community Programs, is to involve 10 million Americans in fitness month activities.

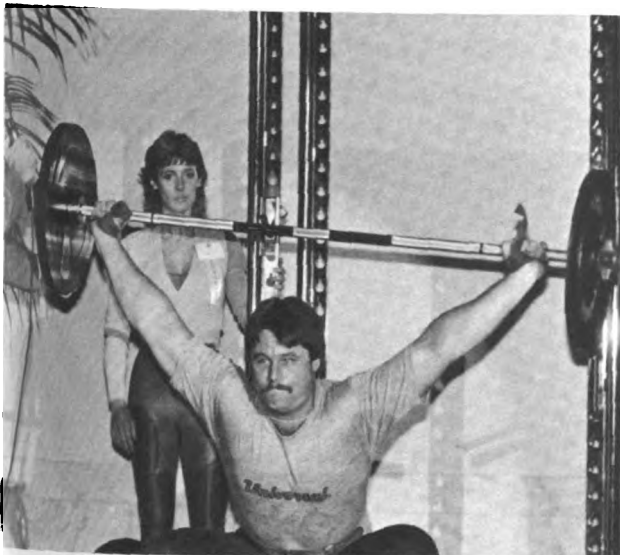
Planning for local and statewide projects can start today. To obtain widespread involvement and support, agencies may wish to: 1) contact governors, mayors and local officials for a proclamation; 2) include local organizations in the planning of events; 3) seek sponsorship and support from local business and industry; 4) contact State and local organizations interested in fitness and health for assistance; 5) alert the media to upcoming

happenings.

With a network of support, events and activities such as fitness fairs, fitness festivals, distance and fun runs, banquets, lectures and exercise and sport testing can be effectively pursued and carried out. One day, one week or one month can be used to celebrate fitness month and introduce new programs to the public.

The PCPFS has available a colorful poster, brochure and public service announcement featuring former Olympic champion figure skater Dorothy Hamill. The public service announcements can be used to place local messages. Interested groups or individuals should contact Dr. Guidry at PCPFS.

Scenes From White House Symposium



Top row, from left: Conference speakers David Lamb, Ph.D., Purdue University, IN; Mona Shangold, M.D., Cornell University Medical Center, NY; William Stanish, M.D., Halifax, Nova Scotia.

Center Row, from left: Universal Gym Equipment strength training demonstration; attending evening reception Conference Chairman Bernard Cahill, M.D., Peoria, IL; Thomas Miller, former executive director ACSM; Ash Hayes, Ed.D., PCPFS Director of Sports Medicine; Ambassador Bruce Langain, Vice President National Defense University.

Bottom row: Richard O. Keelor, Ph.D., President, Campbell Institute for Health and Fitness.

Physical Fitness at the Federal Worksite

Federal agencies are increasingly instituting fitness programs in an effort to improve the physical fitness levels of the 2.7 million workers currently employed by the federal government. The PCPFS has been active in serving as a resource base for the development of many of these programs.

December marked the third anniversary of the Federal Interagency Health/Fitness Council (FIHFC), formed in 1980 by the PCPFS and the Office of Personnel Management (OPM) to increase preventive health/fitness programs in federal agencies. Approximately 50 volunteer representatives of government agencies attended an anniversary meeting on December 15, hosted by the U.S. Justice Department Occupational Health Organization.

Dr. John Holland, Chairman of FIHFC, and Director of the

Health/Fitness Program at the National Defense University, and Harry Flickinger, Deputy Assistant Attorney General at Department of Justice, welcomed the group. York Onnen, PCPFS Director of Program Development, challenged the members to "help get the expertise of the FIHFC and PCPFS out to the 10 regional federal offices across the country and make fitness programs available to all federal employees."

The group discussed ways to promote fitness nationwide such as the use of videotaped presentations of existing programs and followup teleconferencing between Washington-based personnel and regional offices. These roundtable discussions, scheduled to begin in early 1984, will help create an atmosphere of interest in fitness program development and provide justification for their existence.

Since the last FIHFC meeting in

September 350 FIT KITS, packets of information designed to help agencies develop fitness programs, have been distributed to federal agencies. "The response for FIT KITS has been overwhelming and very specific," said Alice Wheaton, PCPFS consultant and FIHFC coordinator. To followup on these requests, FIT Teams have been organized to assist in the actual development of these programs. In October, Wheaton addressed an audience of federal managers on "Fitness at the Worksite," during a seminar given by OPM in Oak Ridge, TN.

Currently, there are 38 federal agencies with fitness programs in the Washington, DC area. A profile on the characteristics of these programs and the people who run them is being compiled. Results of this survey will appear in future issues of the **NEWSLETTER**.

'Pay for Play' Trend Gaining in Schools

Charging fees to students for participation in interscholastic and intramural athletics is a growing trend across the nation, according to a national survey conducted by the American Sports Education Institute.

Despite opposition, "pay for play" programs exist in all but eight states. Current estimates show approximately 15 percent of all schools in the nation have instituted "pay for play."

Average annual per-student fees range from \$18 in the Northwest to \$37.60 in the South-Southeast. Fees per sport are fairly consistent and virtually all sports are involved, with football cited most frequently.

Most of the athletic directors, principals and coaches who responded to the survey felt that "pay for play" made it harder for schools to field interscholastic teams. Of the same group, 79 percent felt that since the inception of "pay for play" sport participation has stayed the same.



"TENNIS EVERYONE" is the goal of the USTA National School Program launched last fall to encourage tennis in school physical education curricula. USTA president Hunter Delatour, Jr., right, recently announced the appointment of Arthur Ashe, U.S. Davis Cup captain, as Honorary Chairman of the program. USTA local leaders and USTA national clinicians have been working in pilot cities teaching tennis to elementary, junior and senior high school students. One goal of the program is to encourage students to continue playing tennis in local community programs after school and in the summer. USTA works in cooperation with the PCPFS, AAPHERD and the NRPA.

CALENDAR OF EVENTS

FEBRUARY

- 3-4 **Southeast Region ACSM Annual Meeting**, Auburn, AL. Contact: Ronald R. Bos, Executive Secretary, SEACSM, Memorial Gymnasium, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061
- 18 **Sports/Fitness Festival**, Long Beach, CA. Contact: Presidential Sports Award Program, 1-800-525-4444

MARCH

- 16-19 **National Association of Governors' Councils on Physical Fitness and Sports Annual Meeting**, US Olympic Center, Colorado Springs, CO. Contact: Wayne Edmonds, Pennsylvania Governor's Council, P.O. Box 90, Harrisburg, PA 17120
- 29-
April 2 **AAHPERD National Convention**, Anaheim, CA. Contact: Gladys Merrick, AAHPERD, 1900 Association Drive, Reston, VA 22091

APRIL

- 4 **1984 National Awards Banquet**, NY. Contact: York Onnen, PCPFS
- 5 **National Honor Awards Banquet**, Washington, DC. Contact: Alice Wheaton, PCPFS
- 6-7 **First National Women's Leadership Conference on Fitness**, Washington, DC. Contact: Alice Wheaton, PCPFS
- 13-14 **Regional Physical Fitness Clinic**, Chattanooga, TN. Contact: Dr. Robert Norred, Director, Dept. of Health, Physical Education, Recreation, University of Tennessee MacLellan Gym, Chattanooga, 37402

MAY

- 4-6 **National Fitness Classic**, Houstonian, TX. Contact: Mallory Hoffman, Houstonian.
- 18-19 **Regional Physical Fitness Clinic**, San Diego, CA. Contact: Dr. John Cates, Dept. of Physical Education, University of California at San Diego C-107, LaJolla, CA 92903
- 23-26 **ACSM Annual Meeting**, San Diego, CA. Contact: Jane Shepard, ACSM, Box 1440, Indianapolis, IN 46206

JUNE

- 8-9 **National Youth Fitness Conference**, Washington, DC. Contact: Dr. Ash Hayes, PCPFS

JULY

- 19-26 **Olympic Scientific Congress**, Eugene, OR. Contact: Dr. Dan Tripps, 1479 Moss St., Eugene, OR 97403

Note: Address all PCPFS correspondence to 450 5th St., NW, Suite 7103, Washington, DC 20001, 202/272-3430.

President to Chair Awards Ceremony

President Reagan will serve as Honorary Chairman of the 1984 National Awards Banquet to be held on April 4, at the Waldorf Astoria in New York.

This year's event is a salute to former President Gerald Ford, John F. McGillicuddy, Chairman and Chief Executive Officer, Manufacturers Hanover Trust Corporation, and David A. Werblin, Chairman and Chief Executive Officer, Madison Square Garden.

The awards banquet, sponsored by the non-profit National Fitness Foundation in cooperation with the PCPFS, recognizes prominent Americans who have made notable contributions to physical fitness and sports. The first banquet was held last year.

February Festival Slated for Long Beach

Long Beach California has been selected as the site for the February 18 Sports/Fitness Festival. This California event had been previously scheduled for October 1, 1983.

The postponement will enable several Olympic athletes to participate in the festival, which will include lectures, demonstrations, films, sport and fitness clinics and product exhibits. Admission to the festivals is free, however pre-registration is requested. For more information call toll-free 1-800-525-4444.

U.S. Fitness Leaders To Be Honored In Fall

Nomination forms for the 1984 Healthy American Fitness Leaders Awards, to be presented in Washington D.C. on September 19, have been distributed.

The awards program, sponsored by the U.S. Jaycees, the PCPFS and Allstate Life Insurance Company, is held each fall to honor outstanding leaders in physical fitness. Nomination forms are still available from the U.S. Jaycees and can be submitted up until May 1.

AFB Region Six Wins First 'Fitathlon'

This year's Ninth Annual Association for Business in Industry (AFB) Conference featured many special events in addition to presentations by noted fitness professionals from across the country.

Coed regional teams participated in the first annual "Fitathlon," competing in such events as situps, pushups and running. The team representing Region Six, which includes Arkansas, New Mexico, Oklahoma and Texas, won the "Fitathlon" with a score of 84

out of a possible 100 points.

The theme for this year's convention, which took place on September 28-October 1, at the Crystal City Hyatt Regency in Virginia, was "Fitness in the Long Run," with emphasis on issues pertaining to health promotion. Dr. Harvey Ebel, AFB Executive Director, was the conference chairman. PCPFS Executive Director C. Carson Conrad and PCPFS staff member Glenn Swengros spoke at the conference.

et cetera

McCollum Named Director Olympic Training Center

The U.S. Olympic Committee has appointed Larry McCollum as the director of the Olympic Training Center in Colorado Springs. He replaces Bob Mathias who resigned to head the National Fitness Foundation. McCollum served the USOC as associate director of operations from 1977 until joining the U.S. Figure Skating Association as executive director in 1982, a position he held until last fall.

Work Begins on New ACSM National Center

On the eve of its third decade, the American College of Sports Medicine began a new era with the ground breaking of its National Center on December 15.

The new center, a 19,000 square foot facility, will be constructed at 401 West Michigan Street in Indianapolis. It will provide the college with additional ways of serving the public such as a sports medicine library and on-site publication facilities.

Health News Tops

Health information is the number one subject of interest to readers of *Press-Telegram*, according to Knight-Ridder, publisher of the Long Beach, California paper. In response to this interest, *Press-Telegram* will have instituted a regular Tuesday section entitled "Fitness," which will cover diet, exercise, nutrition and the latest trends in all areas of medical science.

Nirschl Named Editor Of Orthopedics Today

Robert P. Nirschl, MD, a medical consultant to the PCPFS has been appointed Chief Medical Editor of *Orthopedics Today*. Dr. Nirschl is medical director of the Virginia Sportsmedicine Institute, assistant professor of orthopedic surgery at Georgetown University School of Medicine, author of two books and numerous articles and consultant to many world-class athletes.

Hotel Helps Reduce Rising Medical Costs

Rising medical costs are sparking new flexible insurance plans with benefits tailored to individual needs, according to a recent Bureau of National Affairs study. Experts say that Americans will spend \$850 billion on health care by 1990, compared with \$321 billion in 1982.

To help employees cut this cost, Holiday Inn plans a long-range health improvement physical fitness program to be tied eventually to compensation for its 40,000 employees. The report was issued during hearings by the National Governor's Association on health care costs.

Walker Appointed Director Of Texas Fitness Center

William H. Walker has been appointed executive director of the Verandah Club, a fitness center currently under construction adjacent to the Loews Anatole Hotel in Texas. He was formerly assistant director of the Aerobics Center in Dallas since 1973.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington DC 20201

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President's Council on Physical Fitness & Sports

Washington, D.C. 20001 ✓

MARCH 1984

NEWSLETTER

Hearings Probe Current Youth Fitness Levels

Having established youth fitness as a top priority for the next two years, the PCPFS is currently holding public hearings nationwide to investigate the fitness status of young people and the quality of school and community physical education programs.

Curriculum changes resulting in less time for elementary school physical education programs, budgetary cutbacks, reduced physical education graduation

requirements and elective courses at the secondary school levels, fewer trained and experienced educators, and adverse lifestyles have evoked a growing concern about the physical fitness of today's youth.

Poor fitness test results and reduced participation in the Presidential Physical Fitness Award program indicate that the fitness of America's youngsters is low.

The hearings are open to the public, and individuals, organizations and institutions have been invited to testify on:

- Current status of youth fitness as witnessed by research and clinical studies;
- Importance of youth fitness;
- Examples of physical education programs;
- Leadership concerns, and
- Recommendations for the future.

Information generated by the hearings will be presented at the National Conference on Youth Fitness, June 8-9, in the city of Washington, and

(See Hearings, page 8)

Reagan Hosts Council at White House

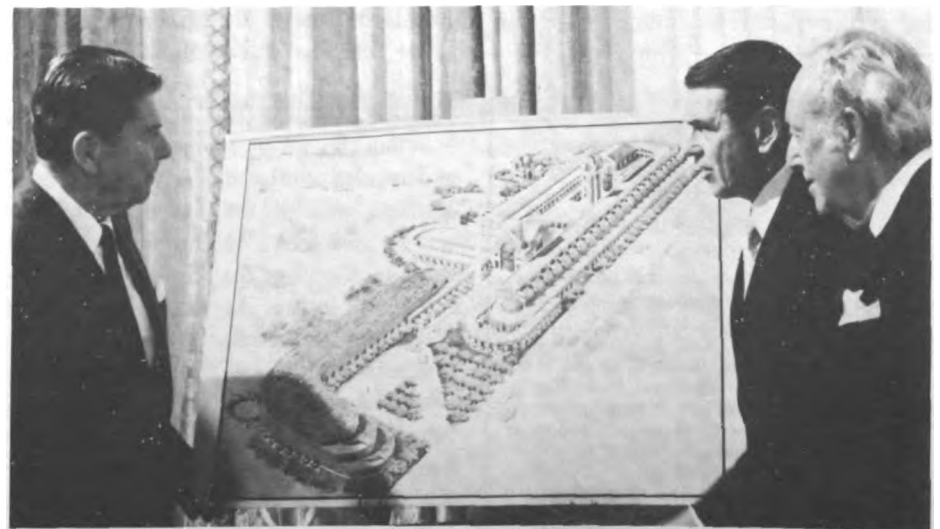
Members of the Council, special advisors, friends and staff were guests of President Reagan at a White House reception in January, at which time the President emphasized the value of physical fitness and physical education.

"Attention to physical fitness is one of those things that says something about a nation and its people," said Reagan. "It's an important indication of America's level of energy, competitiveness and vigor."

Reagan spoke in support of school physical education programs and their importance in keeping America "strong and youthful." The President said, "it's especially important that physical education continue to play a strong and vital role in our schools."

In reference to the work of the Council, Reagan made special note of the contributions made by private sector individuals and corporations in fur-

thering Council efforts to keep America physically fit. An architect's (See Reagan, page 6)



PRESIDENT REAGAN, PCPFS Chairman George Allen and renowned architect Charles Luckman, from left to right, look over artist's rendering of the proposed U.S. Fitness Academy at January 19th White House reception. The Academy, to be built in Indianapolis, is scheduled for completion in 1986.

Coming in June... National Conference on Youth Fitness

Grades Low on Fitness Report Cards

Fewer than 1% of the students tested in Oklahoma's Fitnessgram project during the fall of 1983 qualified for the Presidential Physical Fitness Award, according to the initial report on the project conducted by the Oklahoma State Department of Education.

Of the 84,000 students screened, only 590 reached the 85th percentile on all six items of the Youth Fitness Test used in the program qualifying them for the award. In addition, a random sampling of 16,563 test results in five school districts showed over 15,000 students scoring below the 50th percentile in at least one test event.

"We expected the scores to be low," said Harvey Tedford, Oklahoma State Director of Education, "but these results are lower than we anticipated. The poor scores may be due to the students' lack of preparation and training in the skills required for the tests."

The Fitnessgram program began in Tulsa as a pilot project of computerized fitness testing using the AAHPERD Youth Fitness Test and related national norms. The project was expanded in 1983 to include over 100 additional school districts and plans are underway for the nationwide implementation of the program in the fall.

Students in grades 5-12 are tested for cardiovascular endurance, abdomi-

nal and upper body strength, and speed and explosive power. Their scores are graphically displayed on a computerized report card and compared to national norms for age and sex. The Fitnessgram analyzes the results and helps teachers design programs to raise or maintain the students' fitness levels.

According to Linda Ruhman, health and physical education specialist and state trainer for the Fitnessgram project in 1984-85, the bar graphs which display the test results really "hit home" with the students. "One of its benefits," said Ruhman, "is that the Fitnessgram spells out for the kids how they are doing."

From the teachers, the response to the program has been mixed. Many feel that the fitness reports will help gauge students' progress and improve fitness levels. "Although the new project involves more paperwork," said Ruhman, "most teachers feel that it is a worthwhile program."

From the parents, there has been little response. Although enterprising teachers have devised ways of encouraging parents and students to discuss the report and then return it to the teacher, parental involvement overall has been disappointing, said Tedford.

Physical fitness is the basis for all other forms of excellence.

—John F. Kennedy

When the spring testing is completed and results tabulated, Oklahoma school districts will be able to compare test scores and make recommendations to schools adopting the Fitnessgram project in the future. At this point Tedford feels that the Fitnessgram will make teachers and physical educators, parents and students, more aware of fitness testing and its value. In time, supporters of the program hope to see fitness testing a project of every public school.

The program is sponsored by the PCPFS, AAHPERD, the Campbell Soup Company and the Institute for Aerobics Research in Dallas, where the data is computerized.

Festivals of Fitness Throughout 1984

The 1984 schedule of Presidential Sports Fitness Festivals began in California on February 18 and will conclude in Arizona next December. A complete listing of the events is outlined below.

The festival program has brought seminars and workshops by top fitness experts within reach of Americans since 1979. In 1983, five festivals attracted a total attendance of over 25,000. The Minneapolis festival drew the highest interest with 9,000 participants.

Schedule of Sports Fitness Festivals

April 28	Portland, OR
June 9	Indianapolis, IN
September 29	Denver, CO
November 10	Baltimore, MD
December 1	Tucson, AZ

All festivals are held on Saturdays.

Television personality Stephanie Powers is the spokesperson for the 1984 festival program, which will feature youth sports demonstrations, nutrition education, blood pressure screenings, fitness testing, jazzercise demonstrations, and running and strength conditioning workshops.

Ken Cooper, M.D., aerobics expert; George Sheehan, M.D., cardiologist and running advocate; Jay Segal, Ph.D., stress management authority; and Kathy Smith, author of *The Ultimate Workout*, are among the featured speakers.

Admission to the festival is free and attendees are encouraged to participate in the Presidential Sports Award program, an opportunity to demonstrate regular and active participation in any of 43 sport and fitness activities.

For information on the fitness festivals call 800-525-4444. For a personal fitness log send a stamped, self-addressed envelope to Presidential Sports Award, P.O. Box 5214, FDR Post Office, New York, NY 10150-5214.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Giese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Roger Staubach, Jere W. Thompson, Ronald H. Walker, Leon J. Well, and David A. Werblin.

Staff members are: C. Carson Conrad, Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guldry, Ph.D., Director of Community Programs; Verle L. Nicholson, Director of Information; Ash Hayes Ed.D., Director of Sports Administration; and Chris Spain, Research Analyst.

Editor: Lisa Kanner.



NATIONAL CONFERENCE ON YOUTH FITNESS

June 8-9, 1984: Washington Hilton
1919 Connecticut Avenue, N.W.
Washington, D.C. 20009

PURPOSE: The purpose of the conference is to review the need for youth physical fitness, the status of youth fitness, and the roles and responsibilities for this important aspect of youth development.

PROGRAM: Featured areas of emphasis will include the vital role physical fitness and sport play in the growth and development, dynamic living, and improved health of the schoolaged population — America's future.

SPEAKERS: A host of national level speakers from government, business, education, public recreation, youth agencies, medicine, health and physical education and sport will appear on the program.

FORMAT: Conference format will consist of general sessions on the first day, and breakout sessions for three interest groups (schools, public recreation, and youth agencies) on the second day. Closing comments will be in a general session.

CONFERENCE OUTLINE

The Importance of Youth Fitness

as viewed by:
Business
Government
Department of Defense
Sports Development
Society

The Status of Youth Fitness

Results from:
Research studies on fitness tests
Pediatric studies

Cardiology Studies
Orthopedic studies

Youth Fitness Program Emphasis

School physical education and sports
Public recreation
Youth serving agencies
Professional preparation in physical fitness
International aspect

Policy Views on Youth Fitness

Congress
Governors
State Legislators
Mayors
Private enterprise

Model Programs (Showcases)

School physical education and sports
Public recreation
Youth agencies
Staff development

Roles and Responsibilities for the Future of Youth Fitness

(Speakers from these areas)
U.S. Department of Education
State and local School Boards and Superintendents
Building Principals
Physical education and athletic supervisors and teachers
Recreation Administrators and Program Directors

Youth Agencies Administrators
and Program Directors
Professional Organizations

CONFERENCE COSPONSORS: More than 26 professional organizations including government, business, physical education societies, state education, private youth and sports-related organizations.

MAJOR CORPORATE SPONSOR:

Campbell Soup Company

CONTINUING EDUCATION CREDIT: CEUs will be available through George Mason University.

HOTEL: For reservations and information call: 202/483-3000. Mention conference by name for special rates.

WHO SHOULD ATTEND: School Board members, School Administrators, Physical Educators, Coaches, State, County and City Public Administrators, Recreation Directors, Recreation Leaders, Youth Agency Administrators and Program Directors, and other Professional and Community Leaders associated with youth fitness programs.

ADDITIONAL INFORMATION: Please write: National Conference on Youth Fitness, President's Council on Physical Fitness & Sports, 450 Fifth St., N.W., Suite 7103, Washington, D.C. 20001. (Phone: 202/272-3424).

NATIONAL CONFERENCE ON YOUTH FITNESS

REGISTRATION FORM:

Name, Title (Please print) _____
Organization _____
Address _____
City/State/ZIP _____ Phone _____

Please fill out registration form and enclose with check for \$120.00 made out to 1984 National Conference on Youth Fitness. Send both to: National Conference on Youth Fitness, President's Council on Physical Fitness and Sports, 450 Fifth St., N.W., Suite 7103, Washington, D.C. 20001

Registration fees include:
Portfolio
Refreshments & Banquet
All Conference Materials and Proceedings

How Fit is America?

Fitness Test to Be Conducted Nationwide

The fitness of Americans will be tested during National Fitness Testing Week, May 6-12. Plans for the nationwide campaign were announced by Bob Mathias, executive director of the National Fitness Foundation (NFF), at a press briefing in Washington, D.C., in February.

The project, sponsored by the NFF, is aimed at heightening public awareness of the importance of physical fitness. The test will be conducted in 112 markets in all 50 states during the week-long promotion. Over 1,500 health and fitness centers, including YMCAs, will offer the test.

Individuals who take the National Fitness Test will learn how their level of fitness compares with other Americans of the same age and sex in the areas of flexibility, muscular fitness and cardiorespiratory endurance. There is an optional challenge series for those who have completed a 6-week or longer training program prior to taking the test.

Corporations will be urged to underwrite the test for their employees. "Those of us in the corporate community are very aware of the benefits that can be derived from having an employee population that is healthier and more physically fit," said William High-

tower, V.P. of AT&T Information Systems, at the press conference.

An estimated 500,000 adults, age 18 and older, will take the test, which consists of curlups, pushups, sit and reach test, arm hang and 3-minute step test. Complete training manuals and materials are being distributed to the testing centers.

In addition to receiving feedback on their own levels of fitness, participants will receive a fitness card bearing a gold, silver or bronze NFF medallion. Enclosed with the card will be test

scores, related norms and a congratulatory letter.

The fee for the National Fitness Test is \$2. Net proceeds from the event will go to the National Fitness Foundation.

A national WATS line has been established to inform anyone interested in taking the test of the nearest official testing facility. The number is 1-800-FIT-TEST.

For information on the NFF, or the U.S. Fitness Academy, write to 101 W. Washington St., Suite 1340-E, Indianapolis, IN 46204 (317/636-1348).

MAY NATIONAL PHYSICAL FITNESS AND SPORTS MONTH

Metro D.C. Measured for a Perfect Fit

In preparation for National Physical Fitness and Sports Month, May, and National Fitness Testing week the city of Washington began a multiphase program in early March called **Project Perfect Fit**.

Sponsored by the PCPFS, the YMCAs of Metropolitan Washington and WRC-TV, the NBC-owned station in DC, in cooperation with the National Fitness Foundation (NFF), **Project Perfect Fit** is designed to create continued support of fitness-related activities and organizations on a local level, build public interest in Fitness Testing Week and recognize leadership in fitness.

Local civic, sport and youth groups, federal agencies and private organizations will conduct fitness and sport

demonstrations throughout the 10-week period.

Winners of "Washington's Fittest Awards," which recognize local individuals who have encouraged others to make fitness a part of their lives, will be featured on a prime-time special called *Real Fit People*, produced by WRC-TV with the support of the producers of *Real People*. The show will air in Washington on April 27, 8-9 pm, and will feature *Real People* star Sarah Purcell.

Project Perfect Fit will culminate in a mass fitness screening of 1,000 individuals, May 5, on the Mall in Washington. Sponsored by WRC-TV and the National Park Service, this day-

(See **Perfect Fit**, page 9)

CALL FOR PHOTOS

Let your fitness month activities be known. If you have clear, black and white photos of people involved in fitness and sports, and you would like them to be considered for publication, send them to Editor, *Newsletter*, at PCPFS. Be sure to include photo identifications, and a contact name. Photos will not be returned unless specified.

Corporate Games to Launch Fitness Month

Over 200 executives and professionals will team with athletic celebrities and national sport stars for the National Fitness Classic, the Olympics of corporate America, on May 4-6.

The event will take place at The Houstonian, a health and fitness complex in Houston, and will launch National Physical Fitness and Sports Month for 1984.

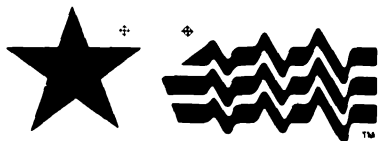
The event reflects the growing commitment of corporations to health and fitness. Representatives of business, sport and entertainment take this weekend to encourage physical fitness among all Americans.

Now in its third year, the Classic is presented by the National Fitness Foundation (NFF) in cooperation with

the Association for Fitness in Business, and Living Well, Inc. Co-chairmen are former Dallas Cowboys star Roger Staubach and William Hightower, VP, AT&T Information Systems. All proceeds from the tournament benefit the NFF.

Participants are assigned to 24 coed teams of eight members each and compete in 10 events including a 4-mile relay, basketball shoot-out and swim relay. Each team will be captained by two celebrities, including Bob Mathias and basketball star Nancy Lieberman.

Individual, corporate and spectator sponsorships are available. For more information contact Mallory Hoffman, Houstonian, 111 N. Post Oak Lane, Houston, TX 77024 (713/680-3330).



**National Fitness
Testing Week
May 6-12**

Japan Officials Tour U.S. Fitness Sites

Representatives from the Osaka Gas Co. of Japan toured U.S. fitness facilities in February, stopping at the PCPFS offices to exchange views on health and fitness and to learn more about PCPFS activities. They were in the U.S. to observe selected employee fitness programs.

Toshiro Kitagaki, Tatsuya Ohta and Masamichi Wakita, accompanied by Munehiko Harada, a doctoral student at Penn State University, included in their fitness tour visits to the Campbell Institute for Health and Fitness, the Association for Fitness in Business, American University, Kimberly-Clark, Corp. and The Houstonian.

In 1978, C. Carson Conrad, PCPFS executive director visited the Osaka Gas Company which resulted in communication between the two organizations since then.

According to the Osaka officials, comprehensive health promotion pro-

grams are not widespread in Japan and such corporate concerns as absenteeism and reduced productivity are not yet a problem. Yet, in anticipation of the future, corporate planners will be looking to the U.S. programs for information and data on employee health and fitness trends.

The Osaka representatives noted that the number of older citizens in Japan is increasing and there is a growing need to establish fitness and recreational programs and activities for this population.

The U.S. and Japan have developed many similarities as each culture adopts the outlooks and practices of the other. In the past, Japanese programs have served as models for U.S. employee fitness centers. Today, Japan looks to the U.S. to further its fitness movement and together, the two countries actively chart the future for East/West health improvement.

San Diego Site Of 100th Clinic

The 100th clinic in the PCPFS regional physical fitness and sports clinic program will take place on May 18-19 at the University of California at San Diego. It will be preceded by another 1984 spring event in Tennessee, on April 13-14, at the University of Tennessee at Chattanooga.

Both clinics are the kickoff events for "Health and Fitness Week" in each city. Planners of both events hope to attract the general public, in addition to fitness professionals in the area, with an array of master clinicians and sessions on many fitness topics.

The California clinic is the first in the Southwest since 1975, when the University of California at Long Beach served as a clinic site and over 1,000 people attended the program. Both spring clinics this year will include as presenters syndicated medical columnist Larry Lamb, M.D., and Lacey O'Neal, former Olympic track competitor.

Nine additional clinics are scheduled for the remainder of the 1984-85 school year. Dates and locations of clinics are presented in the *Calendar*, page 7. The PCPFS team will also travel to New York, Florida and Ohio during this year. Dates of these visits will be included in future issues of the *Newsletter*. For more information contact Glenn Swengros at the Council.

D.C.'s Perfect Fit

(From page 4)

long event will launch National Fitness Testing Week.

Honorary Chairpersons for **Project Perfect Fit** include Michael Deaver, White House Deputy Chief of Staff, and Sen. Richard Lugar, (R-Ind.). Among the advisors for the event are representatives from the National Council on The Aging, George Washington University Hospital, and the Boys' and Girls' Club of Greater Washington.

Tennis Leader Search Begins

The United States Tennis Association is accepting nominations for its annual USTA Community Service Award. This honor signifies contributions made by tennis teachers to improve and enhance recreational tennis for children and adults.

Candidates work with community centers, inner city or suburban programs and park or school tennis programs. Nominations should be based on the candidate's involvement with programs and participants, new program ideas and features.

The deadline for receipt of nominations is June 8. Winners of the award will be honored during the 1984 National Tennis Teachers Conference, August 29-31, in New York City.

To receive a nomination form, write or call USTA Education and Research Center, 729 Alexander Road, Princeton, NJ 08540 (609/452-2580).

Survey Shows ... Aerobic Dancing Popularity Jumps

A survey of sports participation from April to September of 1983 showed a 31% increase in aerobic dancing over the same period in 1982. The survey also showed an increase in the number of Americans who perceive themselves as engaging in exercise.

According to the Sports Census, a biannual sports participation survey appearing in *The Sporting Goods Dealer*, aerobic dancing participants totalled 18.7 million during the 6-month period, up from 14.3 million in 1982. While the sport is predominantly female, the number of male participants increased 130% since last year.

Although interest in aerobic dancing has shown the most dramatic increase, overall participation in exercise during this time period surpassed last year's figures by 14%. The survey shows that

85 million Americans engaged in some form of exercise during this 6-month period. 59% of the women surveyed exercise as opposed to 41% of the men.

Exercise interest, according to the survey, has grown most rapidly in the West and Southwest regions.

Growth in individual sports was moderate over this time period. Golf, tennis and bowling showed gains ranging from 7 to 11%. Jogging and racquetball ran 1% ahead of last year's figures.

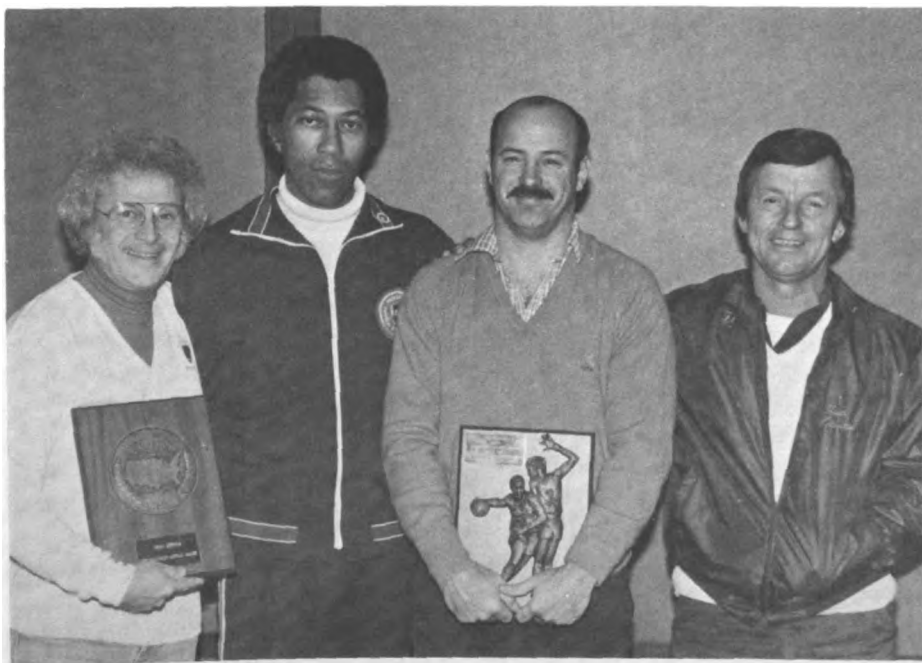
Of the team sports surveyed, softball showed a 9% growth over 1982 and soccer, a 1% increase. Freshwater fishing and camping showed a moderate decline in participation.

The survey also indicates sport popularity. For the April through September time period, swimming edged exercise as the most popular activity.

The Sports Census is conducted bi-annually for two 6-month periods. Consumers in 5,000 nationally representative households are asked to indicate which activities members of their families engaged in during the previous six months. The next report will measure participation for the October 1983 through March 1984 period. Results will be published in the July 1984 edition of *The Sporting Goods Dealer*.

The health of nations is more important than the wealth of nations.

—Will Durant



FRED ENGH, right, president of the National Youth Sports Coaches Association (NYSCA), recently presented the NYSCA volunteer coach certification program to U.S. Army sports directors during a directors' workshop in Germany. Also attending were, from left, Emmet Rodifer, Chief, Youth Activities, U.S. Army, Europe, Matt Guidry, Ed.D., PCPFS Director of Community Programs and keynote speaker at the workshop, and Ivan Mehosky, Deputy Director Youth Activities for USAREUR. The certification program is being implemented throughout military bases in Europe.

Reagan Greet Council

(From page 1)

rendering of one such effort, the U.S. Fitness Academy, was displayed at the reception.

The gathering took place in the historic State Room and was attended by prominent members of the business and industry, education and scientific fields.

CALENDAR OF EVENTS

APRIL

28 **Sports/Fitness Festival**, Portland, OR. Contact: Presidential Sports Award Program, 1-800-525-4444

MAY

4-6 **National Fitness Classic**, Houston, TX. Contact: Mallory Hoffman, Houstonian, 111 N. Post Oak Lane, Houston, TX 77024 (713/680-3330)

18-19 **Regional Physical Fitness Clinic**, San Diego, CA. Contact: John Cates, Dept. of Physical Education, University of California at San Diego, C-107, LaJolla, CA 92903 (619/452-3547)

23-26 **ACSM Annual Meeting**, San Diego, CA. Contact: Jane Shepard, ACSM, Box 1440, Indianapolis, IN 46206

24 **ACSM/PCPFS Joint Symposium**, "Improving Youth Performance in Physical Fitness and Sports," San Diego, CA. Contact: Ash Hayes, PCPFS (Admission free)

JUNE

8-9 **National Youth Fitness Conference**, Washington, DC. Contact: Dr. Ash Hayes, PCPFS

9 **Sports/Fitness Festival**, Indianapolis, IN. Contact: Presidential Sports Award Program, 1-800-525-4444

JULY

19-26 **Olympic Scientific Congress**, Eugene, OR. Contact: Dr. Dan Tripps, 1479 Moss St., Eugene, OR 97403

27 **International Symposium on Sports for Everyone**, Anaheim, CA. Contact: Allen V. Sabora, Dept. of Leisure Studies, University of Illinois, 104 Huff Gymnasium, Champaign, IL 61820

28-
Aug. 13 **Conference on Summer Sports Medicine**, Los Angeles, CA. Contact: Sports Medicine Tours, Box 35446, Minneapolis, MN 55435

AUGUST

16-18 **Food and Fitness Fair**, Washington, DC. Contact: Bill McNamara, PCPFS

29-31 **1984 National Tennis Teachers Conference**, New York. Contact: USTA Education/Research Center, 729 Alexander Road, Princeton, NJ 08540

SEPTEMBER

19 **Healthy American Fitness Leaders Awards**, Washington, DC. Contact: York Onnen, PCPFS

29 **Sports/Fitness Festival**, Denver, CO. Contact: Presidential Sports Awards Program, 1-800-525-4444

Note: Address all PCPFS correspondence to 450 5th St., NW, Suite 7103, Washington, DC 20001 (402/272-3430).

Free Seminar Offered To Teachers, Coaches

In an attempt to bring scientific expertise and information within reach of coaches and physical education teachers, the first American College of Sports Medicine/PCPFS jointly sponsored symposium will take place on May 24, during the ACSM Annual Meeting in San Diego.

The program, to be held in the Town and Country Hotel Convention Center, from 7:00 am-9:00 pm, is free to professionals in the area. Participants are not required to attend the convention or be members of ACSM.

The subjects to be discussed are strength development, ergogenic aids, aerobic conditioning and Olympic sports medicine, all as they pertain to programs of physical education and athletics at the school level. Among the panel presenters are David Lamb, Ph.D. and Michael Pollock, M.D.

For further information contact Dr. Ash Hayes, symposium chairman, at the Council.

At Press Time....

The following individuals have been selected to receive 1984 National Honor Awards, presented by the California Raisin Advisory Board and the PCPFS for leadership contributions to women's fitness: Millie Cooper, Lt. Col. Micki King Hogue, Barbara Palmer, Kathrine Switzer and Willye White.

Portraits of the winners will appear in the next *Newsletter*, along with a report on the first National Women's Leadership Conference on Fitness, presented by the PCPFS in cooperation with the Campbell Soup Company and the National Association of Governors' Councils on Physical Fitness and Sports.

Also in the next *Newsletter*, coverage of the National Awards Banquet, April 4, saluting former President Gerald R. Ford, Manufacturers Hanover Trust Corporation Chairman John F. McGillicuddy, and Madison Square Garden Chairman David "Sonny" Werblin.

Sally Ride to Deliver Fitness Message

Astronaut Sally Ride will soon be seen on TV delivering a message about the importance of school physical education programs. She will be featured in one of two 30-second TV announcements to be released this spring.

The spot is part of the current PCPFS public information campaign emphasizing the theme, "Growing up fit is just as important as growing up smart." The campaign also includes eight radio spots and three print ads,

one of which will also feature Sally Ride.

Materials are being distributed to 750 TV stations, 6,000 radio stations and 3,000 magazines and journals.

The other public service ad is an animated spot utilizing computer-drawn images to promote employee fitness programs. NASA headquarters in Houston provided the technical guidance in producing this announcement.

Scientific Congress Sets Stage for Olympics

The 1984 Olympic Scientific Congress will be held at the University of Oregon from July 19-26, just prior to the Los Angeles Summer Games, July 28-August 12.

The conference provides an opportunity for scientists, practitioners and sport enthusiasts from all over the world to exchange information and ideas on the scientific principles of sport science, and the strategies, principles and goals that embrace Olympic competition.

Featured speakers include John Block, U.S. secretary of agriculture, and Henri Dieuzeide, UNESCO assistant director, who together will speak on "The Health and Fitness Revolution." Former Olympians Bob Beamon and Don Schollander will speak on "Peak Experience in Peak Performance."

The program is presented under the patronage of UNESCO, with the cooperation of the U.S. Olympic Committee and national sport, physical education and fitness governing bodies. Registration will be accepted up to the start of the event at \$195. For more information contact Dr. Dan Tripps, 1984 Olympic Scientific Congress, University of Oregon, Eugene, OR 97403-1273 (503/686-4114).

Public Hearings

(From page 1)

will help guide future PCPFS policies and programs.

The sites of the hearings are Los Angeles, Washington, Denver, Houston, Boston and Indianapolis. (See schedule below.) Written testimonials will be accepted until May 1.

Schedule of Hearings

9am-3pm

- | | |
|----------|--|
| April 19 | Regency Hotel
3900 Elati
Denver, CO |
| April 23 | Judiciary Plaza
450 5th St., NW
Room 1C-30
Washington, DC |
| April 26 | Massachusetts Dept. of
Public Health
150 Tremont St.
Boston, MA |
| April 30 | Hyatt Regency
101 W. Washington St.
Indianapolis, IN |

The hearings are held with the corporate support of the Campbell Soup Company.

For more information contact Dr. Ash Hayes, Youth Fitness Hearings, at the Council.

U.S. Fitness Leaders To Be Honored in Fall

Nominations are still being accepted for the third annual 1984 Healthy American Fitness Leaders Awards on September 19 in Washington, D.C.

The awards program, sponsored this year by the U.S. Jaycees, the PCPFS and Allstate Life Insurance Company, is held each fall to honor outstanding leaders in physical fitness. Deadline for nomination forms, obtainable through the PCPFS office and the U.S. Jaycees, is May 1.

New Post for Irv Cross

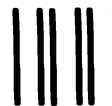
Irv Cross, co-host of CBS-TV's "NFL Today," special advisor to the PCPFS and former NFL defensive back, was recently named president-elect of the American Running and Fitness Association. He will assume presidency of the Washington based non-profit organization in July.

NEW ADDRESS? Let us know So that we can continue to provide you with consecutive issues of the *Newsletter*, please let us know of your new address as soon after your move as possible. Send your **new** and **old** address, and your mailing label, to PCPFS office. Allow 6-8 weeks for change to take place.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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President's Council on Physical Fitness & Sports

Washington, D.C. 20001



NEWSLETTER

JULY 1984

Youth Fitness Focus of National Conference

The physical condition of America's youth was the focus of a two-day conference in Washington on June 8 and 9. The National Conference on Youth Fitness addressed the poor physical shape of many of America's young people and presented recommendations for improvement.

More than 300 school officials, youth agency administrators, recreation directors, university professors and students attended the event, sponsored by the PCPFS, the Campbell Soup Company and 30 other organizations and agencies.

The Distinguished Service Award, the highest honor given by the Council for contributions to the improvement of physical fitness among Americans, was presented to the Campbell Soup Company. Ms. Donna Ecton, vice president of administration for Campbell's, accepted the award and emphasized the company's continued commitment to health and fitness programs.

The conference represented one action by the Council in response to growing concerns about youth fitness.

"The Council has received many indications of a decline in the fitness levels of boys and girls," said George Allen, PCPFS chairman. "We have established this issue as our number one priority for 1984 and 1985."

Sen. Richard Lugar, (R-Ind.), delivered the opening address at the conference, stressing that well-structured physical education programs are essential to the improvement of the nation's health. "Students who are not physi-

cally fit are not going to be very competitive downstream," he said.

Admiral James D. Watkins, chief of naval operations, expressed similar concerns. He spoke about the Navy's commitment to "total fitness" in an effort to "maximize the capability of each individual, developing body, mind and the spirit to its fullest potential."

Said Watkins, "In the final analysis, it is the quality of our people, the whole person, mental and physical, which can sustain the winning edge. We must ensure that every American, starting with the very young, learns that fitness is not a spectator sport meant just for the athletically inclined,

(See Conference, page 6)



SEN. RICHARD LUGAR, (R-Ind.), strong advocate for physical fitness, emphasized the important relationship between physical and mental fitness in his Washington testimony and conference keynote address.

Hearings Call for Youth Fitness Action

The importance of physical fitness for children and youth, and the need to improve youth fitness levels were two of the main themes dominating six council public hearings on youth fitness conducted in March and April.

The hearings were held, in Los Angeles, Houston, Denver, Washington, D.C., Boston and Indianapolis, to gather testimony, research data and case studies on youth fitness to help guide and determine programs and policies of the Council. The hearings were also effective in calling attention to the current status of youth fitness and physical education in this country.

Conducted by the PCPFS and sponsored by the Campbell Soup Company,

the hearings brought together leaders in education, government, business, military, recreation, medicine and sports to offer their views on the importance and status of youth fitness, leadership responsibilities, exemplary programming, and recommendations for the future.

It was generally agreed throughout the testimonies that boys and girls today, although still participating in interscholastic sports, are not receiving the physical fitness training that experts feel is necessary to develop strength, flexibility and cardiorespiratory conditioning.

Cited as one cause for this was the
(See Hearings, page 6)

In Memoriam: V.L. "Nick" Nicholson

On May 31, Verle L. "Nick" Nicholson, the Council's director of information since 1962, died after a long battle with kidney disease. Although his name was not known to the general public, his work was a driving force behind the Council's physical fitness and sports campaigns for 22 years.

As head of the Council's information department, Nicholson planned, developed and supervised the advertising campaigns and public information projects, which included public service announcements, posters, films, publications and print ads, all encouraging greater sport and fitness participation for youth and adult.

A talented writer, with a profound ability to put into words the thoughts, ideas and feelings of others, he was the "pencil" behind the words of Council chairmen, staff members and frequently, the nation's Presidents. He has supervised the production of the Council *Newsletter* since its inception.

"Nick was able to put together anyone's ideas," said C. Carson Conrad, who, as executive director of the Council, worked closely with Nicholson for 14 years. "When I knew what I wanted to say, but didn't quite know how to say it, I went to Nick. He was a quiet man, but he knew how to say what had to be said."

Nicholson developed the National

Youth Sports Program, to encourage sports participation among inner-city schoolchildren; was co-developer of the Presidential Physical Fitness Award Program, which has recognized over 7 million students for their performance on the Youth Fitness Test; and implemented the Presidential Sports Program, which recognizes fitness and sports achievements of adults.

Nicholson came to the Council at the request of Bud Wilkinson, chairman, and Dick Snider, executive director. "Nick was, perhaps, most responsible for the success of the Council," said Wilkinson. "He was in the office, day after day, keeping the wheels moving."

Prior to joining the Council, Nicholson was associate editor for Methodist Publishing House, managing editor of *The Kansas City Kansan*, and sports writer and special assignment reporter at *The Topeka Daily Capitol*. He is remembered to this day as a "newspaper man above all else," a thorough reporter with more than 60

magazine articles, booklets and film-scripts to his credit. In the early '60s, he wrote the syndicated radio program, "The Bud Wilkinson Show."

His broad range of experiences as a sports and feature writer, and his knowledge and interest in a multitude of different sports, especially track and field, made him a valuable resource for the Council and the White House. "He was an extremely important staff member," said George Allen, PCPFS chairman. "Nick will be sadly missed by us all."

A native of Kansas, Nicholson is survived by his wife, Betty, and two daughters.

Editor's Note: There were no memorial services for Mr. Nicholson. Anyone wishing to pay tribute may do so in the form of a contribution to the National Kidney Foundation. This issue of the *Newsletter* is dedicated to him.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Glese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Roger Staubach, Jere W. Thompson, Ronald H. Walker, Leon J. Well, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Acting Executive Director; York E. Onnen, Director of Program Development, Acting Director of Information; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guldry, Ph.D., Director of Community Programs; and Chris Spain, Research Analyst.
Editor: Lisa Kanner.



1984 NATIONAL AWARD RECIPIENTS, from left, John F. McGillicuddy, chairman and chief executive officer, Manufacturer's Hanover Trust Corporation; David "Sonny" Werblin, chairman and chief executive officer, Madison Square Garden and PCPFS member; and, former President Gerald R. Ford, were recognized for their contributions to America's physical fitness and sports at a banquet in New York in April. Nearly 1,000 attended the dinner, sponsored by the National Fitness Foundation. President Reagan was this year's Honorary Chairman.

After 14 Years in Washington, "Casey" Conrad Moves On

C. Carson Conrad, "Casey" as he is known to thousands of friends and fitness professionals, resigned as executive director of the PCPFS on May 3, after 14 years of service as administrator of Council programs. On May 4, he assumed the presidency of the National Fitness Foundation, the private, non-profit corporation committed to the advancement of physical fitness and sports programs.

Conrad's first affiliation with the Council was as special advisor on youth fitness, a position offered to him by President Kennedy. In 1970, he accepted the newly created job of executive director under President Nixon, leaving behind 17 years as California's chief of athletics, recreation, health and physical education.

"The reason I wanted to stay (in Washington)," he remembered, looking back on his years with the Council, "was because it was the first place I'd ever heard about where I felt I could get the things done that I thought I should do."

And, since those early days, getting things done has been his way of life. Working through six administrations, he has helped establish the Council as a "can do" agency, operating with a small staff and a limited budget. "I remember when President Carter said to me, 'Don't tell me what you want to do, tell me what you're going to do with what you have,'" Conrad said.

Working closely with more than 70 special advisors, the Council has developed a working relationship with the private sector that produces millions of dollars in corporate support for physical fitness and sports programs. As a result of its high-visibility, low-budget activities, the PCPFS was cited in 1981 by the Office of Management and Budget as one of the most effective federal agencies.

Conrad has kept Council philosophies simple, maintained control and built on successes and strengths. "It used to be," he said, "we had to go out and sell ourselves to get something started. During the last eight years, we've taken on all that we can and we haven't had to sell. That makes us a winner, I think."

Much of the Council's success is a reflection of Conrad's own personal



C. CARSON "Casey" CONRAD

commitments and convictions, and his loyalty to the executive order he agreed to serve. "I have a set of principles," stated Conrad, "and it's to those principles that I will always come back. I'm not going to deviate, that's how people get into trouble."

When he first came to the Council, Conrad sought the support of such eminent medical professionals as Paul Dudley White, Ted Klump and Hans Kraus. "If we were going to run a national program on physical fitness," he said, "we needed a medical base, a firm scientific foundation."

He has since earned the respect and support of the medical community, and many corporate and government executives and officials. "Bud Wilkinsen felt the Council should be a catalyst, with no loans, regulations and gifts" said Conrad. "We had to be a clean agency ... dealing with high-level people to implement programs. We made sure everything we did was mission-oriented. We had to find out where the brains were, who those people were, and follow their leadership and knowledge."

In addition to his own leadership achievements, Conrad wrote the Council's *Adult Physical Fitness* and *Aqua Dynamics* publications, established the physical fitness clinic program and served on the faculty for more than 100 regional clinics.

(See Conrad, page 4)



PCPFS Fact ...

Since 1956, the PCPFS has undergone two name changes, reflecting the interests of the time and the incumbent President. In 1963, President Kennedy renamed the President's Council on Youth Fitness, established by Eisenhower, and the President's Council on Physical Fitness was instituted. Under President Johnson the name was changed in 1968 to the President's Council on Physical Fitness and Sports.

Council Staff Member, Hayes, Appointed Acting PCPFS Executive Director

Ash Hayes, Ed.D., has been appointed to the post of acting executive director of the PCPFS. He will administer national programs in fitness, physical education, sports medicine and amateur sports, replacing C. Carson Conrad who resigned as executive director after 14 years of service.

Dr. Hayes has been with the Council in various capacities since 1974. He served as director of federal/state relations from 1975 to 1977, and as a consultant from 1977 to 1982. In 1982, he returned to a full-time staff position as director of sports administration and sports medicine.

Conrad (From page 3)

He has received national and international recognition and awards, and was made an honorary member of the Joint Chiefs of Staff. Last fall, Wittenburg University presented him with the honorary degree of Doctor of Humane Letters, and in December, he received a 1984 American Alliance Presidential Recognition Award from AAHPERD for his many contributions to physical education.

What will he look back upon as most satisfying during his tenure at the Council? He has seen many of his dreams come true—increased participation by Americans in sport and exercise, and a more fit military community. But, he said, he has deep appreciation for having had the opportunity to work closely with so many of the country's great Americans, especially each Council chairman. "That," he added, "may have been the best experience of all.

"I'm going to miss Washington, the Council, and, the specific pride which we had in the organization," said Conrad. "Now, I'll be out on the streets, so to say. But, I've got such a closely related mission, I'll still be working to the same end—better fitness for all Americans."

Conrad's new address is Suite 250, 1901 Royal Oaks Drive, Sacramento, CA 95815 (916/924-9756).

A native of Iowa, Dr. Hayes was the administrator of health, physical education and athletics for the San Diego City Schools from 1962 to 1982, except for his years at the Council. Prior to this position, he taught at UCLA and worked as a teacher, coach, department head and athletic director for the San Diego secondary schools.

Dr. Hayes has extensive experience at the "grass roots" levels in physical education as well as in the administrative seats. He is most comfortable out on the field with a whistle and group of kids, and has conducted and managed workshop programs in the coaching and administration of athletics, as well as in exercise science as it applies to physical education. His graduate study was in the application of exercise physiology to physical fitness program planning.

Dr. Hayes will continue to lead the Council's efforts to improve youth fit-



ASH HAYES

ness, an issue recently made a top priority by the Council. "The Council has just concluded a series of hearings on the status of youth fitness in this country," Hayes said. "Based on what we heard, we have reason to believe that our youth are not as fit as they should be, and that there must be greater attention directed to improving youth fitness programs."



THIS YEAR'S NATIONAL FITNESS CLASSIC was a success with over 200 executives and sports celebrities participating in the third annual weekend fitness extravaganza. Here, C. Carson Conrad, left, president of the National Fitness Foundation, and Tom Fatjo, Jr., center, PCPFS member and chairman of The Houstonian and Living Well, Inc., welcome Charles Kittrell, PCPFS special advisor and executive vice president of Phillips Petroleum Company to this year's competition, a fund-raiser for the Foundation.



PCPFS CHAIRMEN PAST AND PRESENT ... Jim Lovell (1970-1978), left, and Bud Wilkinson (1961-1963), center, joined PCPFS chairman George Allen for a photo session at the 1984 National Fitness Foundation Award Banquet. The two former chairmen were presented with a specially designed pin created for all past Council chairmen by Coach Allen.

Food, Fitness Join For Summer Fair

The yearlong Food and Fitness Campaign, sponsored by the U.S. Department of Agriculture, will culminate at the 1984 Food and Fitness Fair, August 16-18, Washington, D.C. The event is being held in cooperation with the PCPFS and private corporations.

The 1984 fair will feature exhibits on agricultural and consumer interests, as well as demonstrations on food production, nutrition information and physical fitness.

One highlight of the three-day event will be the inaugural competition for the "Secretary's Cup," a 3K race between federal agency teams.

The Food and Fitness Fair is one of four main components of the Food and Fitness Campaign, which was kicked off by last year's 1983 Fair. The other components are the Food and Fitness Fair being held in Eugene, OR, ongoing State activities and USDA In-House employee programs.

The campaign ties in the importance of sound physical fitness programs—in conjunction with the wise use of the abundance and variety of foods available through American agriculture, according to Sec. John Block, Dept. of Agriculture. For more information, contact the USDA.

Washington Salutes Its Fittest People

Six of Washington's fittest people were presented with awards on a special program called "Washington's Real Fit People," on WRC-TV4, the NBC affiliate in Washington, last April. Among those receiving engraved plaques for their outstanding accomplishments in physical fitness and sports were:

- **Mike Boyd**, 25 year old victim of cystic fibrosis who continues to beat the odds which face afflicted patients with perseverance, determination, and weight lifting;

- **C. Carson Conrad**, president of the National Fitness Foundation and former executive director of the PCPFS;

- **Bob Douglas**, founder and executive director of the National Center for Therapeutic Riding, where handicapped children and young adults learn how to ride horses;

- **Milton Kronheim**, 94 years old and still exercising vigorously;

- **Ella Lomax**, 109 years old, an avid bowler and a prime example of the benefits of physical fitness;

- **Calvin Woodland**, dedicated to improving the quality of life for inner-city children by emphasizing physical fitness and sports as alternatives to

drug and alcohol.

"Real Fit People" certificates were presented to 65 other individuals in the Washington metropolitan area. The awards were a component of Project Perfect Fit, a program conducted this spring by the PCPFS, WRC-TV4 and the Metropolitan YMCA to encourage fitness and sport participation in the Washington area.



FEDERAL FITNESS WEEK, part of Project Perfect Fit, was highlighted by an afternoon of fitness festivities in front of the Capitol. Doing some basic exercises are, from left, C. Carson Conrad, president, National Fitness Foundation (NFF); Tito Santana, world wrestling champion; Bill Lawson, executive director, Project Perfect Fit; Sen. Richard Lugar, (R-IND); and Bob Mathias, executive director, NFF.

Hearings (From page 1)

trend away from school physical fitness. "For those who do participate," stated Dr. A.A. Annarino, president-elect of AAHPERD, "data reveals that the mean time for conditioning exercises in physical education classes is two minutes and 43 seconds. On the average, elementary schools teach physical education one day a week for 20 minutes. In junior high schools, this changes to three days per week for two years, and in high schools, the average is for one year."

Other testimonies revealed that currently less than one-third of school children age 10 and older receive daily physical education classes and that, in some school districts, it is not unusual for students to drop physical education after grade five or six.

That healthy and fit youngsters grow up to be healthy and fit adults was supported by many of the speakers. Dr. Thomas E. Shaffer, American Medical Association, said, "Attitudes and habits formed during early years are likely to persist into adulthood."

And, for the future of corporate America, that advice may prove valuable. "At Phillips Petroleum Company," said Charles Kittrell, executive vice president of the company and special advisor to the PCPFS, "the absentee rate for those who are not on a fitness program was over twice as great as the rate for those who exercised regularly."

The speakers testified before a hearing panel which included C. Carson Conrad, president of the National Fitness Foundation; Dr. Warren Giese, hearing panel chairman and PCPFS member; PCPFS members Leon Weil, Drs. Mark Saginor, Bernard Cahill,

Allen Breaks Longstanding Season Rule

George Allen, PCPFS chairman, recently spoke at *The Arizona Republic* Sports Banquet that honored the state's outstanding high school athletes, breaking a long standing tradition of turning down speaking engagements during football season.

"We need to do more things to help youth and reward people who deserve recognition for self-discipline," said



GEORGE STEINBRENNER, owner of the NY Yankees, was the featured speaker at the conference banquet. He emphasized the important role physical educators have in directing America's youth.



JOHN HOLLAND, Ph.D., Director, Health/Fitness, National Defense University, testified that promoting healthy lifestyles will help reduce health care costs.

Donald Cooper; PCPFS advisors Susie Timken, Dr. Richard Keelor; and PCPFS consultant Dr. Ruth Alexander.

A report on the hearings will be available to the public this fall. Quotes from the testimonies appear on page 12.

Allen, when asked why he broke his own rule.

What did he tell these young athletes? Outlining his own "Game Plan for Success," he told them to work hard, have a good attitude, stick together and do something to improve every day. "If you don't," he said, "you'll go downhill."

Youth Fitness Conference (From page 1)

but is a participative exercise for everyone who values their good health."

Just how fit, or unfit, children and youth are today was examined by leading researchers in this area. "The physical performance levels of children are alarmingly low," stated Guy Reiff, Ph.D., professor of physical education at the University of Michigan and coinvestigator for two national surveys of youth fitness, "especially in running, upper arm and shoulder girdle strength and, even abdominal strength."

Wynn Updyke, Ph.D., professor at Indiana University and director of the AAU/Nabisco Physical Fitness Program, said, "It is apparent that many of our youngsters are developing only specific components of fitness while neglecting others." Dr. Updyke's program has tested over 10 million youngsters nationwide aged 10-17 and found that the fitness levels observed are significantly lower than is desirable and possible for these age groups.

Among the recommendations suggested to improve youth fitness were: stronger physical fitness components in youth programming; fitness curricula which includes disabled children; corporate support of school and/or recreation fitness programs; and renewed emphasis on the importance of leadership training.

"Hopefully," said Ash Hayes, Ed.D., acting executive director of the Council, "this conference encouraged those who attended to make physical fitness a high priority in their programs. We cannot afford to let any of our youth grow up without this emphasis on physical fitness. The vitality and success of our nation in the future will be synonymous with the vitality and success of each generation of our youth."

Photos from the conference appear on page 10.

National Conference Encourages Women to Promote Physical Fitness

The first National Women's Leadership Conference on Fitness took place on April 6 and 7 in Washington, D.C. More than 300 leaders in government, business, medicine, education and the media attended two days of lectures, meetings and workshops on how women can influence fitness and health practices in the home, community and workplace.

Sponsored by the PCPFS and the Campbell Soup Company, in cooperation with the White House, the National Association of Governors' Councils on Physical Fitness and Sports, and over 20 other agencies, the event covered such topics as working women and fitness, self-defense and school-age youth and fitness.

Sarah Purcell, star of NBC's *Real People*, spoke out in support of public action to influence prime-time television programming. The media can play a strong role in directing today's youth towards healthier lifestyles, she said.

The conference emphasized the importance of prevention as a means of combatting public medical expenses and improving health. Exercise physiologist Sharon Plowman said that although exercise is no fountain of youth, it can exert a positive preventive effect. The average 45-year-old may have a fitness level equal to the

average sedentary 20-year-old, she noted.

Many of the concerns of women who exercise were examined. Robert Nirschl, M.D., Georgetown University School of Medicine, pointed out that knee injuries are more common in women. Because the female pelvis is wider, he explained, the angle to the knee is wider, placing extra stress on the kneecap and causing women to suffer from such ailments as "runner's knee," tendinitis and dislocated kneecap.

To prevent injury, he advised strengthening the muscles supporting the joints as much as possible, and recognizing individual limitations and differences.

Kelly Brownell, Ph.D., University of Pennsylvania School of Medicine,



SARAH PURCELL, *Real People*, star, stated that the media plays a powerful role in influencing young people, and can be used to deliver a positive health and fitness message.

presented his findings on eating disorders. "Ninety percent of the overweight patients I see in my practice are

(See Meeting, page 8)

Honor Awards Presented to Five Leaders in Women's Sports and Fitness

The 1984 National Honor Awards were presented to five women for their leadership contributions to the improvement of physical fitness, sports participation and health habits of American women.

The awards were presented by the PCPFS in cooperation with the

California Raison Advisory Board (CALRAB). "These awards recognize the significant contribution that has been made to women's fitness efforts," said Peggy Fleming, 1968 Olympic gold medalist in figure skating and spokeswoman for CALRAB, who presented the awards on April 5, in Washington, D.C.

"It's great to be honored," said winner **Willye B. White**, upon receiving her award, "but, it's fabulous to be honored for doing something you love." White, physical fitness supervisor for the Chicago Board of Health, typified this year's winners as a role model and a believer.

A member of five U.S. Olympic teams, Ms. White held the national record for the long jump from 1956-75. She has coached thousands of youngsters at the State and national levels, and is a member of the Special Olympics Advisory Committee for Track and Field, the Miller Olympic Training Center Advisory Board, and

(See Winners, page 8)



WINNERS OF THE 1984 NATIONAL HONOR AWARDS flank Peggy Fleming, third from right. They are, from left, Willye B. White, Lt. Col. Micki King Hogue, Katherine Switzer, Barbara Palmer and Millie Cooper.

Meeting Highlights Women's Role As Health, Fitness Promoters

women," he reported. Brownell suggested that weight fluctuations may change a dieter's metabolism, increasing the difficulty of losing weight in the long run.

Although physiology is an important determinant in weight loss, Brownell added that we may need to look more closely at the motivational strategies behind dieting, and the psychological factors involved.

Maj. Lt. Dennis Kowal, Ph.D., U.S. Army physiologist, echoed Brownell's concerns noting that depression

plagues approximately 70% of the women he sees in his clinic.

A major goal of the conference was to encourage women's leadership conferences at the State level. Representatives from 27 states attended a special conference planning session. To date, followup meetings are scheduled for Maryland, Pennsylvania, North Carolina and California.

Individuals interested in developing State conferences should contact their Governor's Council or Alice Wheaton at the PCPFS.



CONFERENCE VIGNETTES ...

Clockwise from upper left, S.A. Livio Beccaccio, chief, Physical Training Unit, FBI Academy, describes self-defense maneuvers; early morning risers take off on the Celebrity (5K) Run; exercise demonstration by the HEPsters, (Healthy Elderly People), George Mason University, VA; attendee stretches through one component of the National Fitness Test, administered for the first time at the conference.

First Followup Conference Set

North Carolina will conduct the first State followup meeting on December 6, 1984, in cooperation with the Governor's Council on Physical Fitness and Sports. For more information contact Colleen Dwyer, Division of Health Services, Box 2091, Raleigh, NC 27602 (919/733-2775).

Award Winners (From page 7)

serves on the Illinois Governor's Council on Health and Fitness Advisory Committee. Also recognized were:

Millie Cooper—Mrs. Cooper's dynamic lectures have motivated and inspired people from all walks of life. Along with her husband, Dr. Kenneth Cooper, founder of the Aerobics Center in Dallas, she has presented their Aerobics conditioning program to millions of men and women. She is the co-author of *Aerobics for Women* and *What Every Woman Still Knows*.

Micki King Hogue—Winner of the gold medal for springboard diving in the 1972 Olympics, Lt. Col. Hogue is the assistant director of athletics for the U.S. Air Force Academy. She has achieved national and international athletic fame, and is the first woman physical fitness educator and coach at the Academy. She is a member of the U.S. Association of Blind Athletes and the Women's Sports Foundation.

Barbara Palmer—Ms. Palmer has been a visible advocate for women's athletic programs at the local, State and national levels. She is the director of women's intercollegiate athletics at Florida State University, where she is credited with significantly improving the women's athletic program to one of the top programs in the nation.

Katherine Switzer—Ms. Switzer is credited with influencing the International Olympic Committee to include a women's marathon among this year's events. The first woman to complete the Boston Marathon wearing a number, Ms. Switzer is the director of sports programs for Avon, and oversees the company's International Running Circuit for Women.



LEARNING HOW TO KEEP KIDS MOTIVATED AND MOVING is one goal of the PCPFS regional clinic program. Here, led by Joan Sullivan, top photo, and under the direction of Dee DaBramo, bottom photo, participants in the Southeastern Regional Clinic, held at the University of Tennessee, Chattanooga campus, practice some new moves to take back to their physical education classes. The clinic took place last April and was attended by over 600 physical educators, recreation leaders, exercise instructors and students and was one in a series of programs scheduled around the country to train physical education and fitness professionals. The Southwestern Regional Clinic was also held this spring at the University of California, San Diego, campus. Approximately 700 attended that event, the first one held in California in ten years.

Council Chairman Scores "GOLD" Fitness Test

"The flexibility test was the hardest," said PCPFS chairman George Allen, after he took the National Fitness Test at the Arizona Heart Institute during National Fitness Testing Week. Although he scored a silver on the flexibility measurement, Allen made it to the gold category on all other tests earning him an overall gold rating.

The National Fitness Test, administered for the first time this year, was conducted during National Fitness Testing Week in May and gave Americans the chance to find out how fit, or unfit they are. The 5-part test measured muscular strength and endurance, cardiorespiratory fitness, and flexibility, and participants were awarded a gold, silver or bronze rating depending on their performance.

National Fitness Testing week represented the "largest fitness campaign ever conducted in the country," according to Bob Mathias, executive director of the National Fitness Foundation, the sponsor of the event.

Allen hopes to see all Americans take the test on a yearly basis. A report on this year's campaign will be issued in the fall.

Video Tapes Teach Youth Sports Volunteers

Video training programs directed towards volunteers who organize and administer sport programs for children are a new service offered by the National Youth Sports Coaches Association (NYSCA).

The new video series includes a parent education program, instructions for new officials, guidelines on how to develop and administer youth sports programs from the ground up, and instructional tapes for use in NYSCA's volunteer coach certification program.

The training tapes are part of NYSCA's efforts to educate the almost four million parents and coaches involved with youth sports. According to Fred Engh, president of NYSCA, the programs are directed towards helping these adults understand the effects sports can have on a child's overall development, and to help kids enjoy a positive experience through their participation in youth sports.

The coach certification program is the major element of the NYSCA effort. "At present, over 500 communi-

ties throughout the country are conducting our volunteer training program," said Engh. To become NYSCA certified, coaches attend a six-hour course covering coaching psychology, injury prevention and control, practice organization and teaching techniques.

The purpose of the course, according to Engh, is for coaches to realize the important responsibility they have to the kids on their team. Upon completing the course, coaches sign a Code of Ethics Pledge which emphasizes the well-being of the child above all else. If the league feels that a coach is not living up to that pledge, he/she can be removed.

The parent education program addresses the role mothers and fathers play in youth sports, and in some leagues it is mandatory that they attend the educational session.

Founded in 1981, NYSCA has received support from the National Recreation and Park Association and private companies. For more information about NYSCA and its programs, write or call Wayne Prince, National Program Director, 2611 Old Okeechobee Road, West Palm Beach, FL 33409 (305/684-1141).

Speaking Out On Youth Fitness . . .



Top row, from left: E.M. Vandeweghe, JR., MD, PCPFS consultant; Warren Giese, Ph.D., PCPFS member; Midge Richardson, editor, Seventeen magazine; Ben Barron, fitness director, Bonne Bell Co.; Adm. James D. Watkins, chief of naval operations, USN; John Kelly, First V.P., U.S. Olympic Committee; Kathleen Sullivan, ABC commentator.

Second row, from left; Nancy Harris, director of intergovernmental affairs; U.S. Dept. of Education; Wynn Updyke, Ph.D., Indiana University.

Left column; top, David Nuell, WRC-TV, NBC; bottom, Robert Schaeffer, Cincinnati Public Schools.



Youth Fitness Leaders Honored

Recognized at the National Conference on Youth Fitness banquet were two of the country's leading researchers and practitioners in youth physical fitness: Thomas K. Cureton, Jr., Ph.D., and Hans Kraus, M.D.

- **Dr. Thomas Cureton**, professor emeritus at the University of Illinois at Urbana-Champaign, has long been known for his writings and research in both adult and youth fitness, much of which has laid the groundwork for the fitness testing and teaching of millions of young people in schools, YMCAs, community and recreational settings and other youth-serving agencies. He is a model example of the benefits of physical fitness and sports, having won several masters titles in numerous sports. In 1982, at the age of 81, he won four races at the national masters swim meet in Houston, and has also competed in cycling and track and field events.

- **Dr. Hans Kraus** co-authored the 1955 report that "Shocked the President," a study that revealed the *unfitness* of American boys and girls and prompted President Eisenhower to form the President's Council on Youth Fitness. Since their development, the "Kraus-Weber Tests" for muscular fitness have been administered to millions of youngsters. He is, today, a leading researcher in youth physical development, as well as in the area of low back pain. A prolific author, with five books on therapeutic exercise to his credit, Dr. Kraus is medical consultant to the PCPFS and to New York's Lenox Hill Hospital Clinic of Athletic Injuries.

CALENDAR OF EVENTS

JULY

- 19-26 **Olympic Scientific Congress**, Eugene, OR. Contact: Dr. Dan Tripps; 1479 Moss St., Eugene, OR 97403
- 27 **International Symposium on Sports for Everyone**, Anaheim, CA. Contact: Allen V. Sabora, Dept. of Leisure Studies, University of Illinois, 104 Huff Gymnasium, Champaign, IL 61820
- 28-
Aug. 13 **Conference on Summer Sports Medicine**, Los Angeles, CA. Contact: Sports Medicine Tours, Box 35446, Minneapolis, MN 55435

AUGUST

- 16-18 **Food and Fitness Fair**, Washington, DC. Contact: Bill McNamara, PCPFS
- 29-31 **1984 National Tennis Teachers Conference**, New York, NY. Contact: USTA Education/Research Center, 729 Alexander Road, Princeton, NJ 08540

SEPTEMBER

- 18-22 **AFB Annual National Conference**, Milwaukee, WI. Contact: Dr. Harvey Ebel, 1312 Washington Blvd., Stamford, CT 06902 (203/359-2188)
- 19 **Healthy American Fitness Leaders Awards**, Washington, D.C. Contact: York Onnen, PCPFS
- 29 **Sports/Fitness Festival**, Denver, CO. Contact: Presidential Sports Awards Program (1-800-525-4444)

OCTOBER

- 3 **Illinois Employee Fitness Day**. Contact: Jim Liston, Governor's Council on Health and Physical Fitness, 525 W. Jefferson St., Springfield, IL 62706 (217/785-8216)
- 12-13 **Physical Fitness Clinic**, Champaign, IL. Contact: Don Arnold, University of Illinois, Urbana-Champaign, Dept. of Physical Education, Champaign, IL 61801 (217/333-6508)
- 13 **Running & Fitness Day**. Contact: American Running & Fitness Association, 2420 K Street, NW, Washington, DC 20037 (202/965-3430)
- 21-24 **1984 Congress for Recreation and Parks**, Orlando, FL. Contact: National Recreation and Park Association, 3101 Park Center Drive, Alexandria, VA 22302 (703/820-4940)
- 25 **Corporate Fitness Symposium**, Atlanta, GA. Contact: Glenn Swengros, PCPFS
- 26-27 **Physical Fitness Clinic**, Long Island, NY. Contact: Bill Stern, Half Hollow School District, 525 Half Hollow Road, Dix Hills, NY 11746 (516/549-6785)

Note: Address all PCPFS correspondence to 450 5th St., NW, Suite 7103, Washington DC 20001 (202/272-3430).

Fall Day to Salute Running and Fitness

The 14th annual Running & Fitness Day celebration is scheduled for October 13, 1984. The event is a salute to running, fitness and the fun of exercise, and will serve to encourage millions of Americans to make regular, healthful exercise a part of their daily lives.

"Run . . . For the BEST of Your Life!" is the theme of this year's Running & Fitness Day, sponsored by the American Running & Fitness Association (AR&FA) in cooperation with the PCPFS, the American Podiatry Association, the American Medical Joggers Association and the Rotarians for Running and Fitness.

President Reagan declared October 13 as this year's event date, commenting on the continuous growth of running as a sport. "Running is here to stay," he said.

Last year, over one million people participated in runs, walks, rides, swims, football and soccer games, fitness testing and health fairs. AR&FA state coordinators reported record turnouts in many of their events.

Information on how to get involved, as a state or community coordinator, volunteer or participant is available by sending a stamped, self-addressed envelope to "Running & Fitness Day," American Running & Fitness Association, 2420 K Street, NW, Washington, D.C. 20037 (202/965-3430).

Call for Abstracts on Fitness and Aging

A call for papers and presentations for the 1985 Second International Conference on Physical Fitness, Aging and Sports was announced recently by the Center for the Study of Aging.

The conference, scheduled for July 8-12, 1985, The Thayer Hotel at West Point, NY, will present the latest scientific research information, clinical applications, demonstrations, workshop and exhibitions in exercise physiology, rehabilitation, sport and sports medicine as they relate to geriatrics and gerontology.

Papers and presentations are invited on such topics as physical activity as-

essment for the aged, exercise and chronic disease, special programs for seniors, social and psychological research, and the biological sciences.

The conference will be held with the cooperation of numerous agencies, including the PCPFS, German Red Cross, National Recreation and Park Association, and the Wingate Institute. The Campbell Soup Company is the corporate sponsor.

For further information and abstract guidelines contact Sara Harris, PAAS-85, The Center for the Study of Aging, 706 Madison Avenue, Albany, NY, 12208 (518/465-6927). Deadline for abstracts is November 1, 1984.

Council Consultant Awarded

H. Harrison Clarke, professor emeritus in physical education and research consultant to the PCPFS, received the University of Oregon's 1984 Distinguished Service Award at the June 10 commencement ceremonies.

Clarke was editor and writer of the Council's quarterly *Research Digest* from 1972 to 1979. He has written six books on physical education, health and fitness, and has held many leadership positions in the profession. He came to the University of Oregon in 1953 as a research professor.

Excerpts From the Hearings . . .

"From my experiences as a confined hostage (in Iran), and speaking from my own experiences in the context of great stress, there is no doubt in my mind that the human body better endures stress of any kind if it is physically shipshape." (*Ambassador L. Bruce Laingen, V.P., National Defense University*)

"It is essential that all students learn to attain and appreciate a high level of physical development so that foundation skills of sport and other activities are engaged in with confidence and with pleasure." (*Roland O. Brown, Houston Public Schools, TX*)

"How many teachers of physical education are at a high level of personal fitness so that they themselves could pass the basic fitness tests?" (*Dr. Richard Keelor, panel member*)

". . . I think (having) students who are physically fit would show that a teacher is certainly inspiring his young people and giving them the opportunity and encouragement to improve themselves." (*Jack Kelly, Jr., First V.P., U.S. Olympic Committee*)

"There is a direct correlation between physical fitness and performance in the workplace and schools." (*Jolly Ann Davidson, president, National*

Association of State Boards of Education)

"The Department of Education is fully committed to helping young people understand the importance of good health and the connection between a sound body and a sound mind." (*A. Wayne Roberts, deputy undersecretary, U.S. Dept. of Education*)

"Given the importance of physical fitness for America's youth, I feel that all schools should incorporate physical fitness education into their daily curriculum and they should also stress participation in intramural and varsity sports programs." (*Rep. Mario Biaggi (NY), written testimony*)

"I believe that many of our youth problems . . . could be solved by adequate recreation programs." (*Gov. Michael S. Dukakis, MA, written testimony*)

"Statistics have shown that two-thirds of sports related injuries occur due to training errors or overuse syndrome. If private industry, along with the PCPFS, would sponsor workshops to train coaches around the country, I think this would not only reap dividends in the quality of coaching but also would make sports and physical fitness a much more pleasant experi-

ence for children." (*Dr. David C. Johnson, orthopedic surgeon*)

"As parents, we feel young people do not get enough exercise and that their leisure time activities are not geared towards physical fitness . . ." (*Virginia Hammond, parent, Denver Public Schools*)

"We strongly believe that much of the principle responsibility for provision of physical fitness opportunities for children and youth rests with public recreation and park agencies." (*John Davis, executive director, National Recreation and Park Association*)

". . . a physically fit student is more likely to be capable of academic fitness as well." (*Gov. John Spellman, WA, written testimony*)

"Physical education should be part of the total educational program for each student . . . exercise and fitness can make the difference between mere existence or a full life." (*Gov. Robert D. Orr, IN, written testimony*)

In March of this year, 13,000 out of 48,000 applicants, male and female, failed to meet military physical and medical entrance standards. (*Col. Walter R. Willms, U.S. Army*)

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

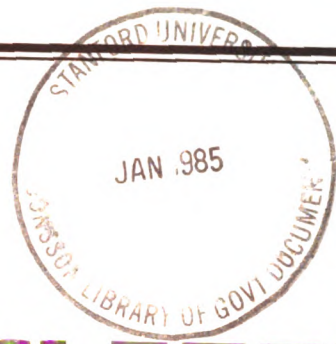
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President's Council on Physical Fitness & Sports

Washington, D.C. 20001

NOVEMBER 1984

NEWSLETTER

Reagan Speaks Out On Fitness

The following excerpts are from an interview with President Reagan that appeared in the October 1984 issue of *Runner's World*. Reprinted with permission of the magazine.

RW: What do you see as the difference between the sports that schools teach and the fitness millions of Americans seem to be practicing?

Reagan: Fortunately, we Americans are realizing more and more that, while sports are a wonderful part of fitness, fitness includes much more than sports alone. I think our schools, as they teach appreciation for sports, should be encouraged to also teach total fitness, as many of them do.

RW: There are just about as many theories of how the fitness boom in America came about as there are participants. How do you trace the rise of interest in fitness that has overtaken the United States and that is now spreading to other countries?

Reagan: Several key events took place in the 1950s and '60s that made an impact. In the '50s, President Eisenhower created the forerunner of the President's Council on Physical Fitness and Sports, the President's Council on Youth Fitness, to put more emphasis on basic fitness for America's youth. Then medicine reported that the leading causes of death and disability such as heart disease and cancer were related to lifestyle. More attention focused on how we might change the risk factors.



"GO FOR IT" . . . these young participants in the Hershey's Track and Field National Finals gave all they had in this summer's competition, as did the finalists of the ARCO Jesse Owens Games, and the schools participating in the State Champion program. See related stories page 4, 6 and 7.

One of the prominent factors has been the increased attraction to running. A few years ago, running was for track and field events, and those who did it after college were considered rare. What started among a few caught on, and brought millions more along.

RW: Because the median age of the truly fit person today is in the mid-30s, does it seem to you that the group behind the fitness boom is the same group that was behind the social upheavals of the mid-1960s?

Reagan: I really think people participate in physical fitness programs for individual reasons and not so much as a social action.

The perception that the majority of

(See Reagan, page 6)

Allen Awards First Navy Fitness Trophy

PCPFS Chairman George Allen presented the first George Allen Trophy for Physical Fitness Excellence in the Navy to Fleet Composite Squadron Eight (VC-8) at Roosevelt Roads Naval Base in Ceiba, Puerto Rico in August.

The trophy was won by the 200 men and women of the tactical fighter and helicopter squadron in a new competition sponsored by the Navy and PCPFS in keeping with the Council's emphasis on fitness in the armed forces.

The competition was based on the Naval physical readiness test, with

(See Allen, page 5)

Presidential Sports Award Continues To Recognize Commitment to Fitness

In the last four months, have you walked 125 miles, played 150 games of racquetball, rowed a rowboat a minimum of 50 miles or played 50 games of tennis?

If so, you are eligible to win the Presidential Sports Award.

The Presidential Sports Award recognizes commitment to fitness through regular participation in sports. A national program established in 1973, it awards Americans with a certificate of achievement signed by the President, a lapel pin and other award materials.

Qualifying standards have been established by PCPFS in 43 activities. To

qualify, participants must be 15 or older and have completed the requirements set for each activity within a period of four months.

Although the award recognizes individual performance, the program can be used as a group motivational tool to encourage attendance and participation in employee fitness programs, recreation centers and other adult or youth fitness settings.

To receive a personal fitness log, contact PCPFS or send a stamped, self-addressed envelope to Presidential Sports Award, P.O. Box 5214, FDR Post Office, New York, NY 10150-5214.

Fitness Focus of Island Activities

"Fitness in the sun" conjures up visions of runs on the beach, surf-side volleyball games and water-skiing. In Puerto Rico fitness is a central focus of government and recreation agency programs.

According to the Department of Recreation and Sports for Puerto Rico, posters, brochures and work programs encourage native Puerto Ricans to take part in fitness and sport activities. Some of the island's programs, conducted in cooperation with the Department of Recreation, are:

- Government sponsored pools where lessons are given and swim clubs fostered;

- Government sponsored sports clinics given by experts in such areas as baseball, basketball and tennis at schools, or sports clubs.

- In the public school system, a physical fitness instructor or sports technician is provided to those schools where no physical education programs exist.

The instructors provide students with warm-up exercises, training in various sports and "try-outs" to form teams to encourage competition among participating schools.

Leon Weil New Ambassador to Nepal

PCPFS member Leon Weil recently resigned from the Council after accepting a new Presidential appointment as Ambassador to Nepal.

Weil, a New York City stockbroker, was named to the Council in 1981. He has been active for over 30 years in the securities business, and has held many prominent financial positions, includ-

ing posts on the American Stock Exchange.

Weil is well known for his leadership contributions to Outward Bound, Inc., and has served as international spokesperson for the Council. He continues as a special advisor to the PCPFS.



The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Warren K. Giese, Ph.D., Dorothy Hamill, William E. LaMothe, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Roger Staubach, Jere W. Thompson, Ronald H. Walker, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Acting Executive Director; York E. Oansen, Director of Program Development, Acting Director of Information; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; and Chris Spola, Research Analyst.

Editor: Lisa Kanner.



PCPFS MEMBER LEON WEIL, right, was recently sworn in as Ambassador to Nepal. He and his wife, Mabel, center, will live in Kathmandu.

1984 Healthy American Fitness Leaders Honored

A 70-year-old mountain climber and a one-legged skier were among the ten Healthy American Fitness Leaders of 1984 jointly honored in September by PCPFS, the United States Jaycees and Allstate Life Insurance Company.

The ten received medals and statuettes for their achievements and example at a gala banquet in Washington's Hyatt Regency Hotel. More than 500 attended the third annual affair.

They were chosen by a panel of judges from among more than 50 nominees for meeting or exceeding criteria that ranged from developing new physical fitness methods to making significant contributions to the science of fitness and/or overcoming physical limitations.

The awards were presented by PCPFS Chairman George Allen, Jaycees President Tommy Todd of Byron, Georgia, and Allstate President Herb Lister. Four-time Olympic discus champion Al Oerter was the master of ceremonies.

In his remarks on the accomplishments of the award-winners, Allen said the one factor common to the success of all of them was hard work, and the willingness to spend extra time on what they did.

Each of the ten expressed their gratitude for being chosen and described what fitness means to them. Several were clearly overcome with emotion at being honored.

The ten winners:

- **Bonnie Prudden**, 70, of Stockbridge, MA, is the director of the Bonnie Prudden Institute for Physical Fitness and Myotherapy in Stockbridge. A world class rock climber, she has written a number of books on fitness and pain erasure, including *The After Fifty Crowd*, soon to be in the bookstores.

- **David C. Kiefer**, 29, of Sterling, OH, lost his left leg in an automobile accident. He has won numerous medals in cross country skiing in handicapped competition. He has also ridden a bicycle across America in record time to promote fitness and sports programs

for the handicapped. Kiefer has also instilled his positive outlook in others by serving as a counselor for the Boy Scouts and a lay minister in his church.

- **Eva Seed Auchincloss**, 51, of San Francisco CA, is the executive director of the Women's Sports Foundation. She has been largely responsible for the involvement of millions of young women in fitness and health programs. She is also author of the *Women's Sports Foundation Fitness and Sports Resource Guide*.

- **Navy Capt. John A. Butterfield**, 47, of Agana, Guam, is a highly decorated pilot and has been the organizer of fun-run clubs and fitness events. Butterfield has also worked extensively with schools and youth groups and has spoken at various fitness clinics. He also helped establish a close relationship between PCPFS and the Department of Defense.

- **Dr. Robert C. Karch**, 38, of Derwood, MD, is the founding director of the National Center for Health/Fitness at The American University in Washington, D.C. Through

his unique program of preparing individuals to assume leadership roles in the health and fitness field, thousands have reaped the benefits of a healthy lifestyle. He has also published numerous articles and is a contributing author on two books.

- **Dr. Charles Kleeman**, 61, of Santa Monica, CA, is the founder and director of the Mark Taper Center for Health Enhancement at the U.C.L.A. Medical Center. An accomplished and respected author, Dr. Kleeman has written more than 240 scholarly works and has collaborated with his staff on the *U.C.L.A. Center for Health Enhancement Health Book*. A certified physician in four specialities, he has directly touched the lives and improved the health of thousands of people.

- **Air Force Maj. Marsha L. Lutz**, 37, of Merced, CA, is a 12-time U.S. National Masters A.A.U. diving champion. She worked hard to improve the quantity and quality of women's sports and recognition programs. A three-time winner of the Sports Illustrated

(See Leaders, page 9)



AND THE WINNERS ARE . . . top row, from left: David Kiefer, Navy Capt. John Butterfield, Dr. Robert Karch, Dr. Charles Kleeman, Air Force Maj. Marsha Lutz. Bottom row, from left: Eva Auchincloss, Judi Sheppard-Missett, George Pfeiffer, Bonnie Prudden, Jacki Sorenson.

1984 State Champion Schools

Alabama			Illinois			Missouri		
I	St. Benedict School, Elberta		I	St. Mary's, Taylorville		I	St. Joseph School, Salisbury	
II	Roger B. Chaffee, Elem., Huntsville		II	Germantown Elementary, Germantown		II	St. Aloysius Gonzaga, St. Louis	
III	Oak Park Middle School, Decatur		III	Eisenhower Middle School, Rockford		III	North Kirkwood Middle, Kirkwood	
Alaska			Indiana			Montana		
I	Willow Elementary, Willow		I	Graysville Elementary, Graysville		I	St. Gerard's, Great Falls	
II	Sherrod Elementary, Palmer		II	Mentone Junior High, Mentone		II	Frenchtown Elementary, Frenchtown	
			III	Custer Baker Middle, Franklin		III	Bozeman Jr. High, Bozeman	
Arizona			Iowa			Nebraska		
I	Good Shepherd Lutheran, Tucson		I	Wallace Elementary, Des Moines		I	Beebe #63, Fremont	
II	Catalina Elementary, Phoenix		II	St. Ansgar Comm. (Grafton), Grafton		II	Imperial Grade School, Imperial	
III	Shea Middle School, Phoenix		III	North Scott Jr. High, Eldridge		III	Ralston Middle School, Ralston	
Arkansas			Kansas			Nevada		
I	Blessed Sacrament, Jonesboro		I	West Elk Jr. High, Howard		II	Lois Craig Elem., North Las Vegas	
II	Pine Haven Elementary, Bauxite		II	Tonganoxie Middle School, Tonganoxie				
California			Kentucky			New Hampshire		
I	Good Shepherd Lutheran, Vallejo		I	Day Treatment Center, Lexington		I	New Durham School, New Durham	
II	Cleo Gordon Elementary, Fairfield		II	Lincoln Elementary, Ft. Campbell		II	Charlotte Avenue School, Nashua	
III	Paradise Intermediate, Paradise		III	Danville Bate Middle School, Danville				
Colorado			Louisiana			New Jersey		
I	Beacon County Day School, Denver		II	Wedgewood Elementary, Baton Rouge		I	St. Andrew School, Westwood	
II	Canon Elementary, Colorado Springs		III	Winnsboro Jr. High, Winnsboro		II	St. John the Baptist School, Hillsdale	
						III	Central School, Montville	
Connecticut			Maine			New Mexico		
I	Holmes, Darien		II	St. John's School, Bangor		I	Manzano Day School, Albuquerque	
II	North Center School, Southington		III	Brunswick Jr. High, Brunswick		II	Zia Elementary, Clovis	
III	Cider Mills School, Wilton					III	Eisenhower Middle School, Carlsbad	
Delaware			Maryland			New York		
II	Ursuline Academy, Wilmington		I	Emmanuel Christian Day School, Cantonsville		I	Putnam Central School, Putnam Station	
			II	Riverside Elem., Joppa		II	Jasper Central School, Jasper	
			III	Clarksville Middle School, Clarksville		III	JHS 216 Q, Flushing	
Florida			Massachusetts			North Carolina		
I	South County Jewish Day School, Boca Raton		I	Open Bible Academy, Burlington		I	St. Egberts School, Morehead City	
II	Martha Manson Academy, Gainesville		II	Elmwood Elementary, Hopkinton		II	Welcome Elementary, Welcome	
III	Palm Springs Jr., High, Hialeah		III	Edwin A. Martinson Jr. High, Marshfield		III	Glenn Jr. High, Kernersville	
Georgia			Michigan			North Dakota		
I	Busey School, Riverdale		I	St. Joseph Academy, Adrian		II	Edgeley High School, Edgeley	
II	Mt. Olivet Elementary, Hartwell		II	Wilkinson Middle School, Madison Hgts.				
III	Fountain Jr. High, Forest Park		III	Petoskey Middle School, Petoskey				
Hawaii			Minnesota			Ohio		
I	Maui Mission S.D.A. School, Kahului		I	Zion Christian School, N. St. Paul		II	Jackson Milton Middle, North Jackson	
II	Le Jardin Academy, Kailua		I	St. Michael, Morgan		III	Verity Middle School, Middletown	
			II	Waconia High School, Waconia				
			III	Richfield Intermediate, Richfield				
Idaho			Mississippi			Oklahoma		
I	Horeshoe Bend School, Horseshoe Bend		I	Nativity B. V. M., Biloxi		I	Emmanuel Christian School, Enid	
II	Hayden Lake Elementary, Hayden Lake		II	Grenada Jr. High, Grenada		II	Carriage Hills, Lawton	
III	Mountain Home Junior High, Mountain Home		III					

(See Champions, page 7)

The above schools are winners of the 1984 State Champion Award, presented annually by the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). This year 382 schools entered the contest, with Florida submitting the most entries. The Award is presented to three schools in each state, one in each of three enrollment categories, that qualifies the highest percentage of students, ages 10-17, for the Presidential Physical Fitness Award. Enrollment categories are: I—student body of 1-100; II—student body of 101-500; III—student body of 500 or more.

Allen Award Fitness Trophy

(From page 1)

each individual's performance contributing to the squadron's overall team score. According to Kenneth Allen, VC-8's Commanding Officer, the squadron ran the test quarterly rather than the required three times a year.

"By running the test four times," he said, "we not only improve our chances of winning the award, we keep physical fitness fresh in everyone's mind."

Coach Allen used the occasion to tour Roosevelt Roads facilities and to take part in the early morning fitness run with base personnel.

It is expected that there will be an annual competition for the trophy which will eventually be Navy-wide.



NAVY'S FITTEST ... George Allen, center, PCPFS Chairman, presented the first George Allen Trophy for Physical Fitness Excellence in the Navy to Kenneth E. Allen, Commanding Officer, Fleet Composite EIGHT, the award winners, in August. Also pictured, from left: Wing Master Chief Busky; Alice McGill, Naval Military Personnel Command (NMPC) 635; Capt. T.R. Ryan III, Commander, Fleet Tactical Support Wing ONE; York Onnen, PCPFS Director of Program Development; and Commander Stu Stebbings, NMPC 635.



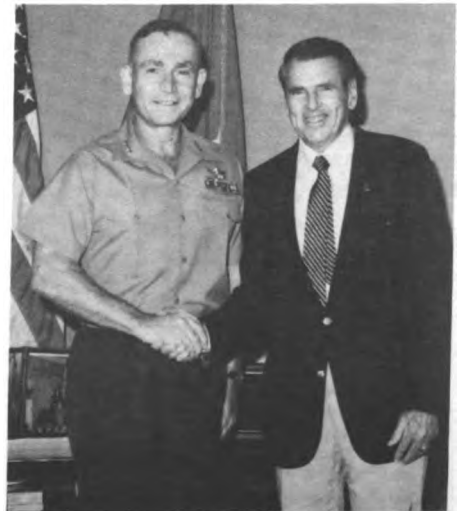
VICE ADM. WILLIAM LAWRENCE, right, U.S. Navy, was selected consultant to the PCPFS in September. He will work closely with the Council to help enhance youth physical fitness. Adm. Lawrence has a special concern for the fitness of America's youth having witnessed first hand the low performance exhibited by many recruits on their fitness evaluations. Here, he is congratulated by Chairman Allen upon his acceptance.

Army Offers New Fitness Manual

The Department of the Army, in cooperation with the PCPFS, has created a new *Family Fitness Handbook* as part of the Army's efforts to promote health and fitness for the entire family.

The Soldier Support Center and Soldier Physical Fitness School, under the command of Major General Dan French, Fort Benjamin, IN, helped in developing the family package and other Army-wide materials such as the *Individual Handbook on Physical Fitness* and the *Commander's Handbook on Physical Fitness*.

For more information, contact York Onnen, Director of Program Development, at PCPFS.



LEADERSHIP FROM MARINES ... Last August, General P.X. Kelley, Commandant of the U.S. Marine Corps, was named consultant to the PCPFS. Here, George Allen, PCPFS Chairman, congratulates Gen. Kelley on his appointment. Gen. Kelley has a special interest in combat fitness—developing the physical skills needed specifically for marines in action.

Pacific Southwest Team Wins Nationals

Young track and field stars from the Pacific Southwest Region won top honors at the finals of Hershey's National Track and Field Youth Program, in August.

The winning team, representing Arizona, California, Hawaii, Nevada and Utah, accumulated 227 points, 3 points more than the North Central Regional team, the meet's runnerup and a favorite going into the finals.

Eight regional teams, representing all 50 states and the District of Columbia, competed in 42 events. Nearly 500 boys and girls, ages 9-14, qualified to participate in the finals by competing against other youngsters in local, district and State meets held across the country this summer.

Olympic decathlon gold medalist

Rafer Johnson was the event's grand marshal. He was joined by Jamaal Wilkes, forward for the N.B.A. Los Angeles Lakers. Ash Hayes, Ed.D., acting executive director of the Council, also took part in the day's events.

Designed to promote participation, friendship and physical exercise, the Hershey program is one of the nation's largest youth sports participation programs. It is sponsored by Hershey Foods Corporation in cooperation with the National Recreation and Park Association and PCPFS.

For more information contact Jim Johnson, National Coordinator, Hershey Youth Program, P.O. Box 814, Hershey, PA 17033-0814 (717/534-7636).



WORKING TO PROMOTE participation in youth sports ... Ash Hayes, Ed.D., right, PCPFS acting executive director, and Olympic decathlon gold medalist Rafer Johnson, exchange greetings at the National Finals for the Hershey Track and Field Program. Rafer served as grand marshal for the event.

Reagan on Fitness (From page 1)

the people involved in the fitness boom are in their 30s may be wrong. It's just that those competitive events that receive a lot of media exposure because they lend themselves to coverage—marathons, triathlons, and so on—will tend to have many more in that age bracket involved. But that's not to say that other ages are less involved. Older Americans, for example, are exercising in increasing numbers and already make up a sizeable portion of the fitness boom.

RW: What role do you feel corporations can and should play in promoting fitness in this country?

Reagan: Business and industry already have made admirable contributions to the fitness movement by providing worksite programs for their employees, and by sponsoring conferences, public education materials, sporting events and competitions. Thousands of companies now have fitness programs that do more than provide a place to exercise; they offer classes in stress management, CPR, and so forth. This usually means that the resources for these programs are brought in from the surrounding com-

School Mailing Delayed

"Get Ready, Get Fit, Go For It," is the theme of this year's mailing to over 100,000 schools expected to go out in November.

Teachers and administrators will be receiving a brochure and colorful "action" poster with information on the Presidential Physical Fitness Award Program.

The school mailing is an annual fall project of the Council to encourage teachers to administer the Youth Physical Fitness Award Program.

If you have not received your materials by late-December, contact the PCPFS.

munity so that YMCAs and YWCAs, schools, hospitals, health and fitness centers, and a growing industry of fitness and wellness providers make their services available to a wide variety of users.

RW: Speaking as one proponent of fitness to millions of others, do you have any message for your fellow participants that you'd like to offer to close this interview?

Reagan: First I'd like to thank you for the opportunity to speak to your readers.

You know, each year I join the Congress in proclaiming the month of May National Physical Fitness and Sports Month. It also happens to be National High Blood Pressure Month and Older Americans' Month. As I see it, those interests have a lot in common, and I would like to do more to bring them closer together.

The year 1985 is going to be the International Year of the Child, and that may be another area where our fitness leaders can help. America's youth must be taught the value of sound fundamentals of physical fitness and sports.

Champion Schools

(From page 4)

Oregon

Sauvie Island School, Portland
Edward Byrom Elementary, Tualatin
Molalla Grade School, Molalla

Pennsylvania

Paulton Elementary, Apollo
St. Patrick School, York
Paxon Hollow Jr. High, Broomall

Rhode Island

Block Island School, Block Island
Western Hills Jr. High, Cranston
Ponaganset Middle School, Gloucester

South Carolina

Northwood Christian School, N. Charleston
Alma Elementary, Gaffney
Crayton Middle School, Columbia

South Dakota

Ipswich Elementary, Ipswich
Franklin Elementary, Sioux Falls
Patrick Henry Jr. High, Sioux Falls

Tennessee

Harpeth Valley Elem., Nashville
Whitwell Elementary, Whitwell
Farragut Middle, Knoxville

Texas

Gause Elementary, Gause
Lakehill Preparatory School, Dallas
Northside Elementary, El Campo

Utah

Ephraim Elementary, Ephraim
Churchill Jr. High, Salt Lake City

Vermont

Dover Elementary, Dover
Stowe Jr.-Sr. High School, Stowe

Virginia

Baylake Pines Private, Va. Beach
Oak View Elementary, Fairfax
Gloucester Middle School, Gloucester

Washington

Tree of Life Christian School, Spokane
Mt. Stuart Elementary, Ellensburg
Kamiakin Jr. High, Kirkland

West Virginia

Maysville Elementary, Maysville
Cove Elementary, Weirton
Cammack Jr. High, Huntington

Wisconsin

Holy Trinity School, Oconto
Luxemburg-Casco Jr. High, Casco
Edison Jr. High, Janesville



GREETING THE FINALISTS . . . at the Summer Olympic Games. From left, Mayor Tom Bradley of Los Angeles, Ruth Owens, wife of Olympic legend Jesse Owens, and Ash Hayes, PCPFS acting executive director.

Visit to Olympics Highlights 20th ARCO Jesse Owens Games

More than 300 young athletes attended the 1984 Olympic Games during their five-day trip to California for the finals of the 20th ARCO Jesse Owens Games last August.

Of the 364 boys and girls competing in the national championships, held at San Diego State University, 84 earned gold, silver and bronze medals in the "Olympic-style." Finalists from the Louisville Regional Championship meet brought home the most medals.

The games were founded by Jesse Owens, winner of four gold medals at the 1936 Berlin Olympic Games, and

the Atlantic Richfield Company to promote friendship, sportsmanship and character development through organized, recreational competition.

Young athletes advance through the program by participating in clinics and preliminary meets leading to the regional and national championships. The 28 gold medal winners (there are 28 separate events), in each of 13 regional competitions, advance to the nationals.

This year, boys and girls born in the years 1969 through 1974 competed in the 50, 100 and 200-meter dash, 400-meter run, long jump and high jump.

Clinics and events prior to the nationals are coordinated by local parks and recreation departments and youth service agencies under guidelines provided by the ARCO Jesse Owens Games headquarters. The finals were conducted by the Los Angeles County Department of Parks and Recreation.

For more information write ARCO Jesse Owens Games, 515 South Flower Street, (WIB 860), Los Angeles, CA 90071 (213/486-1243).

Wyoming

I Basin Jr. High, Basin
III Central Jr. High, Sheridan

Washington D.C.

III Brown Jr. High, Washington

Puerto Rico

III Antilles Military Academy, Trujillo

Youth Fitness Test To Be Renormed

The Institute for Social Research at the University of Michigan was recently awarded a contract to study the physical fitness status of American school children ages 6-17.

Data from the survey will be used to establish new standards for the AAHPERD Youth Fitness Test, the basis for the Presidential Physical Fitness Award.

For the first time, normative data will be collected nationwide on children ages 6-9. The new results will be used to draw comparisons with similar studies on youth fitness done in 1957, 1965 and 1975, for the 10-17 age group.

The AAHPERD Youth Fitness Test includes pullups for boys and flexed arm hang for girls, timed one-minute situps, shuttle run, standing long jump, 50-yard dash, and a one-mile run/walk.

Results of the survey, to be conducted during the 1984-85 school year, are expected in the fall of 1985.

Reminder

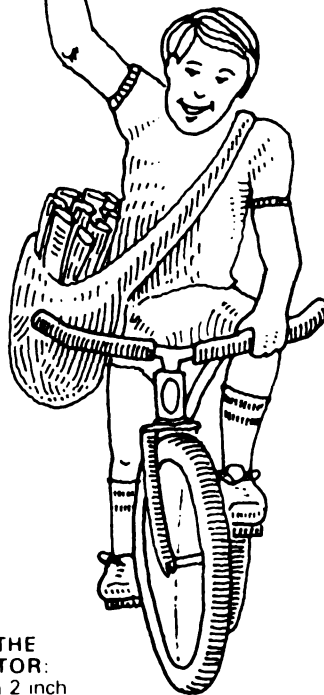
It is not too early to begin planning your fitness month programs and activities. May 1985 will once again be the official month dedicated to physical fitness and sports.

A new poster and brochure are currently being developed to commemorate National Physical Fitness and Sports Month and help individuals, organizations, businesses, community services and other groups plan their events. These materials will be available in January 1985.

For more information, contact Dr. Matt Guidry, Director of Community Programs, PCPFS (202/272-3424).

FITNESS TIPS

FROM THE
PRESIDENT'S
COUNCIL ON PHYSICAL
FITNESS AND SPORTS



TO THE
EDITOR:
Each 2 inch
ad panel in
this accordion
fold is
detachable and
camera ready.
Designed for
easy insertion in
your publication



FITNESS TIPS

GETTING
STARTED



THE FIRST STEP

Most authorities recommend that individuals over age 35 who have previously been inactive, or persons suspecting a medical problem, obtain a physician's clearance before beginning a vigorous exercise program.

THE SHAPE YOU'RE IN

Taking a fitness test is a good way to get an idea of what shape you're in when you start an exercise program, and how to gauge your progress. Standard tests exist which measure cardiorespiratory endurance, flexibility, muscle strength and endurance and body fat.

GIVE YOURSELF GOALS

Studies show that you are more likely to stick with your exercise program if you establish specific and realistic goals and schedules. Set aside a regular time for your workouts and set goals for distance covered, games completed or exercises performed.



FROM THE PRESIDENT'S
COUNCIL ON PHYSICAL
FITNESS AND SPORTS

New Publications Developed by Council

The Council has recently begun distribution of two new publications—a camera-ready booklet of fitness tips for use by the print media and a brochure entitled *Fitness Fundamentals* for the general public.

The fitness tip booklet will be sent to over 1500 newspapers and other publications nationwide. The 27 tips are grouped into nine panels that can be cut out and pasted into a page layout. The format was developed to encourage editors to run accurate fitness in-

formation for their readers.

Fitness Fundamentals outlines the basic requirements for minimal fitness, the components of fitness and how they are developed, and related information such as clothing considerations, pulse rate monitoring and weight balance.

GEICO printed 50,000 of the *Fitness Fundamentals* as a public service for the Council. Single copies are available by writing President's Council on Physical Fitness and Sports, Dept. FF, 450 5th St., NW, Suite 7103, Washington, D.C. 20001.

Annual Survey Wraps Up Action Over Past Year

Although as a nation we may look like we are on the move, when it comes to regular sports and fitness participation only 38 percent of the American population perceives itself as engaging in exercise over the past 12 months, according to the latest Sports Census conducted for *The Sporting Goods DEALER*.

Swimming remained the most popular activity reported, with a projected following of 96 million. It was followed by general exercise (calisthenics, stationary bicycling, treadmill walking, etc.) and bicycling.

For the first time the survey measured participation in calisthenics alone and reported a participant base of more than 25 million, with the largest block of practitioners in the 18-34 age range.

Projected participation rates for other popular activities included jogging/running (40.8 million), tennis (23.5 million) and aerobic dancing (20.8 million).

In team sports, organized softball remains most popular with 17.7 million players. Organized soccer registered 9.4 million players.

Women accounted for more than half the participants in general exercise, calisthenics, aerobic dancing, volleyball, bicycling, gymnastics and swimming.

The survey also looked at the impact household income has on activity participation and found that with the exception of hunting, fishing and camping, the general trend seemed to be the higher the income, the higher the interest in sports and fitness.

The survey is conducted by National Family Opinion, Inc. and polls a nationally-representative sample of 5,000 households. The results of this census are published in the September issue of *The Sporting Goods DEALER*.



A FEDERAL TEAM EFFORT ... Charles Grizzle, right, Deputy Assistant Secretary for Administration, USDA, presents the first Secretary's Cup to the Department of Transportation team for their winning effort in the inaugural Federal Interagency Challenge. The 3K race took place during the 1984 Food and Fitness Fair last August in Washington. More than 20 teams entered the competition. In addition to being the fastest, all members of the winning team had to cross the finish line together.

Fitness Leaders Honored (From page 3)

Award of Merit Trophy, Major Lutz has also devoted many hours to the Special Olympics program for handicapped children and to seniors' athletic activities.

- **Judi Sheppard Missett**, 40, of Carlsbad, CA, is the originator of the "Jazzercise" exercise program. Begun in Chicago in 1969, the program now has 370,000 participants in the U.S. and 17 foreign countries. She is active in other facets of fitness and health, writing a fitness column currently published in 45 newspapers throughout the U.S., Australia, Fiji, and other foreign countries.

- **George J. Pfeiffer**, 34, of Reston, VA, is vice president of the Center for Corporate Health Promotion. A founding member of the Association of Fitness in Business, he has contributed much to the development and promotion of corporate fitness programs in

America. Pfeiffer is currently president of AFB, one of the fastest-growing professional organizations in the country.

- **Jacki Sorenson**, 41, of Northridge, CA, is the creator of Aerobic Dancing Inc. A pioneer in making fitness "fun for everyone," Sorenson has written two books on aerobic dancing and has influenced thousands of peoples' attitudes toward exercise and physical fitness. Sorenson has raised millions of dollars for charities, such as the Special Olympics, through dance-a-thons and other goodwill endeavors.

Nomination forms for the 1985 awards are available through PCPFS and the U.S. Jaycees. Write to York Onnen, PCPFS, for more information. All entries must be postmarked no later than May 1, 1985.



DETERMINED WALKERS compete in the three-mile walk, one of 30 events included in the Northern Virginia Senior Olympics last month. Other events were bicycling, ping-pong, tennis and swimming. More than 400 men and women, age 55 and older, competed in the six-day competition.

Chairman Allen Lives His Dedication

The following excerpts from a featured article written for the Los Angeles Herald Examiner last May by Jennifer Allen give insight into PCPFS Chairman George Allen's personal commitment to physical fitness.

Ardent sport fans know Allen's dedication to physical fitness, that, at the age of 63, he still runs 3 to 5 miles every day. The coach, whose day begins at 6:30 a.m. and ends at midnight, views his daily run as the "highlight of the day." For some, it is exerting enough to simply watch the players push/shove/run/tackle all day long. But not for Allen, who equates dedication with perspiration. He often takes on a session of free-weights, sit-ups and pull-ups after he runs, giving his full "110 percent."

In June, Allen plans to carry the Olympic torch in Arizona. "I hope to run in the early morning because of the hot weather," he said from his Arizona office last week. Hot weather, indeed—one can imagine what runners will be experiencing under the noon-day desert sun.

Each participant will carry the 34-ounce torch one kilometer. The coach, of course, has been training for the event. "When I was in Cabo San Lucas, over Christmas, I took a stone

and carried it in my right hand and ran with it—it really inhibits the natural movements of running," he said. "Runners must run within a certain period of time; if people are slow, across the country, the Olympics could be two weeks late in Los Angeles."

Allen, who presides as chairman of the President's Council on Physical Fitness and Sports, feels "the Olympics are a historic event and I am proud to be part of it." He will attend the opening-day ceremonies, which he considers a "once-in a lifetime experience."

Although as a coach he has been compared with military generals, Allen does in fact live by the rigorous mentality himself. It has been said that his biggest argument with his wife is over where to put the exercise bicycle—in the living room or the bedroom? His wife would rather see it in the garage, along with the rest of the barbells. Allen is quick to defend his obsession with fitness and health.

"I got into fitness through coaching because I think that in any leadership position, a person should set an example," he said. "He shouldn't smoke, drink or carouse . . . and working out helps me to unwind and think clearly, which helps me do a better job."

Canada to Host First Masters Games

The Inaugural Masters Games are scheduled to be held in August, 1985 in Toronto, Canada.

Some 10,000 women over 35 and men over 40 from around the world are expected to compete in 22 categories of sports during the 21-day event at various locations in Toronto.

Competition will be in track and field, badminton, basketball, tempin bowling, canoeing, cricket, cycling, diving, equestrian events, fencing, ice hockey, orienteering, racquetball, rowing, sailing, shooting, squash, swimming, synchronized swimming, table tennis, tennis, and water skiing.

Formal ceremonies will mark the opening of the games on August 7 and the closing on August 25.

Information may be obtained by writing The Masters Games, P.O. Box 1985, Postal Station P, Toronto, Canada M5S 2Y7.

Police Compete In Nation's Capital

Crooks in and around the Nation's Capital take note: police in the area are not only well-trained in their jobs, they are also fit and well-conditioned.

More than 700 federal, state, and local law enforcement officers took part in a week-long Law Enforcement Olympics in September in Prince Georges County, MD.

The officers from Virginia, Maryland, and the District of Columbia competed as individuals and as members of teams in softball, running, swimming, golf, bowling, darts, horsemanship, arm wrestling, boxing, track and field, basketball, weightlifting, and pistol shooting.

York Onnen of the PCPFS, which supported the second annual area olympics, officiated at the opening ceremonies and presented a \$1,000 scholarship from the law enforcement organization to the daughter of one of last year's competing officers.

CALENDAR OF EVENTS

NOVEMBER

- 5-9 **25th Anniversary European Recreation Society Fall Conference, West Germany.** Contact: Matt Guidry, Ph.D., PCPFS.

DECEMBER

- 5-8 **3rd Annual Athletic Business Conference, Chicago, IL.** Contact: Athletic Business, 1842 Hoffman St., Suite 201, Madison, WI 53704 (608/249-0186)
- 6 **Women in Health/Fitness Conference, Raleigh, NC.** Contact: Angela Lumpkin, Ph.D., UNC at Chapel Hill, 205 Woolen, Chapel Hill, NC 27514

MARCH 1985

- 26-30 **3rd Annual National Conference on Youth Sports, Orlando, FL.** Contact: NYSCA, 2611 Old Okeechobee Rd., W. Palm Beach, FL 33409-9977 (305/684-1141)

MAY

- 3-4 **Physical Fitness Clinic, Montclair, NJ.** Contact: Prof. Leonard Lucenko, Dept. of Physical Education, Recreation and Leisure Studies, Montclair State College, Montclair, NJ 07043 (201/893-5253)

Note: Address all PCPFS correspondence to 450 5th St., NW, Suite 7103, Washington DC 20001 (202/272-3430).

More Than 3,000 Attend Olympic Symposium

More than 3,000 representatives from 300 countries attended the Olympic Scientific Congress in Eugene, OR, this summer to discuss the major issues confronting today's world of sports.

The theme of the conference was "Sports, Health and Well-being," and approximately 1,000 papers were presented in the disciplinary and interdisciplinary sciences.

In one of the three general evening seminars, Bea Orr, president of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) and H. Harrison Clarke, professor emeritus at the University of Oregon, paid tribute to the PCPFS for its major contributions to the fitness revolution in the United States.

The boycott of the Summer Games was a topic of discussion at the political sessions, where some participants expressed the view that politics and sports inevitably mix.

The Congress is held every four years in conjunction with the Olympic Games. This was the first time the U.S. served as host. Proceedings from this year's symposium will be available in April of 1985.

Call for Soccer Papers

The U.S. Soccer Federation and the U.S. Olympic Committee Sports Medicine Council in cooperation with the International Sports Medicine Federation will sponsor the first World Congress on the Medical Aspects of Soccer, May 24-26, 1986, in New York City.

The program committee is now soliciting papers for presentation at the meeting on biomechanical aspects of soccer, physiological aspects of performance, injury, treatment and prevention and general medical concerns.

Deadline for receipt of abstracts is September 1, 1985. For more information contact: Mary Margaret Newsome, USOC Sports Medicine Division, 1750 E. Boulder St., Colorado Springs, CO 80909-5760 (303/578-4575).

Sports Medicine Congress Announced

The PCPFS has joined the ranks of national sponsors for the 1985 Sports Medicine Congress/Exposition, August 6-10, at the Indianapolis Convention Center in Indiana.

The event will present state-of-the-art information on the "Impact of Injury on Sport and Exercise," with emphasis on treatment and prevention. Attendees will also have the opportunity to interface with representatives of many companies that supply products to the sports medicine profession.

PCPFS medical consultant Bernard Cahill, M.D., is the program chairman. Also scheduled to speak are Irving Dardik, M.D., Michael Pollack, M.D., and Henry Miller, M.D.

More than 36 organizations, agencies and societies have accepted roles as sponsor, endorser or host for a program expected to attract 3,000 members of the sports medicine profession, according to Tom Miller, executive director of the Congress.

Fitness and Aging Conference Set For '85

The 1985 Second International Conference on Physical Fitness, Aging and Sports is scheduled for July 8-12, 1985, at The Thayer Hotel, West Point, NY.

The latest scientific research information, clinical applications, demonstrations, workshops and exhibitions on exercise physiology, rehabilitation, and sports medicine, as they relate to geriatrics and gerontology, will be presented.

The conference is sponsored by The Center for the Study of Aging, in cooperation with PCPFS, German Red Cross and the National Recreation and Park Association. The Campbell Soup Company is the corporate sponsor.

For further information contact Sara Harris, PAAS-85, The Center for the Study of Aging, 706 Madison Avenue, Albany, NY 12208 (518/465-6927).

PCPFS People

• **Deborah Szekely**, PCPFS special advisor and founder/president of the Golden Door Health Resort in California, was recently selected by the Board of Directors of the Inter-American Foundation to serve as president of that organization.

Ms. Szekely was recommended by the White House to head the Foundation, which provides grants to Latin American and Caribbean countries for social and economic development.

Szekely is also co-founder of Rancho La Puerta, a fitness retreat in Baja, CA. She has served as special advisor to the Council since June 1983 and was a PCPFS member under President Carter.

• Former UCLA head track and field coach **Jim Bush** was recently appointed special consultant to the PCPFS to provide technical guidance in areas of sports and education.

One of the nation's outstanding coaches, Bush retired at the end of the 1984 season after 30 years of coaching. In less than two decades, Bush guided the UCLA track team to 18 winning seasons in 19 years, 10 undefeated dual meet seasons and countless other achievements.

Currently, he serves as off-season fitness consultant to the L.A. Raiders football team and has embarked on a new career as lecturer.



BERNARD R. CAHILL, M.D., right, PCPFS member and medical director of the Great Plains Sports Medicine Foundation, recently received the American Orthopaedic Society for Sports Medicine's highest award, Mr. Sports Medicine—1984. Here, Dr. Cahill holds the letter of appreciation sent by President Reagan and his daughter, Ellie, displays her father's award.

ADVANCE NOTICE

Subscribers to the PCPFS Newsletter will soon receive confirmation address cards in order to update our current mailing list.

All are encouraged to return these cards with your present address as soon as possible. Only those who return cards will continue to receive the Newsletter.

Your cooperation is greatly appreciated.

Fixx Death A Loss to Council

Members and staff of PCPFS regret the loss of special consultant Jim Fixx. Fixx died this past summer after suffering a heart attack during a 10-mile run.

Well known as author of *The Complete Book of Running* and countless other articles on games, sport and exercise, Fixx's work has helped inspire millions of Americans to take on a more active lifestyle.

He was first appointed special advisor under President Carter and remained in a consultant capacity under President Reagan, providing counsel on program and policy development.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER

1985
MARCH VOL. 85, No. 1



First Lady to Receive National Physical Fitness Honor

First Lady Nancy Reagan will receive the National Physical Fitness Honor Award presented by the PCPFS and the National Fitness Foundation (NFF) at this year's NFF Award banquet on April 15, at the New York Hilton.

Also receiving awards will be Donald Trump, president, The Trump Organization, and Charles L. Brown, chairman and chief executive officer, AT&T.

The three distinguished Americans are being recognized for their personal commitment to physical fitness and for their leadership in promoting more vigorous lifestyles for all Americans.

Mrs. Reagan was selected to receive this award by PCPFS Chairman George Allen for her role as honorary chairman of the first national conference on fitness for women sponsored by the PCPFS last spring, and for leading a major national drug awareness effort.



NANCY REAGAN

Trump and Brown have spearheaded major campaigns to increase awareness of the importance of being physically fit. Trump, owner of the New Jersey

Generals and PCPFS special advisor, chaired last year's National Awards Banquet. Brown is being recognized for AT&T's support and commitment to the 1984 Olympics. AT&T Communications sponsored the Olympic Torch Relay which brought the spirit of the Games within reach of millions of Americans.

This year's banquet chairman is John Carter, chairman, The Equitable Life Insurance Society of the United States. The NFF is a nonprofit organization dedicated to encouraging physical fitness and sports participation by all Americans.

'84 Olympian Appointed to Council

Mitch Gaylord, 1984 Olympic gold medalist in men's gymnastics, and creator of the Gaylord Flip, was appointed to the PCPFS by President Reagan on November 9, 1984.

At 23, Gaylord is the youngest of the 15 member Council, selected by the President from the fields of sports, medicine, education, and private industry to guide Council activities.

Gaylord won a total of four medals at the Summer Games, taking a team gold, a silver in the vault and two bronze medals for his performance on the rings and parallel bars. He shares the distinction with Carl Lewis of having won the most medals at the Games.

Competing since he was 12, Gaylord concentrated on his individual performance which led him to achieve many outstanding feats in gymnastics, among them the Gaylord Flip, in which he executes 1 1/2 forward somersaults above the high bar.

Under the direction of coaches Art

Shurlock and Mako Sakamoto at UCLA, Gaylord perfected this difficult routine. He is the only gymnast to have attempted this move and with the coaching of his brother, Chuck, he developed the Gaylord II, a variation of the Flip. It was his successful execution of the Gaylord II that earned the U.S. team the overall gold medal at the Olympics.

Gaylord attended UCLA on a scholarship and as a freshman competed in the 1980 Olympic Trials, earning a place on the National Gymnastics Team. In 1983 and 1984 he was the U.S. all-around champion, and the winner of the all-around title, 1984 NCAA championships.

After his sophomore year at UCLA, Gaylord took a leave of absence to train with Olympian Kurt Thomas. Among the many medals he has since earned are a gold in the high bar at the 1982 USA Championships. He was the highest scoring American competitor in



The Chicago Tribune

MITCH GAYLORD

the last World Championships held at Budapest.

Gaylord will help the Council coordinate youth fitness projects including the Presidential Physical Fit-

(See GAYLORD, page 2)

COACH'S CORNER



George Allen
Chairman

It has been one year since the President's Council on Physical Fitness and Sports made youth fitness its top priority. Since then, two studies and numerous case reports have supported our concern that America's young people are out of shape.

This issue has the attention of the administration, and President Reagan continually emphasizes the important role physical education should play in our schools. Many cabinet members have expressed concern also, among them Sen. Paul Laxalt (R-NV). I have met with him many times to discuss youth fitness and he has pledged his support of our programs.

The Council remains in the forefront of efforts to upgrade physical education programs in this country. Our current research project is collecting data on youth age 6 to 17 to reestablish the norms on the President's Youth Fitness Test. For the first time, norms will be established for ages 6 to 9. Look for the results of this study some time in the fall of '85.

The FITNESSGRAM, a computerized fitness testing project begun in 1983, was launched nationwide last month (February) from Campbell Soup Company's Institute for Health and Fitness, the program's corporate sponsor. Our next newsletter will feature details of this event and how to get involved in this innovative effort.

We're gearing up for the 1985 White House Symposium on Physical Fitness and Sports Medicine which will address the sports medicine/exercise science concerns of children and youth.

Of course, we will continue our ongoing projects such as the Presidential Youth Fitness Award program, Demonstration Center program, and our clinics, where we provide training and in-

Washington Sportswriter Joins Staff

Steve Guback, former sportswriter for The Washington Star, has joined the PCPFS staff as director of information. He fills a post left vacant since May after the death of V.L. Nicholson, who held that position since 1962.

Guback has extensive knowledge of college and professional sports, having covered college football, basketball and track, the NCAA basketball championships, leading bowl games and professional tennis, soccer and some baseball for more than 30 years.

During his 20 years at The Star, Guback covered the Washington Redskins and the National Football League, for which he received acclaim in the metropolitan Washington area.

After the Star ceased publication in 1981, Guback worked for two years on special projects for the Redskins and for one year as editor of the Redskin Report, a subscription newspaper providing coverage of Redskin activities.

During this time he also served as a consultant to the Council, writing on fitness and sports related topics.

Prior to joining the Star, Guback wrote for the Richmond (VA) Times Dispatch, and the Winston-Salem (NC) Journal. He also has contributed to numerous national publications.

Guback was voted Virginia/DC Sportswriter of the Year three times, served on the Professional Football Hall of Fame Selection Committee, and was president and later executive secretary of the U.S. Basketball Writers Association.

A graduate of Indiana University, he was voted Outstanding Journalism Graduate in 1950 and was one of the first recipients of the Ernie Pyle Scholarship, awarded to outstanding journalism majors in honor of the late Scripps-Howard war correspondent.

"Shape Up America"

Gaylord New Member

(From page 1)

ness Award Program.

Since the Games, Gaylord has spent most of his time on tour with fellow Olympians performing throughout the country. Born in Los Angeles, he now lives in Southern California. He is interested in a career in business and public relations.

centive for professionals who teach physical activity to all ages.

As always, we continue to rely on you for your continued support and efforts to improve the health and fitness of this country. Best wishes for a healthy, active and prosperous 1985.

George H. Allen



Vol. 85 No. 1

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, NW, Washington, DC 20001.

Council members are: George H. Allen, Chairman. Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Patjo, Jr., Mitch Gaylord, Warren K. Gies, Ph.D., Dorothy Hamill, William E. LaMothe, Res. Donn D. Moomaw, Wayne Newton, Mark L. Sagarin, M.D., Roger Staubach, Jere W. Thompson, Ronald H. Walker, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Acting Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Chris Spain, Program Analyst.

Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1986.

FROM THE DIRECTOR



Ash Hayes, Ed.D.

It was interesting to me that one of the ideas expressed most often at the Council hearings on youth fitness last spring was the importance of renewed leadership in tackling this issue. What is leadership? Who becomes a leader?

A leader is defined as one who is guiding or directing; a conductor; or one who has influence or power. Leadership goes beyond authority; it is inspiration and motivation. It is a set of knowledges, techniques, and abilities which can influence others.

Teachers, coaches, recreation leaders, exercise leaders, youth program directors, administrators, supervisors, consultants, or corporate managers all have opportunities, indeed responsibilities, to be leaders.

This role should be assumed, not only in the work/vocational setting, but in other professional, peer, and personal relationships, if the desired impact of leadership capability and responsibility is to be realized.

Much has been written and said about "leadership style." Is this person an autocratic leader; is there participation in decision making; or is there a laissez faire relationship? Obviously, the effective leader uses an appropriate mix of "all of the above."

And, we must be role models. Each of us must keep reading and studying to be up-to-date on the current state of the physical fitness and sports fields. This study should be in the qualified literature from our fields and not the books and periodicals on the news stands.

In addition to being knowledgeable, we must demonstrate that we follow our own principles of exercise. We should be able to incorporate in our leadership message, "do as I do," as well as "do as I say."

'Olympic' Events Highlight Winter Meeting

The announcement of new Council member Mitch Gaylord, and a recap of the 1984 Olympic Torch Relay were highlights of the November 15 PCPFS meeting held in Washington, D.C.

Mitch Gaylord, member of the Olympic gold-medal men's gymnastics team, was appointed to the Council in November by President Reagan. He is the youngest of the 15-member group, eight of whom were in attendance at the meeting.

Dick Boehner, Torch Relay manager, reported that 10,000 people helped carry the torch across the country prior to the Summer Games. "So many things in American life divide us," said the AT&T Information Systems manager. "This was one thing that brought us all together."

Over 30 million Americans came out to see the Relay, which was sponsored by AT&T and covered 9,000 miles between New York and Los Angeles. Boehner himself logged 1,200 miles in 82 days. He was presented with a PCPFS commendation for his work on this historic project at the PCPFS spe-

cial advisor meeting in San Diego the following month.

The group heard reports on current Council projects directed towards improving the fitness of American youth, among them a promotional project funded by the Kellogg Company. (see photo/caption page 4)

Dean Di Tosto, vice president marketing for Shedd-Brown, Inc., presented each member with a 1985 fitness calendar developed in cooperation with the Council to promote employee fitness. (see photo/story page 4).

John Holland, out-going chairman of the Federal Interagency Health/Fitness Council (FIHFC) summarized his two years as head of the group. Seventeen federal agencies have started fitness programs this year, he said, many of them nationwide. "We have made major strides in promoting fitness within the federal and military agencies."

Jack Razor, Ph.D., executive director, AAHPERD, attended the meeting and proposed a joint public awareness program between AAHPERD and the Council to emphasize physical fitness in school physical education programs.



Council members attending the meeting: Bernard Cahill, M.D., Charles Tornabene (for William LaMothe, chairman, Kellogg Company); Mark Saginor, M.D.; David "Sonny" Werblin, president and chief executive officer, Madison Square Garden Corp.; Warren Giese, Ph.D., professor, University of South Carolina; Donald Cooper, M.D.; Mitch Gaylord; George Allen, Chairman, PCPFS.

PCPFS PEOPLE

Warren Giese, Ph.D., member of the PCPFS, was elected to the South Carolina State Senate, defeating an incumbent senator who had held that position for eight years. He will serve



South Carolina's District 22 for the next four years.

Dr. Giese has held many academic and community government leadership positions. Currently, he is professor emeritus at the University of South

Carolina, where he taught health and physical education for 28 years and also coached football. He was twice elected to the Richland County Council serving eight years, two years as chairman.

Dr. Giese's current appointment to the Council came in December 1981. He also was a member of PCPFS from 1971-1978. In 1984, he was chairman of the National Conference on Youth Fitness and panel chairman for a series of youth fitness public hearings held by the Council last spring.

• • •
Rich DeVos, co-founder and president of Amway Corporation, has been named special advisor to the President's Council on Physical Fitness and Sports.

DeVos, one of the country's leading motivators and speakers, is an avid tennis player, a jogger, participates in power boat racing and is an enthusiastic advocate of physical fitness.

• • •
Leonard McRoskey, vice president/director, Westwood Village Private Banking Office for Bank of America, was also recently selected to serve the Council as a special advisor.

An avid golfer, McRoskey is involved in the administration of junior golf programs for youth age 6-12 in Southern California. A retired Navy officer, he was awarded the Navy Distinguished Public Service Medal in the 1970s for his outstanding civic involvement.

NEW PROJECTS

Morning Motivation ...



Twenty-four million Kellogg's Corn Flakes boxes presented a personal challenge from George Allen to parents to help get their kids in shape. The boxes, left, appeared in food stores in December and January, and provided details on how to obtain the challenge materials, right. The program information was designed to help parents prepare their children for the Youth Fitness Test which was also described on the cereal box. The test is administered in schools, YMCAs and other youth organizations and recognizes outstanding fitness achievements among youth age 10-17. Funding for the project was provided by the Kellogg Company.

Monthly Motivation ...

New Calendars Help Groups Shape Up

Everybody needs to know what day it is, and everybody should know how to stay in shape. The new 1985 Fitness Calendars are now helping individuals in corporations, government, hospitals, YMCAs and other organizations do both.

Developed in cooperation with the PCPFS by Shedd-Brown, Inc., the first edition of this annual calendar contains information on fitness, nutrition, weight control and sports, accompanied by motivational photographs. A personal fitness chart for monitoring progress is also included.

The calendars are available for group order and can be personalized with corporate or individual names on each. The 1986 calendars are now being developed.

For more information contact York Onnen, Director of Program Development, at PCPFS (202/272-3427).



Displaying next year's fitness calendar design at the Council meeting are Dean Di Tosto, vice president marketing, Shedd-Brown, Inc., left, and George Allen. The cover design is a reproduction of a painting donated to the Council on its 25th anniversary by General Foods Corp.

Special Advisors Rally to Support Council Goals

"I think everybody should be concerned when less than 5% of our school children have daily physical education and more than half of our schools do no physical testing at all," PCPFS Chairman George Allen told members of the San Diego press corps in December.

Allen was in San Diego for a meeting of the PCPFS special advisors to discuss ways of expanding the Council's role in improving youth fitness and opportunities for private sector involvement.

Special advisor John Carlson, former vice president of marketing, Zana Corp., and now vice president, Kilroy Industries, coordinated the meeting which was attended by over 60 advisors and guests.

The group heard reports on the Kellogg's Youth Fitness Project (page 4); a U.S. Navy project in which the service and the community at three pilot sites will work together to promote youth fitness; and, preliminary plans

"A clear head is made clearer with a body that's physically fit."

for a National Fitness Card.

In addition to these project summaries, the attendees heard about some of their fellow advisors special programs. Richard Cremer, president and chief executive officer, Signature Direct Response Marketing, Inc., discussed his company's written commitment to

physical fitness.

Signature's corporate charter states "... a clear head is made clearer with a body that's physically fit. Signature encourages people to be physically fit and not abuse their bodies."

The meeting took place aboard the USS Carrier Kitty Hawk. Activities included a dinner hosted by the Sheraton Harbor Island East Hotel and an early morning two-mile run led by Allen and San Diego Mayor Roger Hedgecock.

John Carlson and Richard Boehner, manager, AT&T Information Systems, and director of the Olympic Torch Relay, received special citations from the Council for their accomplishments in obtaining corporate support for physical fitness. The USS Kitty Hawk and the Sheraton were also recognized for hosting the meeting.

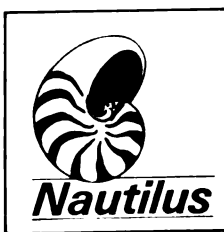
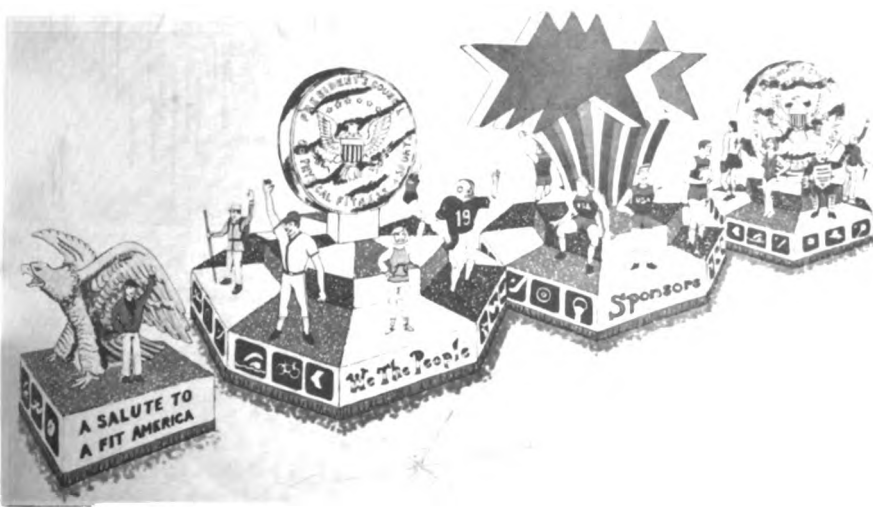
There are currently 83 special advisors to the Council representing business and industry. The majority of these volunteers are corporate offices, presidents and chairmen of major companies. They serve between the PCPFS and the private sector, providing counsel and support for program development and administration.

Basic Beliefs

The Society of State Directors of Health, Physical Education, and Recreation (SSDHPER) has put together a set of guidelines for state and local school systems, agencies, institutions, organizations and interested individuals involved in program planning entitled "A Statement of Basic Beliefs."

"Basic Beliefs" presents the Society's views on comprehensive school health programs, physical education, and school and community recreation. Recommendations and program descriptions are included to help school officials evaluate their own practices and make improvements where necessary.

For copies of this publication, contact Simon A. McNeely, Secretary-Treasurer, SSDHPER, 9805 Hillridge Drive, Kensington, MD 20895 (301/949-2226).



It would have been a great parade, and the PCPFS would have presented one of nine Inaugural Parade floats. Sponsored by Eastman Kodak Company, Coca-Cola Bottling Company, Inc.; Nike, Inc.; and Nautilus/Sports Medical Industries, the Council float was designed as a "Salute to a Fit America," featuring Chairman Allen, Council member Mitch Gaylord, members of the men's Olympic gymnastics team, and others representing over 30 popular sports and fitness activities. Maybe 1989!

First State Followup Womens' Fitness Meeting a Success

Motivation and education were the goals of the North Carolina Women in Health and Fitness Conference, according to Colleen Dwyer, conference coordinator and fitness consultant to the North Carolina Division of Health Services.

The conference was the first state follow-up meeting to the National Women's Leadership Conference on

FLASH ... The next followup meeting is scheduled to take place in Maryland, in April. See Calendar, page 11, for details.

Fitness presented last spring in Washington, D.C. by the PCPFS, and focused on the fitness, nutrition and stress management concerns of women. Also addressed was the need to improve the fitness of America's youth.

Nearly 400 health and fitness professionals, primarily women from North Carolina, attended the meeting to hear updated reports on various women's health issues. The program also attracted chief executive officers from private industry and the media.

The program included lectures, demonstrations, exercise breaks, and special interest sessions on such topics as pre- and post-natal exercises and self-

defense. John Cantwell, MD, director, Preventive Medicine Institute at Georgia Baptist Medical Center, and medical consultant to the PCPFS, delivered the keynote address and put "Fitness in Perspective" for the attendees.

Although no immediate followup plans have been made, Dwyer has received many phone calls from people motivated by the program asking how to conduct similar meetings. Dwyer and her committee of 17 men and women representing medicine, physical education, nutrition, recreation and re-

lated fields hope to see different spin-off efforts throughout the state as a result of the conference. "We hope interested people use our committee as a resource when planning events," said Dwyer.

The North Carolina Governor's Council on Physical Fitness and Health presented the conference, in cooperation with the PCPFS, and with the sponsorship of Campbell Soup Company, Ross Laboratories and Triangle Health and Fitness Products. More than 15 state agencies and organizations cooperated in coordinating the event.



Left photo: Colleen Dwyer, center, meeting coordinator is joined by Dr. Frank Hielemo, left, chairman, N.C. Governor's Council on Physical Fitness and Health, and Glenn Swengros, PCPFS Director of Federal-State Relations. Right Photo: conference participants enjoy an exercise break.



White House Meeting To Stress Youth Fitness

The fourth White House Symposium on Physical Fitness and Sports Medicine is scheduled to take place in November in Washington, D.C.

The Council will maintain its current focus on youth fitness by designing the program to emphasize the physical and mental aspects of sports medicine and physical fitness as they relate to young people.

Keep your November calendars open and look for more detailed information in upcoming issues of this newsletter.

Survey Reveals ...

Award Programs Are Popular Activities Of Governor's Physical Fitness Councils

Fitness award programs are the most popular activities conducted by Governor's Councils on Physical Fitness and Sports, according to a recent survey conducted by the National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS).

Nineteen of the 31 state Councils surveyed responded to a series of questions on their overall structure and programming. Most of the states indicated they participated in awards programs targeted to such populations as

youth, seniors, state employees, handicapped and schools.

Other projects in which the Councils are involved are youth and senior fitness programs, corporate health promotion projects, Special Olympics, family fitness festivals and public service campaigns.

For more information on the survey, or on organizing a Governor's Council in your state, contact Jim Liston, President, NAGCPFS, 525 West Jefferson Street, Springfield, IL 62706 (217/785-8216).

National Groups Promote Fitness for the Disabled

Fitness programs for the handicapped have expanded in recent years due to the efforts of leading national organizations such as the Veterans Administration and the National Handicapped Sports and Recreation Association (NHSRA).

The PCPFS recently agreed to work cooperatively with the Veterans Administration and its Sports and Fitness Committee to expand the VA fitness and health programs.

"This population serves as a good example of what can be accomplished, and is an inspiration to the able-bodied," said Harry Walters, Administrator of Veterans Affairs and a strong supporter of fitness programs for the handicapped.

There are approximately three million disabled veterans out of a total population of 28 million veterans in the U.S., according to David Worthen, MD, secretary to the administrator and chairman of the Sports and Fitness Committee.

Disabled individuals can also serve as inspiration to other handicapped persons.

Kirk Bauer, executive director,

NHSRA, found inspiration from fellow veterans after he lost his leg in Vietnam. Some members of the National Handicapped Ski Association, started in the 1960's by former council staffer Jim Winthers to teach Vietnam amputees to ski, introduced Bauer to the Lake Tahoe slopes.

"Those three days were the biggest high of my life," remembered Bauer, today a competitive skier. He joined the group, which in 1972 became the NHSRA to serve anyone with a mobility-related disorder. The organization now has 5,000 members and 40 chapters in 25 states, all run by volunteers.

Last summer, the NHSRA conducted a three month campaign to get disabled persons more involved in recreational activities by holding three-day fitness clinics

in 12 cities. A total of 500 handicapped participants were taught aerobic routines, strength and flexibility exercises, took fitness tests and learned about nutrition and weight control.

"Overall, the program was very well received," said Bauer. "The aerobic dance classes were the most popular and the participants consistently rated the nutrition classes highly."

Organizers of fitness programs for the handicapped feel that these pro-



PCPFS Chairman George Allen, second from right, Harry N. Walters, far right, Administrator of Veteran's Affairs, and Susan fertig-Dykes, second from left, writer/producer (VA), confer with production assistant during filming of a new public service announcement promoting physical fitness for the disabled.



Bob Rogers, second from left, new chairman of the Federal Interagency Health/Fitness Council (FIHFC), York Onnen, left, PCPFS Director of Program Development, and Alice Wheaton, PCPFS consultant and coordinator of FIHFC, present out-going chairman John Holland, Ph.D., with a PCPFS medallion in appreciation of his work with FIHFC. Supervisory Special Agent Rogers is program manager of fitness training for all FBI agents, nationally and internationally. He will chair the Council, which is made up of representatives from federal and military agencies who are interested in promoting health and fitness at the worksite, through 1986.

grams are more than justified. Research shows that the disabled require 30-50% more energy to do ordinary daily tasks than do non-handicapped. And, they are more prone to lead sedentary lives.

"The handicapped often use their disability as an excuse to withdraw from society," noted Bauer. "They become tired, stay at home, and withdraw further. It's a vicious cycle."

Walters sees fitness for the handicapped and others as a national health issue. He feels that fitness and sports programs will help decrease the use of traditional medical care and enhance the lifestyle of aging veterans, who will represent two-thirds of the over-65 population by the year 2000.

Both the NHSRA and the Veterans Administration hope to see more education and opportunities for the handicapped, and the increased involvement of the severely disabled. Said Bauer, "We have to make people aware of the fact that they can be fit, despite their disability."

Physical Activity Reports Published

A comprehensive series of papers on the current status of knowledge in the area of physical activity and its effect on public health will appear in the March-April issue of *Public Health Reports*, the official journal of the U.S. Public Health Service.

The papers cover nine fundamental areas in physical activity and exercise and their implications for public health. The topics for review were selected by the Behavioral Epidemiology and Evaluation Branch (BEEB) of the Centers for Disease Control (CDC), and reviewed at a Workshop on the Epidemiologic and Public Health Aspects of Physical Activity and Exercise, conducted by the BEEB on September 24-25 in Atlanta.

The papers were reviewed by representatives of six federal agencies, including the PCPFS, and three State health departments.

The purposes of the papers and workshop were: 1) to provide the public health and scientific communities with a summary of the current status of knowledge in this area, and 2) to provide recommendations for future research.

"What surprised me after reviewing the papers," said Kenneth Powell, MD, BEEB Chief, and workshop coordinator, "was how little we seem to know about why some people are active and some are not." Dr. Powell hopes the report generates further research to uncover the missing pieces outlined by the authors.

The titles of the papers are: 1) Assessment of physical activity in epidemiologic research: problems and prospects; 2) The descriptive epidemiology of leisure-time physical activity; 3) The determinants of physical activity and exercise; 4) Relationships between exercise or physical activity and other health behaviors; 5) The disease-specific benefits and risks of physical activity and exercise; 6) The risks of exercise: a public health view of injuries and hazards; 7) The relationship between physical activity and exercise and mental health; 8) Physical activity

Two National Studies Indicate America's Young People Out of Shape

America's children and adolescents are not as physically fit as they should be, concluded two national studies released in October.

The National Children and Youth Fitness Study (NCYFS), funded by the Office of Disease Prevention and Health Promotion, U.S. Public Health Service, examined the fitness and exercise habits of 8,800 students across the nation in grades five through 12. In addition, the students were put through rigorous physical tests designed to assess overall health and fitness.

The findings indicated that about half

"Two-thirds of youth in grades 5-12 do not have daily physical education."

of American children and youth aren't getting enough exercise to develop healthy cardio-respiratory systems.

The study also found that young Americans have grown fatter since the 1960s, with median skinfold sums two to three millimeters thicker than a sample studied by PHS in that decade. Whether this higher average body fat is a health problem has yet to be determined.

The NCYFS study also found that in elementary schools, only half the children take physical education classes as often as twice a week, and only 36.3% of the students in grades five through 12 take physical education daily.

The study also found that secondary education programs tend to focus on group and team sports, rather than on individual and lifetime skills for

and exercise to achieve the health-related components of physical fitness; 9) The promotion of physical activity in the U.S. population.

Single copies of the March-April 1985 edition of *Public Health Reports* are available for \$5.00 domestic, and \$6.25 foreign, through the U.S. Government Printing Office (GPO), Washington, D.C. 20402. Subscription prices are \$21.00 domestic and \$26.75 foreign, also through GPO.

promoting physical fitness.

The second study released in October was conducted by the Amateur Athletic Union (AAU) and funded by Nabisco Brands, USA. Unlike the NCYFS, which was based on a random national sample, the AAU study was based on a convenience sample (scores were submitted on a voluntary basis by schools, parks and other facilities administering the AAU/Nabisco Physical Fitness Program). Yet, the findings painted a similarly dismal youth fitness picture.

In addition to revealing fitness levels "somewhat below" what experts consider desirable, the study showed a decrease in the number of students able to meet the AAU fitness standards compared to past AAU surveys conducted in 1982 and 1979.

Only 36% of the four million students tested by the AAU in 1983-84 met the groups standards on a battery of fitness tests, down from 42% in past years.

According to Wynn Updyke, Ph.D., associate dean of Indiana's School of Health, Physical Education and Recreation and survey coordinator, one factor causing the decrease may be the elimination of compulsory physical education after the eighth grade.

Both surveys tested abdominal strength (bent-knee situps) and endurance. The NCYFS also tested skinfold (sum of triceps and subscapular skinfolds), flexibility (sit and reach test), and upper body strength/endurance (chin-ups). The AAU survey measured performance on modified push-ups, high jump, standing long jump and sprints.

Summary reports of the NCYFS are available through the National Health Information Clearinghouse, P.O. Box 1133, Washington, DC 20013-1133 (800/336-4797).

For more information on the AAU/Nabisco Study contact Dr. Wynn Updyke, Associate Dean, School of Health, Physical Education and Recreation, Indiana University, Bloomington, IN 47405 (812/335-2227).

...for Florida's Students ...

Reading, Writing AND Physical Fitness

Florida's high school students must now pass a half-year fitness course in order to graduate. The course, entitled "Personal Fitness," was added to the high school curriculum for the first time in fall of 1984 and is the first state-wide requirement for physical fitness in the nation.

The change came as a direct result of successful legislative lobbying efforts by the Florida Association for Health, Physical Education, Recreation and Dance (FAHPERD) in cooperation with the Department of Education's Office of Physical Education, according to Manny Harageones, physical education consultant to the state of Florida.

The course is designed to help students develop an optimal level of physical fitness, acquire knowledge of physical fitness concepts and understand the

effect of lifestyle on individual health and fitness.

So far student response has been favorable, said Harageones, despite initial apprehension about having to "study" for physical education. Parents have been extremely supportive, he said, especially those who are fitness-conscious themselves.

The Department of Education has developed a "Personal Fitness" Instructional Materials Packet to provide assistance to school districts in implementing the course contents and requirements.

For more information on the course contact Manny Harageones, Physical Education Consultant, Department of Education, Knott Building, Tallahassee, FL 32301 (904/487-0687).

ASCM Specializes Instructor Exams

The American College of Sports Medicine (ASCM) is developing three new areas of certification for fitness instructors in the fields of dance-exercise, the military and law enforcement, and business and industry. The new certifications will be extensions of the current ASCM Fitness Instructor certification.

"These new areas of certification are necessary to aid in meeting the increasingly specialized needs of the fitness industry," said Daniel Lynch, chairman of the ASCM Fitness Instructors Committee.

The certification program for the dance-exercise instructor will establish national standards for that industry. The focus of the certification program for military and law enforcement fitness instructors will be on fitness instruction for younger individuals with an emphasis on strength development.

For business and industry, the certification will establish guidelines for the testing of administrative and practical skills used in corporate fitness programming.

Other areas of certification offered by ASCM are Exercise Test Technologist, Exercise Specialist and Program Director. For additional information, contact Ann Partlow, ASCM certification coordinator, (317/637-9200).

• • •



William Middendorf, second from left, Ambassador to the Organization of American States, was recently presented a Presidential Sports Award by Ash Hayes, Ed.D., third from left, PCPFS Acting Executive Director, for his personal commitment to fitness. The Ambassador rows regularly and has competed in several Masters competitions. He and J.J. Forster, right, coach of the Georgetown University Crew Team, appeared on a segment of BIZNET News Today, the Chamber of Commerce's morning newscast, with Glenn Swengros, left, PCPFS Director of Federal-State Relations. Swengros hosts a series of fitness features produced by the Chamber.

HELP!

The Council has a number of projects ranging from a new information guide to display booths in the works. We need sharp black and white photos of people exercising. All ages. We cannot return photos, but will credit their source. Send us your best photos by April 15, 1985, to Editor, Newsletter, Fitness, Washington, DC 20001.

CALENDAR OF EVENTS

MARCH

- 26-30 **3rd Annual National Conference on Youth Sports**, Orlando, FL. Contact: NYSCA, 2611 Old Okeechobee Rd., W. Palm Beach, FL 33409-9977 (305/684-1141).

APRIL

- 15 **National Award Banquet**, New York City, NY. Contact: York Onnen, PCPFS (202/272-3427).
- 17-21 **Centennial AAHPERD National Convention & Exposition**, Atlanta, GA. Contact: Gladys Merrick, AAHPERD, 1900 Association Drive, Reston, VA 22091 (703/476-3466).

- 27 **Maryland Women's Fitness Conference**, U.S. Naval Academy, Annapolis, MD. Contact: Linda Vanderhoff, The Maryland Commission on Physical Fitness, 201 Preston Street, Baltimore, MD 21201 (301/383-4040).

MAY

National Physical Fitness & Sports Month

- 3-4 **Regional Physical Fitness Clinic**, Montclair, NJ. Contact: Prof. Leonard Lucenko, Dept. of Physical Education, Recreation and Leisure Studies, Montclair State College, Montclair, NJ 07043 (201/893-5253).

- May 31-
June 1 **Colorado Clinic on Physical Fitness and Sports**, Boulder, CO. Contact: Paul Swoboda, Park and Recreation Dept., Municipal Building, Canyon St. & Broadway, Boulder, CO 80306 (303/441-3417).

JULY

- 8-12 **1985 Second International Conference on Physical Fitness, Aging and Sports**, West Point, NY. Contact: Sara Harris, PAAS-85, The Center for the Study of Aging, 706 Madison Ave., Albany, NY 12208 (518/465-6927).

Note: Address all PCPFS correspondence to 450 5th St., NW, Suite 7103, Washington, DC 20001 (202/272-3430).

Fitness Month '85 Campaign Begins

Promotional materials have been sent out to over 10,000 recreation centers, YMCAs, hospitals, fitness centers and other agencies interested in conducting fitness month activities.

May is once again National Physical Fitness and Sports Month, the period dedicated to promoting physical fitness and encouraging participation in sports and fitness activities by all ages.

This year's Council materials were printed by the private sector as a public service. The Roller Skating Rink Operators Association printed the fitness month poster, and Shedd-Brown, Inc., a division of Atwater Group, Inc., who also produced the 1985 Fitness Calendar, printed the accompanying brochure.

Organizations interested in obtaining this material should contact Matt Guidry, Ph.D., Director of Community Services, at the Council (202/272-3424), and help "Shape Up America."

Former PCPFS Head Receives Award

Bud Wilkinson, consultant to President Kennedy and the first to head what is today the PCPFS, was presented the Amos Alonzo Stagg Award by the American Football Coaches Association at their annual meeting.

Wilkinson, who coached the University of Oklahoma's football team from 1947-63, received the association's most prestigious award for his many contributions to football and to America. He is currently vice-president of a St. Louis firm which handles money matters for municipal and county employees.

Upon accepting the award, Wilkinson said, "When I was an athlete and coaching, we talked a great deal about the 'will to win.' But as time passed, I have had recognition of a much more important quality. That's called 'will to prepare.' If you have the will to prepare, things will usually work out quite well and the will to win will take care of itself."

Looking Back On Fitness Month '84

In 1984, National Physical Fitness and Sports Month saw increased participation in events and programs, new ideas and new plans for future fitness projects.

More than 3,500 agencies sponsored fitness month events, attracting more than one million participants and spectators. Recreation and park departments conducted the most programs, followed by schools, YMCAs, Volksmarch clubs and military installations. Only those groups who responded to a survey of events sent out by the PCPFS were

counted in the year's summary.

National governing bodies assisted in promoting Fitness Month, including the National Association of Governors' Councils on Physical Fitness and Sports, the National Recreation and Park Association and the National Capital YMCA.

In addition to PCPFS' promotional material, announcements appeared in many health and fitness newsletters and magazines including *Shape*, *American Health*, and *Chase's Guide to Annual Events*.

BULLETIN BOARD

● **President Reagan** directed the PCPFS to continue its work until September 30, 1985 under its new Executive Order 12489. The Council was one of 11 federal advisory committees continued for one more year.

● **Hershey's National Track and Field Program** has been cited for outstanding and dedicated service to America's minority children by the Ethnic Minority Society, an organization made up of park and recreation professionals. The program, sponsored by Hershey Food Corporation, in cooperation with the PCPFS and the National Recreation and Park Association, was recognized during the Society's annual banquet.

● There are an estimated 50,000 full-time professionals employed in public, tax supported park and recreation systems, 500 colleges and universities with park and recreation curricula, and about 45,000 college and university students enrolled in park and recreation curricula throughout the nation, according to the **National Recreation and Park Association**.

● March, 1985, is **LiftAmerica Month**. The National Strength and Conditioning Association (NSCA), in cooperation with Special Olympics, Inc., will conduct a series of community-based lift-a-thons across the country. For more information, contact NSCA, P.O. Box 81410, Lincoln, NE 68501 (402/472-3000).

● Papers are still being accepted for the first World Congress on the **Medical Aspects of Soccer**. The U.S. Soccer Federation and the U.S. Olympic Committee Sports Medicine Council in cooperation with the International Sports Medicine Federation will sponsor the event, scheduled for May 24-26, 1986. Deadline for receipt of abstracts is September 1, 1985. For more information contact Mary Margaret Newsom, U.S. Olympic Committee, (303/578-4575).

● Sportscaster **Curt Gowdy** is the new national spokesman for the National Youth Sports Coaches Association (NYSCA). He will work with the NYSCA to encourage volunteer coaches who work with children in youth league sports to obtain training and certification through the NYSCA. The NYSCA is a non-profit organization with the goal of improving community youth sports programs across the country.

● **Golf-pro Jack Nicklaus**, former running back Harold "Red" Grange, and Olympic wrestling champion Dan Gable were among the 12 individuals inducted into the National High School Sports Hall of Fame. The 1984 group is the third class of inductees honored for their contributions to high school sports.

● More than 50 representatives of the **book publishing** industry attended a one-day colloquium to familiarize themselves with Department of Health and Human Services resources and personnel. The PCPFS participated in this department effort to enhance communication between the government and the publishing industry and to help enhance the dissemination of current health information to the public.

● Does the **Belgium jogger** resemble the California jogger? What is the best way to jog? "Towards Thoughtful Jogging," a new publication of the Sports, Recreation and Outdoor Life Authority (ADEPS), answers these and other questions on jogging. It may be obtained by writing to ADEPS Central Administration, Galerie Ravenstein 27, 1000 Brussels.

● **The Inaugural Masters Games** are scheduled for August 7-25 in Toronto, Canada. Amateur athletes over 35 (women) and 40 (men) are eligible. Contact: The Masters Games, P.O. Box 1985, Postal Station P, Toronto, Canada M5S 2Y7.

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NEWSLETTER

MAY/JUNE Vol. 85, No. 2



President Appoints Two New Council Members

President Ronald Reagan has announced the appointment of Charles Luckman, internationally renowned architect, Los Angeles, and Robert P. Levy, board chairman and president, DRT Industries, Philadelphia, as new members of the President's Council on Physical Fitness and Sports.

Luckman and Levy replace Dorothy Hamill, Olympic and professional ice-skating star, and Roger Staubach, former Dallas Cowboys quarterback, who have resigned because of increasing business activities. Hamill will serve the PCPFS now as a special advisor.

The 15-member Council, chaired by former professional football coach George Allen, serves as a catalyst in developing and promoting national programs for physical fitness and sports. The members serve without pay and report to the President and the Secretary of Health and Human Services offering recommendations and guidance for improving national fitness.

Luckman, chief executive officer, Luckman Management Co., graduated from the University of Illinois, School of Architecture, magna cum laude in 1931. Forced to delay his architectural ambitions by the depression, Luckman entered business and became president of Pepsodent Co. at age 33 and president of Lever Brothers American companies at 37. He returned to architecture in 1950 and has planned more than \$7 billion of work and received 100 honors for design.



Charles Luckman

He designed, among others, Madison Square Garden; Manned Spacecraft Center, Houston; Prudential Center, Boston, and the soon to be built U.S. Fitness Academy in Orange County, CA. He has been decorated by France's Legion of Honor, Cross of Chevalier;

England's Order of St. John; Italy's Star of Solidarity and is a four-time recipient of the Freedom Foundation's George Washington Honor Medal.

Levy, a University of Pennsylvania graduate, 1952, is chairman of the board and president of DRT Industries, Inc., a privately held, multi-services company involving vehicle and heavy equipment leasing, real estate development, chemical storage and oil and gas drilling. He has been president of the Atlantic City Racing Association since 1966, and has been a part-owner of the Philadelphia Phillies since 1981. He is a trustee of the University of Pennsylvania and on the board of directors of several corporations and associations. He has received the John B. Kelly Athletic Award, the Jockey's Agents' Benevolent Association's Man of the Year Award and the Pennsylvania Sports Hall of Fame's Service to Youth Award, among others.



Robert P. Levy



First Lady Nancy Reagan displays her National Physical Fitness Honor Award at the April National Fitness Foundation (NFF) Awards Dinner in New York. Joining her are, from left, honoree Charles L. Brown, chairman and chief executive officer, AT&T; PCPFS Chairman George Allen; honoree Donald Trump, president, The Trump Organization; and banquet chairman, John Carter, chairman, The Equitable Life. The three award recipients were recognized by the PCPFS for their leadership in promoting more vigorous lifestyles for all Americans.

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PCPFS People

• **PCPFS Chairman George Allen** received the "Champion" Award from the New York Downtown Athletic Club for his lifetime achievements and contributions to fitness and sports. Honored along with Allen were Al Oerter, former Olympian, and Richard "Duke" Llewellyn, Los Angeles Athletic Club.

• **David L. Wolper**, internationally renown television and motion picture producer, has been named special advisor to the PCPFS. Wolper, producer of the widely acclaimed Opening and Closing Ceremonies for the 1984 Olympic Games, has won more than 150 awards for his films, including Oscars, Golden Globes, Peabodys and 30 Emmys. He received the prestigious Jean Hersholt Award at the recent 57th Annual Academy Awards ceremony.

• **Jim Hill**, former professional football player and sports anchor on KCBS-TV, Los Angeles, has been named a consultant to the PCPFS. Hill has been honored by the Greater Los Angeles Press Club for "Best Sports Reporting" on Los Angeles television, received a 1978 CAPTRA Award from the California Associated Press Television and Radio Association, and was awarded a 1983 Los Angeles area Emmy Award for his excellence in sports reporting.

• **Otis Chandler**, chairman of the board and editor-in-chief of The Times Mirror Corp. and special advisor to the PCPFS, received the 1985 Isaiah Thomas Award for outstanding contributions to the newspaper profession from Rochester (NY) Institute of Technology. He is the seventh recipient of the award, which is named for one of the country's great patriotic printers.

• **PCPFS member Donald Cooper, MD**, team physician at Oklahoma State University, recently appeared on the nationally televised "Today Show" to speak about the current status of youth fitness.

• **Special advisor Donna deVarona**, sports commentator at ABC-TV, received the YMCA's "Service to Youth" Award at the Association's 1985 Annual Dinner. DeVarona is president of the Women's Sports Foundation.

Profile: Ron Walker

Editor's Note: *The following profile is the first in a series of regular features on the members of the PCPFS.*

When Council member Ron Walker was growing up overseas, his schools didn't have "diddly squat" when it came to facilities for physical activities. "If you wanted to run, you ran," he said. "If you wanted to climb steps, you climbed steps."

Making the most of a situation seems to be a trademark of Walker, 48, who was appointed to the Council in 1981. Twice charged by the White House to orchestrate a major historical event, he managed the 1984 Republican National Convention in Dallas and was chairman of the 50th Inaugural Committee. He is also the man who handed down the decision, after intense deliberation, to cancel the Inaugural parade.

"The Lord blessed me with an awful lot," said Walker, managing director and senior partner of Korn/Ferry International, a Washington, DC-based executive search firm with offices in 30 cities worldwide. "I have an uncanny ability to bring order out of chaos, or prevent chaos before it happens."

Not a bad characteristic when you're in charge of directing a four-day media happening involving 2,500 delegates, 13,000 news representatives and 15,000 guests and visitors, as was the case at the Convention.

Walker speaks in an even-paced, determined tone and attributes much of his success in planning major events to "having a mind like a steel trap, being extremely detailed and being able to work with people under extraordinary conditions."

"We ran the convention and the Inaugural like a business," he said. Both events finished in the black and successfully incorporated the efforts of thousands of volunteers, often the backbone of any kind of major event, according to Walker.

Walker was reared and educated in the Middle and Near East, and still holds three track and field records at the American Missionary School in India. A five-sport letterman, he also played baseball and football and was an Airborne Ranger in the Army.

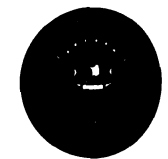


"I've always been an absolute nut about physical fitness," he said. "It's something you can certainly train yourself to do." Walker's personal fitness program includes running, swimming and working with free-weights.

"Exercise makes me feel better, and I think those around me know the difference when I'm working out." He did manage to keep up his running schedule during the Inaugural events, despite the 18-20 hour work days.

Before joining Korn/Ferry in 1979, Walker was associate director of World Championship Tennis, Director of the National Park Service and President Nixon's chief advance man. He had his own company at one point, an endeavor that took him around the country conducting motivational success rallies to audiences of 10-20,000.

When asked how one can learn to motivate others, Walker replied, "All you can do is set an example. It's up to the individual to do the rest."



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FITNESSGRAM

Goes Nationwide

This Fall

Plans for national implementation of the FITNESSGRAM program were announced in February at a press conference at the Campbell Soup Company's Institute for Health and Fitness.

Nearly 10 million youngsters and their parents will receive "fitness report cards" this coming year as part of the program designed to help track student's fitness progress from year to year.

Implemented in 1981 as a pilot project in the Tulsa, OK, school district, the program is presented by the PCPFS, in cooperation with the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), the Institute for Aerobics Research (IAR), and is sponsored by the Campbell Soup Company.

Students are tested in the areas of endurance, strength and flexibility using one of two tests developed by AAHPERD - the Youth Fitness Test or the Health-Related Test. Scores are

then compared to national norms based on age and sex, and recorded on a computerized score card.

The comparison scoring can be made by using software developed by Campbell's and Apple IIe computers, or by sending the data to IAR's headquarters in Dallas.

Those schools choosing to use their own computer systems can obtain blank computer cards free of charge from Campbell's.

The FITNESSGRAM also includes an exercise prescription to help students improve their scores. "With this program, dialogue is encouraged among teacher, parent and student about fitness and why it is important," said Ash Hayes, PCPFS Acting Executive Director.

For more information on how to get involved in the FITNESSGRAM project, write Youth Fitness, Institute for Aerobics Research, 12200 Preston Road, Dallas, TX, 75230.

West Point to Host International Event

Ash Hayes, PCPFS Acting Executive Director, will be among the opening speakers at the second International Conference on Physical Activity, Aging and Sports, July 8-12, West Point, NY.

The event is presented by the Center for the Study of Aging, Albany, in cooperation with the PCPFS, and the corporate support of the Campbell Soup Company. Twenty seven participating organizations representing 12 countries are involved in the program, which will feature more than 150 papers by distinguished professionals.

Dr. Hayes will be joined by Raymond Harris, MD, president of the Center and program chairman, for the opening ceremonies. Also present will be Dr. Roy Shephard, Canada, who will deliver the keynote address; T. Franklin Williams, director, National Institute on Aging; Furstin zu Zalm Horstmar, vice president, West Germany's Red Cross; Eino Heikkinen, Finland, representing the World Health Organization; and, A.M. Williams, executive vice president, Campbell Soup Company.

Agencies on Aging Focus on Fitness

The National Association of Area Agencies on Aging, N4A, in partnership with the PCPFS, has issued a proclamation in support of physical fitness and sports for older Americans. The proclamation was issued in May, National Physical Fitness and Sports Month and Older Americans Month.

In conjunction with the PCPFS and with the support of the private sector, N4A will formulate fitness, sports and education programs to enhance and promote a healthier lifestyle for older Americans.

N4A is a private, non-profit national organization representing 672 agencies on aging across the country.

For more information, contact: N4A, 600 Maryland Avenue, SW, Suite 208, Washington, DC, 20024 (202/484-7520).



The PCPFS has joined with the city of Baltimore as it celebrates Baltimore's Best Sports Festival, June 7-10. Here, from left, are Baltimore Mayor W. Donald Schaefer, Robert O. Bonnell, Jr., festival director, and PCPFS Director of Program Development, York Onnen, at the kickoff press conference. The event will feature citywide participation in track meets, sports clinics and tournaments.

1985—Year of Youth

The International Youth Year (IYY) Commission, the officially designated, non-governmental coordinating body for IYY, 1985, is designing programs to promote greater public awareness of IYY in the U.S. and abroad.

The PCPFS recognizes this effort, and has accelerated its emphasis on youth fitness programming during this worldwide observance.

The IYY Commission's efforts are aimed at spotlighting the role of youth in society under the themes of peace, participation and development. Among the events that have already taken place is the International Youth Conference, held in Kingston, Jamaica, in April.

For more information, contact: IYY Commission, 1518 K St., NW, Washington, DC, 20005 (202/783-5959).



Ten members of the "Skip Its" and their coach Richard Cendali appeared at the National Fitness Foundation Awards Banquet in April to demonstrate the rope skipping skill that has taken them around the world. The Colorado team of 170 boys and girls, ages 5-17, can do more than 900 tricks and has performed in over 800 demonstrations.

SPECIAL NOTE

Address correction changes will be in effect for the next issue of the Newsletter, JULY/AUGUST, VOL. 85, No. 3.

Athlete Finds "Ecstasy" in Chocolatetown

While youngsters from around the country compete this spring and summer in the 8th annual Hershey Track and Field Program, ninth grader Steve Sullivan will be enthusiastically cheering them on from the sidelines.

Although Steve has competed in the Hershey program since the fourth grade, he's too "old" to participate this year, having exceeded the 9-14 age criteria.

However, Steve left as a winner, capturing the 1600-meter run last year in 4:34, a personal best.

"I didn't think I could run that fast," he said. "When I think of crossing the finish line, I can still feel the ecstasy."

Steve had come close before. In 1983, he placed fourth in the 800-meter with a time of 2:06. "There was a little bit of pressure (in 1984) because I wanted to do well since it was the nationals and (my) last chance."

The youth program, sponsored by the PCPFS and the National Park and Recreation Association, and funded by the Hershey Foods Corp., provides youngsters with the opportunity to test their skills in nine track and field events. The program is offered to recreation departments in all 50 states and the District of Columbia, and each year an estimated 2.5 million youths participate.

Although he still sees "room for improvement" Steve feels the program helped him grow spiritually and physically. "I think the program keeps a lot of kids out of trouble in the summer," he said. "There are many practices so you have to stay in pretty good shape."

Steve believes it's important to be physically fit to stay healthy. He keeps in shape all year by running, lifting weights and playing soccer.

The Hershey program begins with meets at the local level. Winners advance to district competitions in late May and early June. Steve heard about the program from pamphlets handed out in his school and didn't hesitate to get involved, coming from a family of athletes.

District meet winners advance to state finals in June and July. To ensure representation from every state, at least five youngsters are chosen from the

winner of each state final to form a regional team which travels, all expenses paid, to the national finals in Hershey, PA.

Steve represented the mid-Atlantic region last year. "I got to meet a lot of people and make new friends," he said. "Everyone was real together, and I got a lot of support from peers, family and prayer."

He also credits coach Milt Matthews with helping him to achieve national ranking. "Just his presence makes you want to work hard," said Steve, of the man who coached him for three summers. "He's a leader, and extremely respected. He knows what he's talking about, he doesn't just talk."

Although he admits to being "sort of sick of chocolate," Steve is disappointed that he won't be competing this year. He lives nearby, and hopes to be involved in the nationals in any way, to help out. "Even if I'm not involved," he said, "I'll be there."

Plan Now For Next Year's Meets

The Hershey Track and Field Program begins every spring when local parks and recreation departments hold qualifying trials for boys and girls in their communities.

The following six basic steps will help you set up a youth track and field meet in your community:

- **Plan your meet.** Contact Jim Johnson, program coordinator, at P.O. Box 814, Hershey, PA, 17033-0814, for a copy of Hershey's rule book and registration form.

- **Plan to publicize the event.** Contact local media to gain their support for a pre-meet feature to attract participants. Talk to youngsters, teachers, parents and coaches in your area to generate interest and enthusiasm.

- **Organize equipment.**
- **Set a date and time for the event.**
- **Establish registration rules.** Participants can enter up to three events and must have their registration form signed by a parent.
- **Coordinate volunteers to help out.**

Demonstration Centers Bring Pride to Schools

It's homeroom at John Handley High School in Winchester, VA. Two students are discussing which exercises are best to stretch and strengthen muscles.

One state away, at Southgate Elementary in Glen Burnie, MD, students rush down the halls before the bell signals the start of the school day to hand in their answers to the fitness "Trivia" questions posted on the gymnasium door.

Fitness is definitely on the minds of these students. Their schools have been selected as Physical Fitness Demonstration Centers for the 1984-85 school year. Each year the PCPFS, in cooperation with State Departments of Education, recognizes schools that provide exceptional programs of physical education.

For the 1984-85 school year, approximately 100 schools in 10 states were chosen as Demonstration Centers. Some states have yet to announce their winners.

Selected schools find the honor greatly enhances their image in the communities and within the school itself.

"It was a tremendous boost for us when we first became a Demonstration school in 1970,"

said Nikki Isherwood, chairperson, health education, at Handley. Handley has been written up in professional journals and has since received a considerable amount of local acclaim.

"It's not as big a thrill for the students anymore," she added, "but it's still important to the parents."

At Southgate, Hal Cramer, physical education instructor for the school's 500 students, tries to explain to them that they're up against 2,000 other schools in Maryland, "It's hard for them



Selected schools receive an attractive flag from the PCPFS to display in their facility.

to relate to the whole program," he said, "but they really liked getting the flag."

Once a school is selected, based on guidelines set up by each state's Education Department and approved by the PCPFS, the school receives a certificate of recognition, a pennant to display and a letter from the PCPFS Chairman. Schools selected as Demonstration Centers three years in a row earn "Honor Roll" status, official listing in PCPFS history.

The Demonstration Centers also serve as visitation sites, with days set aside throughout the year for scheduled visits by parents, teachers, administrators and anyone interested in observing quality physical education programs.

The visitations also provide opportunities for the exchange of new ideas. "I've met new people that I otherwise might not have met," said Cramer, who looks forward to those days to share ideas with fellow professionals.

Although each state sets its own standards, most look for periodic health and fitness appraisals, programs directed towards physically underdeveloped students, regular periods of physical education and a strong emphasis on physical fitness.

"We give our students the type of information they need to set up their own fitness programs," said Stuart Allen, physical education chairperson at Handley. "We teach them the origins and insertions of all the muscles."

In Isherwood's classroom students analyze the activities they are doing in physical education class and discuss why lifetime activity is important.

"Some of the kids think they're indestructable," said Isherwood, "but most do care about issues such as heart disease, nutrition and why recovery heart rate is important."

Students at Handley take a variety of fitness tests annually, including the PCPFS Youth Fitness Test. The program offerings attempt to reflect the interests of the students.

"We're not geared for any one particular sport," said Allen. "Variety helps our total program."

The facilities at Handley do help to accommodate that variety. The 948 students have access to three gyms, a fitness course, two weight rooms, four tennis courts and more. Instruction is provided by nine health and physical education teachers. However, this instructional wealth is not what makes a program successful.



Upper body conditioning is a regular part of Stuart Allen's program.

"It's nice to have a lot, but you don't need it," said Southgate principal Betty Lou Hayes. Mrs. Hayes, who feels there is "definitely some carry-over between strong physical education programs and youth behavior," watches Cramer conduct his program in the gym, which is also the lunchroom, and the auditorium.

"Our program is a perfect example of the difference a teacher makes," she said. "The kids just love physical education class."

In addition to the "Trivia" quizzes, Cramer's program includes jumprope clubs, a physical education show, physical fitness testing, emphasis on sports- (See Demonstration Centers, page 11)

Federal Fitness Update

Donald J. Devine, former Director, Office of Personnel Management, recently issued a memorandum to all federal department and agency heads to "support the Federal Interagency Health/Fitness Council (FIHFC) and its initiatives, especially during May, National Physical Fitness and Sports Month."

The memo supported the efforts of the private industry and the federal government in establishing employee fitness programs aimed at making the public sector "healthy and fit."

This administrative effort enhances the recent acceleration of the fitness movement within the government workforce. "As late as five to six years ago, federal fitness programs were not well publicized or talked about," said Ron Keefer, Director, Office of Administrative Operations, Dept. of Transportation, at a recent meeting of the FIHFC.

In 1984, fourteen federal agencies submitted proposals for new health and fitness programs, several for the entire workforce. Public agencies are actively pursuing comprehensive programs,

according to York Onnen, PCPFS Director of Program Development and FIHFC advisor.

The FIHFC is currently developing a fitness training workshop series that will be open to anyone working with federal fitness and health programs, as well as agency administrators.

The series of workshops will be held over four days with four hours of training each day, and will take place at the National Defense University in Washington, DC. Faculty will be drawn from fitness professionals currently working with federal fitness programs.

The FIHFC has also developed a FIT KIT containing guidelines and information on setting up a fitness program and makes available a FIT Team for on-site consultations.

The FIHFC was established in 1980 to promote and assist the development of federal health and fitness programs. Meetings are held four times during the year at various federal agencies.

For more information on any of the FIHFC programs contact Alice Wheaton, FIHFC coordinator, at 202/272-2018.

Fitness Hotline Rings Nationwide

What should I look for in a walking shoe? How can I strengthen my abdominal muscles? Is it OK to run everyday?

These questions were among the most commonly asked by more than 3,000 fitness-minded callers who took advantage of the PCPFS/USA TODAY toll-free fitness hotline set up from May 6-12 to celebrate National Physical Fitness and Sports Month.

The hotline supplemented a week-long fitness series that appeared in USA TODAY. The series looked at ways to establish lifelong fitness habits and included profiles of five celebrities discussing their own personal exercise programs.

President Reagan kicked off the series and "encouraged parents and teachers to stress the importance of exercise and do everything possible to get our young people on some sort of regular exercise program."

One Maine elementary school teacher took advantage of the fitness hotline to do just that. Her class assignment for the week: think up a fitness question and call the hotline for the answer. And, call they did.

One listener received 88 phone calls during her five hour shift. "It was non-stop," she said. "I think every student in the school called."

Profiled during the week were George Allen, PCPFS Chairman; Billy Moses, star of "Falcon Crest;" Mary Frann, Bob Newhart's television wife; Eunice Johnson, producer/director Ebony Fashion Fair; and former Dallas Cowboy, Roger Staubach.

More than 60 fitness professionals volunteered their time to answer questions from 8 a.m.-11 p.m. EDT. Without their support, this project would not have been possible.

Plans for 1985 "People's Race" Off and Running

The date's been set for the 1985 Marine Corps Marathon. On November 3, runners from around the country will convene at the Iwo Jima Memorial to begin the 10th annual 26-mile route through the streets of Washington, DC and Northern Virginia.

Approximately 12,000 runners are expected to take part in what has come to be known as the "People's Race." The marathon is open to everyone, regardless of age, and no prize money is awarded. It is the second largest marathon in the country.

"Everyone has a dream. Many people don't believe they can realize those dreams. You owe it to yourself to pursue your dreams."

—Jerry Taylor, from speech

The race is sponsored by the Marine Corps, and endorsed by the PCPFS.

Such unique athletes as Harry Cordellos, a blind runner, and Jerry Taylor, cerebral palsy victim and well-known motivational speaker, will take part in the race.

For more information contact: Capt. Chris Moody, P.O. Box 188, Quantico, VA, 22134 (703/640-2225).

Survey Results

Most dance exercise instructors (68%) teach five or more classes per week, according to a survey of professional fitness instructors conducted by the Aerobic Music Service at last year's International Dance Exercise Association's annual conference.

The survey also revealed that 70% of those questioned prefer tapes over records, and personal taste ranked as the main factor used by instructors in selecting music.

For more information, contact Aerobic Music Service, P.O. Box 2688, Alameda, CA, 94501 (415/530-0618).

Mesa Petroleum Rallies to Win at National Fitness Classic

It's official now. Mesa Petroleum of Amarillo, TX, is the "Most Physically Fit Company in America." That's what the scoreboard showed at the end of the National Fitness Classic IV in Houston, May 4, 1985.

Mesa Petroleum's team of Mike Houston, Hollis Ann Hands, Jesse Hames, Mark Murphy, Cindy Rice and Britt Sosebee swept to the overall championship, the best of 42 teams entered in the spirited five-event competition sponsored by the PCPFS in cooperation with Living Well, Inc.

Astronaut Story Musgrave made the medal presentations at the conclusion of the two days of fun and fitness. Mesa Petroleum rolled up 239 points, 10 more than the second place team of Campbell Soup Co., consisting of Gordon Thompson, Lee Dukes, Lauve Metcalfe and Colleen Knox. Another Campbell Soup team, with Chuck Yahn, Dave Allen, Kerry Bouchard, Robin Dunn and Charlie Estey, finished third with 221 points.

"This Classic recognizes the significant contribution corporate America has made toward promoting fitness among the American public," said President Ronald Reagan in a televised spot shown at the closing ceremonies.

"Attention to physical fitness is one of those things that says something about a nation and its people. It's an important indication of America's level of energy, competitiveness and vigor. You have given us a great beginning to National Physical Fitness and Sports Month..."

The Classic also served as a model for the type of event companies can conduct for their own employees to foster an interest in physical fitness.

The Classic took on an additional historic aspect when George Allen, PCPFS Chairman, announced the appointment of 22-year-old blind athlete Craig MacFarlane as a consultant (see box). MacFarlane served as Grand Marshall and performed with his band at the welcoming reception.

Co-chairman Bill Hightower, of



Co-chairman Bill Hightower, left, American Transtech, presents a torch from the 1984 Olympic Torch Run Across America to PCPFS Chairman George Allen at the National Fitness Classic.

American Transtech, presented a torch from the 1984 Olympic Torch Run Across America to Allen, who joined with former Dallas quarterback Roger Staubach to lead an early-morning Fun Run. Other celebrities included football stars Tim Wilson, Mike Barber and Larry Moriarity, basketball standouts Robert Reid and Reid Gettys and race car driver Chris Kneifle.

Other winning teams: Two-mile relay - 1. Mesa Petroleum, 2. Living Well, 3. Pro Houston; Stationary cycling - 1. AT&T, 2. Bonne Bell, 3. Mesa Petroleum; Medicine ball throw - 1. Campbell Soup #2, 2. Deloitte Haskins & Sells, 3. Spa Lady, Inc.; Triathlon - 1. Living Well, 2. Mesa Petroleum, 3. Criterion; 200-yard swim relay - 1. Spa Lady, 2. AT&T, 3. Mesa Petroleum.

Best team uniform - Don McGill Porsche Audi. Best team spirit - Townsend, Brodsky, Lerman, Levy & Ketchand. Sportsmanship award - Ultra. Team traveled furthest - Campbell Soup Company. Most fun run participants - Mesa Petroleum.

Next year's Fitness Classic V will be held on May 2 and 3, again at the Houstonian. For 1986 entry or sponsorship information contact Charlotte Boylan, NFC V Executive Director, 1-800-548-4700. (In TX, 1-800-548-4701).

Blind Athlete Named Consultant

Craig MacFarlane, newly appointed PPCFS consultant, has won world championships in five events, national championships in 11 and holds 102 gold medals. A multi-talented athlete and musician, he has been blind since the age of two.

While some of MacFarlane's medals were won in competition with fellow blind athletes, those that he earned in wrestling—his first sport and the tool he used to fight his way out of confinement to a blind world—were against sighted opponents. He was a member of the Canadian Olympic team in 1981.

MacFarlane participates in downhill and water skiing, sprinting, swimming and golf, and plays 11 musical instruments.

He is currently director, program development, for the Living Well Foundation in Houston, TX, and was recently recognized by First Lady Nancy Reagan at the National Fitness Foundation's Awards Banquet for his many achievements.



On behalf of the PCPFS, Chairman George Allen, left, cut the ribbon on new weight training equipment aboard the USS New Jersey. Looking on is Captain Richard D. Milligan, Commanding Officer, USS New Jersey.

Staging a Youth Fitness Gala

When Jerry Poppen searched his mind for an activity that would culminate the Fitness Gala he was coordinating for last fall's regional clinic in Tacoma, WA, he asked himself "what would the spectators be there for?"

"I wanted to do something that would celebrate fitness and America," said Poppen, who handles physical education curriculum and instruction for Tacoma Public Schools. He settled on a slide show depicting young and old participating in fitness and sports activities, set against "America the Beautiful" sung by a close friend.

The three-minute slide show was the finale for the two-hour program which featured nine groups demonstrating activities such as rope jumping, gymnastics, aerobic dance, a wheelchair obstacle course and even break-dancing.

Planning for the November show began in May with a committee of three including Poppen. Monthly meetings



Poppen directs the Young Ambassadors of Physical Education, a Tacoma-based performing group that appeared at the fall gala.

took place throughout the summer and each act was verified by mid-October. Poppen offers future gala planners the following tips:

- Have a small working committee. Two or three hard-working people function better than a larger group, according to Poppen.

- Begin planning early, especially if local celebrities are to be included in the program.

- Avoid act redundancy and know what each group will do. Poppen provided input on the performances of those groups with varied repertoires so

Sheehan Speaks at Regional Clinic New

"What we are striving for," fitness expert George Sheehan, MD, told an audience of 300 physical education and fitness professionals at the Northeastern Regional Clinic on Physical Fitness and Sports, "is the peace and confidence that comes from having a well-trained body."

Sheehan gave the keynote address to open the two-day clinic which took place May 3 and 4 at Montclair State College in New Jersey. Montclair

"Nothing great was ever achieved without enthusiasm."

—Ralph Waldo Emerson

State's Department of Physical Education, Recreation and Leisure Studies hosted the event, the area's lead-in to National Physical Fitness and Sports Month.

Sheehan addressed the gathering of physical educators, fitness specialists, coaches and others interested in sports and fitness. "As a cardiologist," he told them, "I know the evidence is without a doubt - the length of your life depends on how fit you are. But, you have to add lifestyle changes to an exercise program or you are not going to get the longevity benefits. If you're a marathoner, but you have a cholesterol level of 315, forget it."

His message emphasized the role exercise plays in helping reduce other risk factors such as smoking. The person who exercises regularly, he said, is good instinctively. "He won't want to smoke."

The clinic gave participants new ideas, information and techniques to help enhance their programs. "The

that the overall program provided a little of everything.

- Conduct a rehearsal and have it supervised by more than one person. Poppen was "shell-shocked" with last minute questions and logistical problems that were not major but would have been more easily remedied with the assistance of another person.

clinic offers intangible things, such as certain teaching styles you can pick up from just watching the clinicians," said Austin Lacy, health and physical education teacher from Pittsburgh.

The PCPFS regional clinic program brings a team of expert fitness and sport practitioners to the host site to conduct sessions on topics ranging from elementary school fitness activities to weight training for women. Active participation is strongly encouraged.

Alice Roye, a junior high school teacher from Bristol Township, PA, found the active participation afforded more opportunity for her to learn new ways to teach.

Roye said she felt more clinics of this nature are needed to help professionals overcome the obstacles facing physical educators today such as limited facilities and lack of student motivation.

The clinic was also attended by individuals who monitor adult fitness programs. Teri Scuderi, a YMCA fitness instructor and Nautilus trainer, attended the clinic hoping to share her experiences with other professionals and find out how they overcome some of the problems she faces.

"I'm looking for ways to handle overcrowded classes and groups with varying levels of ability," she said. Scuderi, who also teaches kindergarten through twelfth grade at a New Jersey private school, echoed the concern of other teachers regarding poor youth fitness levels.

"We have students who can't run around for two minutes," she said. "They look for any excuse to get out of gym."

Some of the attendants expressed disappointment over the lack of program support they get from administrators, school boards and parents. Many had to forfeit a day of leave and pay their own way to the clinic.

Yet, they are responsible for the only area in education that trains both body and mind together. "Fitness takes raw material and makes the most of it," said Sheehan. "In the process, it is helping us prepare for the most difficult of all arts, the art of living."

Local News New Navy Program Combines Fun and Fitness

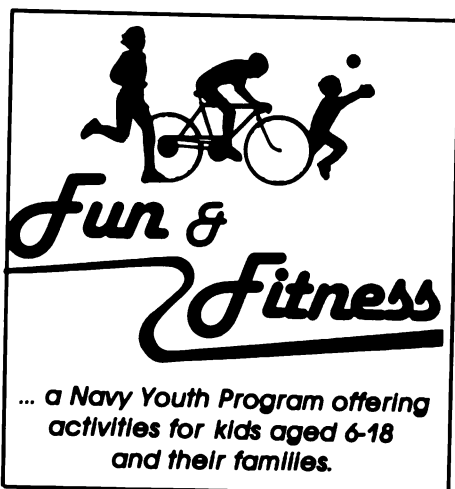
Students from Calvert County Public Schools, MD, recently joined representatives of the Navy, the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance at the Navy Recreation Center, Solomons, MD, to take part in the Navy's Fun & Fitness Youth Program.

Council member Mitch Gaylord and Redskin kicker Mark Moseley greeted the 350 young people who then took the six-part National Youth Fitness Test. Results of the testing will be presented in the next issue of the Newsletter.

The Navy's Fun & Fitness Program was instituted in response to an initiative set forth by Admiral James D. Watkins, Chief of Naval Operations. The program is designed to enhance the physical fitness of youth ages 6-18 through participation in a variety of sports and fitness activities.

The project, developed in cooperation with the PCPFS, was launched at four pilot sites in May, National Physical Fitness and Sports Month, and will continue at Navy installations worldwide. The four pilot recreation centers are Solomons, MD, Orlando, FL, Mayport, FL, and Long Beach, CA.

While the primary target audience is youth, the program encourages family



Promotional poster publicizing Navy's Fun & Fitness Program.

participation in activities that are suitable for mixed age groups. Participation in the program is also extended to young people and their families in local civilian communities.

The Navy is developing several program elements to assist local commands in putting together Fun & Fitness activities and programs.

Among these components are a youth fitness programming package, including program guidelines, a series of youth fitness resource guides, "how to's" from the model site programs, and

an awards program to recognize individual, command and local community achievements in youth fitness.

Among the activities suggested by Naval recreation personnel are Fun & Fitness family weekend camps, sports clinics, backpacking trips and jogging clubs. Naval commands are encouraged to enlist the help of such organizations as Lions Clubs, YMCAs and PTAs to assist with publicity, planning and other related duties.

For more information contact Mick McAndrews, Recreational Services Dept., Naval Military Personnel Command, Washington, DC, 20370 (202/694-4388).

Site Selected for U.S. Fitness Academy

The Board of Trustees of the National Fitness Foundation (NFF) recently announced it will locate the U.S. Fitness Academy on a 175-acre site three miles from Laguna Beach in open areas of the Aliso Viejo planned community.

The purpose of the Academy is to serve as a training and leadership center dedicated to improving fitness levels of the American public. The primary emphasis of the Academy will be to train coaches and physical education instructors, and others involved in teaching physical fitness.

In addition to a fully equipped training and instructional center, the Academy's campus is expected to include indoor and outdoor facilities for competitive sports. Dormitories, exhibition areas and hiking and running trails also will be constructed.

The 175-acre site is being made available through a favorable land-lease between the NFF and Orange County. Funds for the Academy are to be raised through the NFF primarily from individuals, organizations, associations and corporations in the private sector.

For more information contact the NFF at their new address as of June 1: NFF/U.S. Fitness Academy, 151 Kal-mus, Suite J-5, Costa Mesa, CA, 92626.



Joining to kickoff the Navy's Fun and Fitness program are, from left, York Onnen, PCPFS Director of Program Development, Rear Admiral David L. Harlow, Commander, Naval Military Personnel Command, Glenn Byron, 16, sophomore, and Jennifer Reed, 18, senior, Great Mills High School, MD, and Ash Hayes, PCPFS Acting Executive Director. Glenn and Jennifer are winners of the Presidential Physical Fitness Award.

Washington DC's "Fittest" Campaign

Redskin punter/kicker Jeff Hayes "kicked off" this year's Project Perfect Fit campaign on the steps of the Capitol, April 24, as hundreds of Washingtonians and tourists looked on.



Jeff Hayes

The campaign, sponsored by the PCPFS, the YMCA's of Metropolitan Washington, WRC-TV4 and WKYS-FM, is a community effort designed to demonstrate the positive benefits of physical fitness.

"The message we want to bring to people this year," said David Nuell, WRC-TV station manager, "is that fitness is for everyone. Many people can start up the road to fitness by doing something as basic as walking."

The noon-time kick-off featured fitness and sport demonstrations, local and network television celebrities and the 33 winners of this year's Washington's Fitness Awards.

Featured in the celebration were Agriculture Secretary John Block, U.S. Senator Richard Lugar (IN), U.S. Congressmen Robert Edgar (PA), Claude Pepper (FL), and W.G. Tauzin (LA), and Congresswoman Lindy Boggs (LA), WRC-TV4's Scott Clark and Barbara Harrison, WKYS-FM's Paul Porter and Candy Shannon, Jhoon Rhee Martial Arts performers, D.C. Special Olympics, U.S. Marine Corp Band, and "St. Elsewhere" star Mark Harmon.

The "Jazz Queen of the Second Liners," New Orleans' Ellyna Tatum, accompanied by Congressman Tauzin,

led an upbeat jazz walk around the stage demonstrating the merits of "brisk" walking.

On April 27, WRC-TV aired a television special, "Real Fit People," featuring four area individuals whose dedication to health and fitness has been an inspiration to others.

Project Perfect Fit extended through May 18, with each week dedicated to a different fitness theme. The theme of the first week was "Fitness For All," followed by "Fitness for the Handicapped Week," "Fitness for Seniors Week," and "Youth Fitness Week."

The project culminated on May 18 with a mass fitness screening of more than 500 adults and youth on the mall in Washington, using the YMCA Adult Fitness Test and the PCPFS Youth Fitness Test.



Receiving their "Fittest Awards" are Sacajuwea Hunter, 15, left, fourth place finisher in the 1984 Olympics 800-meter race, and Charla Ramsey, 16, 1984 100-meter national champion. Both are members of the Capitol Wheelchair Athletic Club.

Kelly Fund to Aid U.S. Olympic Committee

A memorial fund in tribute to Jack Kelly, Jr., former president of the U.S. Olympic Committee who died March 2, has been set up to benefit the U.S.O.C.

To date, more than \$11,000 has been raised in memory of Kelly, former Olympic rowing medalist and brother of the late Princess Grace of Monaco.

Robert H. Helmick has been appointed U.S.O.C. president. He was

previously the first vice-president of the U.S.O.C., and from 1978-80 was president of the Amateur Athletic Union.

Anyone wishing to make a contribution in memory of Kelly, can send a check made out to the U.S.O.C. to: U.S.O.C., 1750 E. Boulevard, Colorado Springs, CO, 80909. Please specify Kelly's fund on the check.



PCPFS Acting Executive Director, Ash Hayes, right, joined fitness pioneers, from left, Thomas K. Cureton, 84, Seward C. Staley, 92, and H. Harrison Clarke, 83, at the American Alliance of Health, Physical Education, Recreation and Dance Centennial Convention in Atlanta in April. The week-long celebration attended by 8,600 included a tribute to American physical fitness pioneers dating back to the nineteenth century.

London to Host '85 World Games

Artistic roller skating, water skiing, softball and karate...they're not in the Olympic portfolio of events but they are among the 24 sports to be showcased during the 1985 World Games, London, July 25 - August 4.

The World Games are designed to bring about a greater understanding of sport worldwide and to create a platform for sports that have local following in their country of origin but are less well-known in other countries, according to Games' officials.

The competitors, representing their sport and not their country, are the leading individual or team exponents of their sport and are invited by the General Association of International Sports Federations to take part. With 1,600 athletes from 60 countries, World Games 1985 is expected to be the largest multi-sport event to be held in London since the 1948 Olympics.

World Games takes place every four years in a different host country. The pilot competition, featuring 16 sports, was held in Santa Clara, CA, in 1981. Future venues are to be held in West Germany, Japan and Sweden.

CALENDAR OF EVENTS

JULY

8-12 **Second International Conference on Physical Activity, Aging and Sports**, West Point, NY. Contact: Sara Harris, PAAS-85, The Center for the Study of Aging, 706 Madison Ave., Albany, NY, 12208 (518/465-6927).

AUGUST

5-11 **AAU/USA Junior Olympics**, Iowa City, IA. Contact: AAU House, 3400 W. 86th St., Indianapolis, IN, 46268 (317/872-2900).

6-10 **1985 Sports Medicine Congress/Exposition**, "The Impact of Injury on Sport and Exercise," Indianapolis, IN. Contact: Thomas Miller, Sports Medicine Congress, P.O. Box 55095, Madison, WI, 53705-8895 (608/231-3480).

7-10 **The Inaugural Masters Games** Toronto, Canada. Contact: Robert M. Brock, MD, P.O. Box 1985, Station P, Toronto, Canada, M5S 2Y7 (416/927-1985).

9 **National Championships, Arco Jesse Owens Games**, Los Angeles, CA. Contact: Arco Jesse Owens Games, 515 S. Flower St., (WIB 860), Los Angeles, CA, 90071 (213/486-1243).

28-30 **National Tennis Teachers Conference**, New York City, NY. Contact: USTA Education and Research Center, 729 Alexander Road, Princeton, NJ, 08540 (609/452-2580).

SEPTEMBER

14 **Healthy American Fitness Leaders Awards Banquet**, Washington, D.C.. Contact: York Onnen, PCPFS (202/272-3427).

OCTOBER

18-19 **Central Regional Clinic on Physical Fitness & Sports**, Blue Springs, MO. Contact: Kay McCormick, Blue Springs High School, 4001 Christenson Drive, Blue Springs, MO, 64015 (816/229-3863).

Maryland Hosts Women's Meeting, More Scheduled

As a result of interest generated by the first National Women's Leadership Conference on Fitness, held in April of 1984 in Washington, seven state meetings modeled after the initial program have since been scheduled.

Most recently, the U.S. Naval Academy in Annapolis was the site for the Maryland Women's Fitness Conference, presented by the Maryland Commission on Physical Fitness and Byron/Kaufman Foundation, Inc., in cooperation with the PCPFS. Campbell Soup Company served as the corporate sponsor.

A crowd of 250 participants attended the April meeting designed to address issues related to women's fitness and to encourage women to take an active role in promoting positive health and fitness habits.

The following is a listing of upcoming meetings:

UTAH Oct. 12, 1985

ILLINOIS Oct. 19, 1985

ARIZONA Nov. 1-2, 1985

OREGON April 24-26, 1986
(Washington and Idaho)

Demonstration Centers

(From page 5)


manship and teamwork, and an intramural program.

"To do a lot with limited facilities requires planning," he said, which means lesson plans, letters home to parents and creativity.

"We didn't always have this nice a facility," said Handley's Allen. "People would walk through our gym and see everyone having a good time and they wanted a better gym." With community interest and support, the Handley program grew.

"But if your budget is limited," said Allen, "take it the way it is and do the best you can."

For more information on how to become a Demonstration Center, contact your State Department of Education or Glenn Swengros, at the PCPFS.



"SHAPE UP AMERICA"

May is National Physical Fitness & Sports Month

Getting in shape and keeping fit are keys to feeling better, staying healthy and living a full life. Biking, running, walking and other fitness and sports activities are great ways for families to spend time together and improve their health and fitness.

Although being physically active is a way of life for millions of Americans, millions have yet to adopt this positive life-style practice.

Next month is National Physical Fitness and Sports Month. The President's Council on Physical Fitness and Sports is spearheading this national campaign to "Shape Up America." It's a time for families, companies, individuals... anyone... to get involved in fitness. Local YMCAs, recreation centers, fitness clubs, schools and parks are running special activities to highlight their fitness programs. To find out how to get involved, call these local agencies direct. For more information on Fitness Month, write Fitness, Dept. II, Washington, DC 20001.

This space provided as a public service by PRODUCT MOVERS, 601 Avenue of the Americas, New York, NY 10001

More than 45 million households received word that May was National Physical Fitness and Sports Month in their April 14 Sunday newspaper supplements. The PCPFS cooperated with Product Movers, distributors of free-standing advertising inserts, to place this ad in 250 markets nationwide and help "Shape Up America."

BULLETIN BOARD

- Nominations are now being accepted for the Gatorade **Youth Coach Award**. For the second year, 50 of the nation's exemplary volunteer coaches of youth under age 16 will be selected by the National Youth Sports Coaches Association (NYSCA) to receive the award. To obtain nomination forms, write to the NYSCA, P.O. Box 3451, West Palm Beach, FL, 33402. Forms must be submitted by August 31, 1985.

- **The United State Tennis Association (USTA)** is now accepting nominations for its annual USTA Community Service Awards. This award recognizes significant contributions made by recreational tennis teachers. For more information contact the USTA Education and Research Center, 729 Alexander Road, Princeton, NJ, 08540 (609/452-2580).

- During **Fitness Month** in the USA, there is National Physical Activity Week (NPAW) in Canada. From May 25-June 2, 18 associations across Canada will sponsor events emphasizing fun, fitness, excitement and participation. This third annual NPAW celebration is coordinated by Fitness Canada. For more information write to Fitness Canada, 365 Lawsier Ave., Ottawa, Ontario, Canada, K1A 0X6.

- **Mary Lou Retton**, Olympic gymnast and speaker at the recent National Fitness Foundation Awards banquet, will host a series of exercise programs for children for ABC. The 3-minute "ABC Fun Fit" programs will debut in ABC's Saturday morning fall lineup.

- **PALAESTRA**, a new magazine covering physical fitness and sports for the disabled, premiered in the fall of 1984. Palaestra, ancient Greek for sports school, will serve as a forum for information and ideas, according to David Beaver, editor of the magazine. For subscription information contact PALAESTRA, P.O. Box 508, Macomb, IL, 61455.

- U.S. Air Force **Lt. Gen. George D. Miller**, 54, replaced Lt. Col. F. Don Miller as executive director of the U.S. Olympic Committee. Gen. Miller, who retired from the Air Force after 31 years of service, was nominated for the position by a special search committee.

- The 12th Annual **National Tennis Week (NTW)** will take place June 22-30. Sponsored by GD/T Sports, TENNIS Magazine and the Thomas J. Lipton Co., NTW is a grassroots celebration of tennis, and will include amateur competitions and instructional clinics among the many events taking place nationwide. For more information call toll-free 1-800-344-4469. (In CT, call 203/847-5811).

- **Slightly more than half**, (54%) of 1,019 adults recently surveyed reported spending time each week in some form of exercise, according to a recent poll conducted by the Gallup Organization for American Health Magazine. Of the 46% who said they did not exercise, about four in ten reported that they have no time for such activity. One in four of the inactive respondents believes he gets enough exercise in his daily routine without doing anything extra.

- "**If I can do this, I can do anything**," the message of the National Handicapped Sports & Recreation Association, will appear on 60 million Safeway shopping bags during the month of June, as a public service of the Safeway supermarket chain.

- Papers are still being accepted for the first World Congress on the **Medical Aspects of Soccer** and the International Conference on the Medical and Scientific Aspects of Cycling. Both events will take place in 1986. For more information contact Mary Margaret Newsom, U.S. Olympic Committee, Sports Medicine Division, (303/578-4575).

- A group of concerned citizens is attempting to reintroduce the **sport of rowing** as a community activity in the city of Baltimore to improve the health and fitness of Baltimore's citizens. This volunteer effort, in cooperation with local Red Cross and Boys Clubs chapters, is also an attempt to increase interest in this sport, chosen because of its multiple recreational and competitive benefits, according to Sam Baldwin, spokesman for the group. For more information contact: Sam Baldwin, 414 World Trade Center, Baltimore, MD, 21202.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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Washington, D.C. 20001

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NEWSLETTER

JULY/AUGUST Vol. 85, No. 3



Los Alamos to Host Symposium On Federal Fitness Programs

The first regional conference on public employee health and fitness programs will take place September 19-21 at Los Alamos National Laboratory, Los Alamos, NM.

The conference, presented by the PCPFS and the Federal Interagency Health/Fitness Council (FIHFC), in cooperation with the U.S. Office of Personnel Management and the Department of Energy, will bring to the southwest region a program highlighting the combined experiences of federal agencies and private corporations gained over the past five years.

Many of the speakers will be administrators of federal and corporate fitness

programs and will share their insight and experiences with other personnel charged with establishing employee fitness programs and facilities or updating existing ones. An informal symposium format has been set up to encourage questions and discussion.

In addition to panel presentations on such topics as regulations, contracts, liabilities and medical screening, attendees will be able to tour the Los Alamos fitness center which was made possible through the cooperative efforts of the Department of Energy and the University of California.

(See LOS ALAMOS, page 3)

National Leaders Stress Fitness Council Meeting

Former Secretary of State Gen. Alexander Haig, Secretary of Agriculture John Block, Senator/Astronaut Jake Garn (R-UT), and Rep. Beverly Byron (D-MD) were special guests at the June 25th meeting of the PCPFS.

"Life is the only game in the world where the spectator loses. We've got to get our citizens to become participants, not spectators," said Gen. Haig extolling the benefits of an active lifestyle.

Ten of the 15 Council members, including new members Charles Luckman and Robert P. Levy, were in attendance at the U.S. Capitol to hear an update of current and future Council programs and projects.

Gen. Haig commended the Council's work in promoting fitness, emphasizing that it is "quite important that our youth are encouraged to participate in physical fitness activities which emphasize individual performance and team play." He credited much of the success of the 1984 U.S. team in the Olympics to the increased focus on physical fitness over the past decades.

Joining him in his support for physical fitness was Sen. Garn, who accompanied the NASA space team aboard the Shuttle Discovery launched April 12th. Garn believes that "future space challenges will be available for those who have the mental and physical capability to accept them."

Craig MacFarlane, newly appointed PCPFS consultant, spoke on the importance of physical fitness for youth. Blind since the age of two, Mac-

(See MEETING, page 3)



The Kangaroo Kids, a precision jump rope team from Howard County, MD, recently took part in the Navy's Fun & Fitness Program at Solomon's Island Naval Recreation Center, MD. The team performed for some 200 elementary school children from St. Mary's County, MD, who then took the six-part National Youth Fitness Test. The Navy program is designed to encourage sport and fitness participation among youth ages 6-18.

PCPFS and the Media

• Eighteen of the biggest names in baseball, including Hall of Famers Bob Feller, Early Wynn, Luke Appling, Joe DiMaggio, Robin Roberts, Ernie Banks and Enos Slaughter, will be pitching for the PCPFS in a series of radio spots on both lifelong and youth fitness.

The spots were sent to the flagship stations of all major league baseball radio broadcasting networks. They are designed to be used as public service announcements during pitching changes, during rain delays and between innings.

The seven Hall of Famers were joined by Bill Mazeroski, Emil Verban, Steve Barber, Ray Fosse, Chuck Hinton, Dick McAuliffe, Eddie Yost, Minnie Minoso, Chuck Stevens, Birdie Tebbets and umpire Jim Honochick.

The taping took place prior to the Old Timers Baseball Classic in Washington.

* * * * *

• Millions of spectators attending college football games this fall will be urged by President Reagan to become physically active, too. In a special message arranged by the PCPFS, the President salutes college football and calls upon the spectators to embark on a personal physical fitness program suited to their individual capabilities.

The message will be distributed by the National Collegiate Athletic Association to its 790 member schools and is designed as a full-page announcement in game-day football programs.

* * * * *

• PCPFS Chairman George Allen was featured in an article on corporate fitness programs in the July issue of *Nation's Business*. . . Allen also had a by-lined article in the July 13-19 issue of *TV Guide* on rating quarterbacks in both the NFL and USFL which received considerable media attention . . . Additionally, he was featured in two columns in *The Sporting News*, one authored by Larry King, and was the subject of a column and a Q&A in *The Washington Times*. . . He also was featured in the July issue of *Family Circle*

Spotlight: Mitch Gaylord

Editor's Note: *The following profile is the second in a series of features highlighting members of the PCPFS.*

Council member Mitch Gaylord appeared at the Colorado Clinic on Physical Fitness and Sports on June 1, North Boulder Recreation Center, to give insight and personal tips on various aspects of gymnastics.

The 1984 Olympic gold-medalist conducted two sessions on gymnastics progressions for the 125 recreation and fitness professionals attending the event, which was sponsored by the PCPFS and the Colorado Parks and Recreation Association. This was the first time a recreation organization co-sponsored a regional clinic.

Although he is not currently in training, Gaylord, 24, displayed some of the technique that earned the U.S. team the gold overall and Gaylord himself an individual silver and two bronze medals.

To the delight of some 50 aspiring gymnasts, Gaylord led an informal question and answer session, in which he conveyed the positive outlook that gave the U.S. team a mental edge over the Chinese at the Olympics.

Gaylord stressed the importance of having the "right attitude" when competing in gymnastics. "Know your body," he told the youngsters. "Don't do tricks before you're ready and listen to your coach."

One athletic hopeful asked Gaylord if he had ever felt like quitting when he was younger. "No matter how hard I was working," Gaylord replied, "it was always fun. As I got older the goals became fun, too. There's a lot you can do with your body and I enjoyed the progression."

Relating his own personal experiences in the sport, Gaylord discussed his

Magazine. . . Both Allen and Ash Hayes, Acting Executive Director, will be involved in a 10-part series on physical fitness by the ABC Radio Network. . . Matt Guidry, Director of Community Programs, was featured in the July issue of *The Physician and Sportsmedicine*.

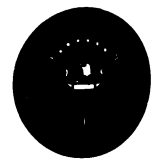


Photo credit: Larry Moscato

six days per week, five hours per day training program undertaken with the intention of "getting good fast."

But he hadn't anticipated becoming a celebrity. Nevertheless, he has just completed a videotape on stretching, has appeared in numerous ads and will start filming a motion picture in the fall. In addition, Gaylord spends a considerable amount of time traveling the country promoting gymnastics and the importance of being physically fit.

"You shouldn't be thinking of promotions," he told the group. "Be positive, be gracious and just have fun with the sport."



Vol. 85 No. 3

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001.

Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fajto, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., William E. LaMonte, Robert P. Levy, Charles Luckman, Rev. Donn D. Moonan, Wayne Newton, Mark L. Saginor, M.D., Jere W. Thompson, Ronald H. Walker, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Acting Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Chris Spain, Program Analyst.

Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1986.

From the Director Ash Hayes, Ed.D.

Many of you no doubt will receive this issue while enjoying your summer vacation. As you lounge poolside, sun at the beach, travel and work out, you may spend some time thinking of ways to improve your programs and projects for next year.

Since the Council's current focus is on youth fitness, the following comments are directed to those of you who plan physical education/sports/fitness programs for young people.

Charles Bucher, PCPFS consultant and physical educator from Nevada, wrote recently in his Las Vegas Review-Journal column about J.B. Nash's concept of the "teachable moments" in a child's life. He reminded us that learning most often will take place rapidly and efficiently when children ask questions or notice differences in behaviors among their peers. These are good times to get your message across.

As you plan next year's programs, think about capitalizing on, or even creating, those moments. How can you generate interest and questions? How can you highlight differences among children to stimulate every child's interest and entice each one to participate with enthusiasm?

In doing so, ask yourself if your programs emphasize physical fitness and provide instruction in lifetime sports, games and other activities to develop physical and social skills. Do you include physical fitness testing to monitor progress and allow for those children who are physically underdeveloped, handicapped or retarded?

If you can answer yes to these questions, you have a program that can generate questions such as why it is important to be physically fit, why some kids can stretch farther than others and what it takes to play a good game of tennis. Remember that being physically fit means being able to take on life's daily challenges, both mental and physical with vigor, energy and enthusiasm. What better time to receive and understand this message than during youth?

Good luck and enjoy the rest of your summer.

Council Newsletter Receives Award

PCPFS newsletter editor Lisa Kanner received a 1985 Blue Pencil Award at the National Association of Government Communicator's (NAGC) annual award banquet, Fort Myer Officers Club, Arlington, VA, for the March 1985 issue of the Council's bimonthly newsletter.

Second place in the "newsletters for external audience" category went to "Southeastern Economic INSIGHT," a newsletter of the Federal Reserve Bank

of Atlanta's Research Department, and third to Susan Bliss, editor, "Smithsonian Institution Research Reports."

The NAGC Blue Pencil awards recognize outstanding print media communications produced by government offices in over twenty categories. Also awarded at the banquet were the 1985 Gold Screen Awards, presented to outstanding government video productions. This was the first NAGC Blue Pencil award earned by the Council.

Council Meeting (From page 1)

Farlane excels in numerous sports, plays eleven musical instruments and is currently on the road "helping youth

develop a sense of pride, direction and achieve their personal goals."

Rep. Byron summarized the progress that has been made in sports and fitness programs for women. She emphasized the importance of household heads being physically fit so that their positive health habits fall over to their children's lifestyle.

National 4-H Council president, Grant Shrum joined Sec. Block in discussing the Department of Agriculture's Food and Fitness Program and the Council's involvement in the summer 4-H citizenship program currently being held at the National 4-H Center in Bethesda, MD (see story, page 5).



Gen. Alexander Haig, left, PCPFS special advisor, is welcomed to the June Council meeting by Chairman George Allen.

Los Alamos (From page 1)

A registration fee of \$55.00 is requested before August 29 to assure attendance. Late arrivals will be accommodated on a space available basis. For more information contact Judy Powers, Protocol Office, Los Alamos National Laboratory, (505/667-6574), or Alice Wheaton, PCPFS Conference Coordinator, (202/272-2018).



Chairman George Allen, right, and newly appointed PCPFS consultant Craig MacFarlane enjoy a workout after the Council meeting.

Coast-to-Coast For Fitness

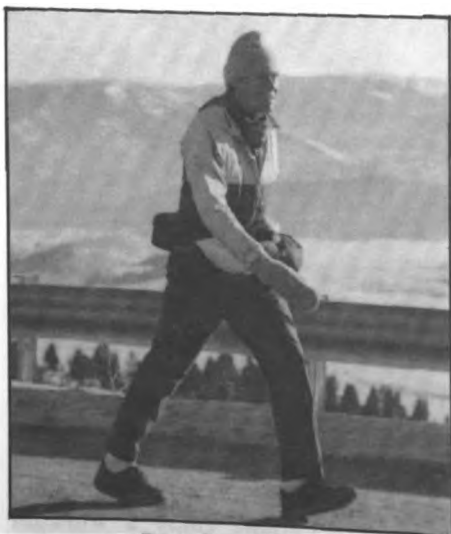
When Rob Sweetgall takes a walk, he doesn't stop - the 37-year old fitness crusador is nearing the end of his 11,600-mile journey through 50 states in 50 weeks.

Sweetgall, a former DuPont chemical engineer, will complete his "50/50 Walk for the Health of It" on September 5 in New York City, ending a year-long campaign to promote the benefits of walking, with special emphasis on the fitness of youth.

"I want to make an impact on America's young people at an early age," said Sweetgall in a telephone interview from Michigan, state number 28. By the time he reaches New York, Sweetgall will have visited 250 schools and spoken to 20,000 students, mostly in grades 4-8.

Sweetgall says he can predict a school's attitude towards fitness and health by the attitude of the administration. "If I can turn one faculty member around, that could mean 20 years of better classes," he said.

Traveling with a five-pound pack buckled around his waist, which holds his gear and a 35-mm slide show on health and fitness, Sweetgall walks "prepared for anything." He has endured cracked heels in the Mohave desert, bitter cold in Central Washington and 15 miles of ankle-deep slush in Seattle. He is sponsored by Rockport



Rob Sweetgall

Clinic Series Motivates Handicapped To Start Fitness and Sports Programs

When it comes to physical fitness, handicapped individuals ask the same questions as abled persons. How do I get stronger? How many times should I work out? How often should I do flexibility workouts?

The National Handicapped Sports and Recreation Association (NHSRA) recently held its first 1985 clinic to answer some of these questions and provide handicapped individuals with information and motivation to start their own fitness programs.

Some 50 disabled individuals and fitness professionals spent four days at the University of Maryland learning how fitness can improve their physical and mental well-being through hands-on individualized clinic sessions.

"We're here to provide as much information as we can on how to adapt strength, flexibility and aerobic exercises for the disabled," said instructor Jim Thweatt, a disabled athlete and director of LaPalma Physical Therapy, Inc. in California.

Thweatt is part of a national team of instructors pulled together by NHSRA that includes Drs. Patrick Dirocco and Patricia Mann, University of Maryland; Dr. Thomas Birk, Director of Cardiac Rehabilitation at Riverside

Hospital, Toledo, Ohio; Kathy Fensterman, Bowling State University; and Marcia Brevard Kulick, wheelchair athlete and recipient of a 1983 Healthy American Fitness Leader award from the PCPFS and U.S. Jaycees. The team will be conducting clinics throughout 1985 in six cities.

In order to address different disabilities, clinic sessions were targeted to cerebral palsy, paraplegia, quadriplegia and amputations. Small groups rotated through concurrent sessions on the different components of fitness, and all participants attended lectures on weight control and nutrition. Disabled participants were required to take a complete fitness assessment.

Six videotapes developed by NHSRA were used during the clinic for discussion and demonstration. The tapes, which include four 30-minute aerobic dance tapes (one for each disability), one flexibility and one strength tape can be used by abled and handicapped persons.

For more information on future clinics, or how to obtain the videotapes, write or call NHSRA, P.O. Box 33141, Washington, DC, 20005 (202/783-1441).

Company, MA, and W.L. Gore and Associates, DE, who supply him with shoes and gear.

Sweetgall is studied every six weeks by researchers at the University of Massachusetts Department of Exercise Science and Medical School to assess a year's worth of walking exercise on a middle-aged male.

Preliminary findings based on more than 20 physiological tests reveal such changes as decreased resting pulse rate, increased oxygen-carrying capacity and a four percent reduction in body fat, according to Frank Katch, Ed.D., chairman of the exercise department.

The research team is also studying Sweetgall's ability to regulate his nutrient intake. He eats about eight times each day and says he takes in about 4500 calories daily.

Future National Surveys To Cover Fitness Habits

The National Center for Health Statistics (NCHS) recently convened a group of fitness and health professionals to identify areas in physical activity and physical fitness to be included in the third National Health and Nutrition Examination Survey (NHANES III) and other broad-based population surveys.

The "Workshop on Physical Fitness and Activity Assessments in NCHS General Population Surveys" also looked at effective ways to measure physical fitness, physical activity patterns and energy balance for different populations.

NHANES III will be conducted in 1988.

Summer 4-H Program Adds A New Physical Fitness Beat

The PCPFS joined forces with the National 4-H Council to bring instruction on basic aerobic and flexibility exercises, strength training techniques and self-defense to some 5,000 youth during the 4-H summer Citizenship Workshop program held at the 4-H National Headquarters in Bethesda, MD.

Each week for ten weeks, 200-600 young people ages 15-19 took part in a one-hour aerobic and stretching workout, 30 minutes of strength training exercises and 30 minutes of self-defense.

In keeping with the Council's current emphasis on youth fitness, this pilot venture was designed to expose young people from all fifty states to selected activities and stimulate interest in physical fitness.

Washington-based karate master and PCPFS consultant Jhoon Rhee conducted the self-defense sessions and gave participants a lesson in basic technique and martial arts philosophy. Bob Caldwell, director, Bethesda/Chevy Chase YMCA, and former world-class tennis pro conducted many of the strength training demonstrations and



Aerobic dance was part of 4-H summer fitness program.

PCPFS staff member Lisa Kanner led the aerobic and stretching workouts.

The project was part of the annual summer citizenship and training program that brings young 4-H leaders from around the country to Washington for workshops, seminars, visits to Capitol Hill and other activities for one week. At the end of the week, participants are expected to formulate their own "plan of action" to implement when they return home.

Responses to the activity sessions

were positive with many of the participants saying that they "worked hard" and "learned about exercise." Some requested a longer program next year.

Based on the success of this year's project, plans for a national physical fitness emphasis within 4-H will be pursued.

For more information on this pilot program contact York Onnen, Director of Program Development, PCPFS, Washington, DC, 20001 (202/272-3427).



PCPFS Chairman George Allen, on a recent trip to the People's Republic of China, had the opportunity to get his workout by running along the Great Wall with George Otott, international marketing manager, Lifecycle, INC. The Great Wall extends along the original boundaries of China. Allen visited several fitness/sports related groups during his stay in China.

Inspiring Event Set for September '85

The President's Committee on Employment of the Handicapped (PCEH), in conjunction with more than 20 public and private sector organizations, will conduct INSPIRE '85: An International Forum and Festival on Leisure, Sports and Cultural Arts for the Disabled, September 17-21.

First Lady Nancy Reagan will serve as the Honorary Chairman of the two-day forum and three-day festival which will highlight the accomplishments of disabled persons and promote employment opportunities.

The forum will take place at the L'Enfant Plaza Hotel in Washington from the 17-19, and will feature discussion on the past progress and future objectives relative to handicapped per-

sons in the workplace, recreation, cultural arts and sports.

From the 19-21 activities featuring the skills, talents and accomplishments of disabled persons in these areas will take place on the Capital mall in Washington.

The programs are being developed as part of the celebration of the International Decade of the Disabled and the International Year of the Youth, both resulting from a proclamation issued by President Reagan.

The entire event is open to the public. For more information contact PCEH: INSPIRE '85, HHS/North Bldg., Room 4220, Washington, DC, 20201 (202/245-9186).

Army Team Wins Secretary's Cup

The team representing U.S. Army "MILPERCEN" (Military Personnel Center) won the 3-Kilometer (1.9 mile) race for the "Secretary's Cup" at the second inter-federal agency competition on May 29, hosted by the Federal Interagency Health and Fitness Council (FIHFC).

With a winning time of 11:30 the three man, three woman team captained by Col. Robert A. Wolters, captured the trophy from last August's winning team from the Department of Transportation.

Finishing 23 seconds behind the winners was another Army team, the Pentagon DA. The Department of Interior finished third.

Twenty four teams entered the semi-annual competition, which requires teams to be co-ed and that runners cross the finish line together. The winning team keeps the Secretary's Cup until the next competition when it is relinquished to the new victor.

Held along with the run was the first competitive 3-K walk, entered by four teams. The Department of Justice took first place with a time of 22:22. The National Institute of Health's Recreation and Welfare Association donated the trophy, which will be passed on to the event's next winner.

The FIHFC was formed by the PCPFS in 1980 to promote and assist federal health and fitness programs.

Police Olympics To Take Place in Fall

Some 1,000 active and retired police personnel in the Maryland, Virginia and Washington, DC, communities are gearing up for the third annual Law Enforcement Olympic (LEO) games, Sept. 18-25, Gallaudet College, Washington, DC.

The LEO program encourages officers to stay active all year, according to Officer Tom Franké, president and founder of the program. Since the departments do not have formal fitness programs the participants have to get in shape on their own, which they do, he said.

Full-time law enforcement personnel



Scott Dunn, left, Special Assistant to the Assistant Secretary for Food and Consumer Services, represented Agriculture Secretary John Block and awarded the Secretary's Cup to Col. Wolters, captain of the winning team representing U.S. Army "MILPERCEN."

Federal Health Information Easily Accessible Via Computer

Answers to such questions as "what companies are conducting life style programs for employees?" are now available via computer through the Combined Health Information Database (CHID), a joint project of five federally-funded clearinghouses in the Public Health Service.

The clearinghouses, federal information agencies, have combined their information into one online database and made it available through the Bibliographic Retrieval Services (BRS), a

national database vendor.

CHID provides citations to major health journals, books, reports, pamphlets, hard-to-find information resources, and to health education programs under way in state and local health departments and other locations. CHID is updated quarterly so that its information is current and it can be reached through BRS from a terminal or personal computer in the home, office or library.

The clearinghouses presently participating in CHID are: Arthritis Information Clearinghouse; National Diabetes Information Clearinghouse, National Digestive Diseases Education and Information Clearinghouse, High Blood Pressure Information Center and the Center for Health Promotion and Education at the Center's For Disease Control.

The *CHID Search Reference Guide* provides instruction on how to search CHID and is available from National Institutes of Health, Box NDIC- /CHID, Bethesda, MD, 20205. Additional information is available from Melissa Yorks, National Heart, Lung and Blood Institute, Building 31, Room 4A21, 9000 Rockville Pike, Bethesda, MD, 20205 (301/496-4236).

CALENDAR OF EVENTS

AUGUST

- 15-18** **Hershey's Track and Field Program National Finals**, Hershey, PA. Contact: Jim Johnson, Coordinator, P.O. Box 814, Hershey, PA. 17033-0814 (717/534-7636).
- 28-30** **National Tennis Teachers Conference**, New York City, NY. Contact: USTA Education and Research Center, 729 Alexander Road, Princeton, NJ, 08540 (609/452-2580).

SEPTEMBER

- 4-7** **AAU 98th National Convention**, Chicago. Contact: AAU, 3400 W. 86th St., Indianapolis, IN, 46268 (317/872-2900).
- 14** **Healthy American Fitness Leader Awards Banquet**, Washington, DC. Contact: York Onnen, PCPFS, (202/272-3427).
- 17-21** **INSPIRE '85**, Washington, DC. See story, page 5
- 19-21** **FIHFC Los Alamos Regional Conference**, Los Alamos, NM. Sponsored by Federal Interagency Health/Fitness Council, Office of Personnel Management, Department of Energy. Contact: Alice Wheaton, PCPFS, (202/272-2018).

OCTOBER

- 12** **Running & Fitness Day**, Nationwide. Contact: American Running & Fitness Association, 2001 S Street, NW, Suite 540, Washington, DC, 20009 (202/667-4150).
- 18-19** **Central Regional Clinic on Physical Fitness & Sports**, Blue Springs, MO. Contact: Kay McCormick, Blue Springs High School, 4001 Christenson Drive, Blue Springs, MO, 64015 (816/358-8862).
- 25-28** **NRPA 1985 Congress**, Dallas, TX. Contact: National Recreation and Park Association, 3101 Park Center Drive, Alexandria, VA, 22302 (703/820-4940).

NOVEMBER

- 3** **Marine Corps Marathon**, Washington, DC. Contact: Capt. Chris Moody, P.O. Box 188, Quantico, VA, 22134 (703/640-2225).

Marine Corps Marathon Attracts Noted Runner

Sister Mary Irvine, the 55-year old San Francisco nun who made the running headlines when she qualified for the 1984 U.S. Olympic marathon trials, is expected to run in the 1985 Marine Corps Marathon, November 3, and could, according to race director Chris Moody, be ranked as high as third among the women's field.

A former two pack-a-day smoker, Sister Irvine holds national records in the 50+ age group for distances ranging

from 8-K (30:47) to the marathon (2:51:01).

Sponsored by the Marine Corps and endorsed by the PCPFS, the event is the second largest marathon in the country. It is expected to draw 12,000 runners and is open to anyone. No prize money is awarded.

For more information contact Capt. Chris Moody, P.O. Box 188, Quantico, VA, 22134 (703/640-2225).

Running & Fitness Day Celebrates Merits Of An Active Lifestyle

This year's nationwide celebration of fitness and the fun of exercise, Running & Fitness Day, will take place on October 12.

Sponsored by the American Running & Fitness Association, this annual event calls attention to the importance of regular exercise and the positive benefits that result.

What will be happening around the country? While some states and localities will hold formal Running & Fitness Day events, others will be issuing formal proclamations encouraging increased participation in regular fitness activities. Fitness centers, health clubs, hospitals and other groups interested in health and fitness will sponsor such events as seminars, clinics, special radio and television features, public service announcements and road races.

For more information on how you can become more involved contact Liz Elliot, Executive Director, American Running & Fitness Association, 2001 S Street, NW, Suite 540, Washington, DC, 20009 (202/667-4150).

State Meetings On Fitness for Women

1985

ILLINOIS... Oct. 19

Governor's Council on
Health & Physical Fitness
Jim Liston, Exec. Dir.
(217/785-8216)

ARIZONA... Nov. 1-2

Governor's Council on
Health & Physical Fitness
Ray Clarke, Exec. Dir.
(602/255-1008)

1986

FLORIDA... January

CALIFORNIA... March

OREGON... April 24-26

Portland Governor's Council on
Health, Fitness &
Sports
Joan Sullivan-Morris
(503/244-6111)

BULLETIN BOARD

- The Board of Trustees of the **Women's Sports Foundation** (WSF) elected professional golfer Carol Mann as the new WSF president. Former-president Donna de Varona was made chairman of the board. Dot Harris, sport psychologist, was elected vice president and television anchor Jim Jorgenson was retained as treasurer. WSF officers serve for two years.

- Nominations are still being accepted for the Gatorade **Youth Coach Award**. For the second year, 50 of the nation's exemplary volunteer coaches of youth under age 16 will be selected by the National Youth Sports Coaches Association (NYSCA) to receive the award. To obtain nomination forms, write to the NYSCA, P.O. Box 3451, West Palm Beach, FL, 33402 (305 684-1141). Forms must be submitted by August 31, 1985.

- The first **World Congress** on the Medical Aspects of Soccer and the International Conference on the Medical and Scientific Aspects of Cycling will take place in 1986. For more information contact Mary Margaret Newsom, U.S. Olympic Committee, Sports Medicine Division, (303/578-4575).

- The National Recreation and Park Association's (NRPA) **1985 Congress Job Mart**, designed to assist employers recruit personnel and to advise leisure professionals of career opportunities, will take place during NRPA's annual Congress, Dallas, TX, October 25-28. The job mart will be open from 10 A.M., Oct. 26, to 1:30 P.M., Oct. 28. For more information contact Ed Pratt, NRPA, 3101 Park Center Drive, Alexandria, VA, 22302 (703/820-4940).

- **Gordon McKenzie**, two-time Olympian; Dr. Alex Ratelle, holder of numerous 55-59 age-group distance records; Henley Roughton-Gibble, leading promoter of women's participation in running; John "Jock" Semple, Mr. Boston Marathon; and Louis White, outstanding black runner during the '40s and '50s, were recently inducted into the Road Runners Club of America (RRCA) Hall of Fame during the RRCA National Convention, Atlanta, GA.

- More than 300 experts from around the world attended the **2nd International Conference** on Physical Activity, Aging and Sports, PAAS-'85, West Point, NY. The event, presented by the Center for the Study of Aging in cooperation with the PCPFS and sponsored by Campbell Soup Company, involved five days of presentations, discussions and demonstrations emphasizing the effects of physical activity on the aging process. Honored by the Center for the Study of Aging for their contributions to this field were C. Carson Conrad, former PCPFS executive director, PCPFS medical consultant Hans Kraus, MD, Ernst Jokl, MD, and Liselotte Ernst, both of the Federal Republic of Germany.

- "**The Winning Spirit**," an overview of the National Track and Field Youth Program sponsored by Hershey Food Corporation in cooperation with the PCPFS and the National Park and Recreation Association, is available on 16mm film on a free-loan basis. To order contact: Film Scheduling Center, Modern Talking Pictures Services, 5000 Park Street, St. Petersburg, FL, 33709 (813/541-7571).

- The National Youth Sports Coaches Association (NYSCA) has announced plans to implement the "**Youth Sports Popping Corn Program**," a plan to help local youth sport organizations standardize their fund raising activities. Developed in cooperation with Gourmet Industries of Monon, IN, the program will begin this fall and is intended to do for youth sports what Girl Scout cookies did for Girl Scouts, according to Fred Engh, NYSCA president. For more information contact NYSCA, 2611 Old Okeechobee Road, W. Palm Beach, FL, 33409 (305 684-1141).

UPDATE:

We are still in the process of updating our newsletter mailing list. All changes of address will be in effect for the **September/October** issue.

DEPARTMENT OF HEALTH & HUMAN SERVICES

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Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER

SEPTEMBER/OCTOBER Vol. 85, No. 4



Ten Leaders in Health and Fitness Honored

Being the best you can be, reaching your own "P.R.," and taking responsibility for the health and fitness of others were sentiments shared by this year's winners of the Healthy American Fitness Leaders Awards.

Honored by the PCPFS, the U.S. Jaycees and Allstate Insurance Company for their personal fitness achievements and contributions to the health and fitness of America, this year's 10 recipients received medals and statuettes at a formal banquet in Washington, DC. More than 600 attended the fourth annual event.

The awards were presented by PCPFS Chairman George Allen, Ken Zimmerman, president, U.S. Jaycees, and Herb Lister, president, Allstate. Mike Eruzione, captain of the 1980 U.S. Olympic gold-medal ice hockey team, was the master of ceremonies.

Upon accepting their awards, many of the recipients expressed the concern for and dedication to others that has earned them recognition as top leaders in the field.

Winner Kari Swenson accepted her award on behalf of all other athletes who have returned to competition after being injured.

The ten winners:

- **Edward R. Bradley**, 57, Milltown, NJ, has been instrumental in establishing state-wide health and fitness programs, and was responsible for creating 21 county councils on physical fitness in New Jersey. He was state chairman of the N.J. Olympic Torch Relay Committee in 1984 which raised more than \$350,000.

(See WINNERS, page 10)



The 1985 Healthy American Fitness Leaders and officials, top row, from left: Ken Zimmerman, president, U.S. Jaycees; master of ceremonies Mike Eruzione; Irv Cross; John Naber; Dr. Michael Woods; Herb Lister, president, Allstate Insurance Company; PCPFS Chairman George Allen. Bottom row, from left: Edward Bradley; Susan Smith-Jones, John Burstein; Kari Swenson; Dr. Charles Kuntzman; JoAnne Owens-Nauslar; Sen. Richard Lugar.

Hayes Appointed Council Executive Director

Ash E. Hayes, Ed.D., has been appointed executive director of the President's Council on Physical Fitness and Sports, it has been announced by the White House, PCPFS Chairman George Allen said.

"We are fortunate that we have somebody with Dr. Hayes' exceptional qualifications to help this country, and particularly its youth, to achieve full potential through an active lifestyle that stresses the importance of physical fitness," said Allen.

Hayes had been serving as acting

executive director since May 1984, when C. Carson Conrad resigned after 14 years as the Council's staff chief. As executive director, Hayes will administer national programs in fitness, physical education, sports medicine and amateur sports.

"Dr. Hayes already has demonstrated his leadership ability in previous work and within the PCPFS. We know that he will continue the agency's outstanding work in promoting physical fitness through renewed emphasis on its many existing programs while also instigating new ones.

(See HAYES, page 5)

Chairman's Corner By George Allen

This summer, I had the opportunity to travel to the People's Republic of China and observe first-hand the attention that country is giving to physical fitness. The creation of projects to improve the health and fitness of its people is an integral part of the country's "four modernizations" program.

What surprised me the most was the Beijing Institute of Physical Education. The facility and its program certainly rank with the notable schools of Western Europe and reflect the interest the Chinese have in fitness.

I met with China's Minister of Sport, Mr. Li Menghua, to discuss comparative fitness programs and the fitness levels of our nation's people. We are considering an exchange of youth fitness testing programs, and possibly even an introduction of "American football" on an exhibition basis.

Although two weeks in China barely scratches the surface of all this country has to offer, I did develop a sincere appreciation for the land and its people. I was impressed with the thousand year old Forbidden City, and a definite highlight of the trip was my jog along the Great Wall.

Fitness has become an international movement and is most appropriate for developing good cultural relations between countries. I hope I was able to convey that feeling.



PCPFS Chairman George Allen took advantage of his trip to the U.S. Military Academy, West Point, for the 2nd International Conference on Physical Activity, Aging and Sports, to workout with some of West Point's finest.

Spotlight: Bernard R. Cahill, MD

Editor's Note: *The following profile is the third in a series of features highlighting members of the PCPFS.*

The fitness future of America looks bright, according to PCPFS member Bernard R. Cahill, MD. Increased insurance and employee benefits along with tax rebates will be the reward of those individuals who chose a "healthy and fit lifestyle," he stated at the 1985 Sports Medicine Congress/Exposition, recently held in Indianapolis.

His prognosis also includes the development of more sophisticated fitness testing techniques and a shift from a "fix-it" to a preventive mentality regarding sports and fitness related injuries.

Author of more than 85 scientific papers, and a leading researcher on strength training for the pre-pubescent, Dr. Cahill, 56, is an authority on the prevention, treatment and rehabilitation of athletic injuries. An orthopedic surgeon currently practicing in Peoria, IL, he has witnessed first-hand the growth of the sports medicine field.

"Twenty years ago, if you were in sports medicine you were doing knee surgery," said Cahill. "The football field provided the greatest source of injury, and from the athlete we learned what we can now use to treat the young child injured on the playground to the senior citizen rehabilitating from hip surgery."

As medical director of the Great Plains Sports Medicine Foundation at St. Francis Hospital Medical Center in Peoria, Dr. Cahill works with other physicians, coaches, trainers, teachers and parents in creating a positive environment for sports and exercise in his community.

Contrary to the masses of unfit American youth, poor fitness is not a problem among Dr. Cahill's patients, five percent of whom are professional athletes, 10 percent college athletes and the remainder young athletes from kindergarten to high school. What concerns Dr. Cahill are the "psychological and physical stresses these kids face in intensive training programs, especially at the pre-pubescent level."

Injury prevention, he believes, is influenced by the ability to determine how



BERNIE CAHILL

much exercise is too much and proper training technique and form. Although he says 'sports medicine is still flying by the seat of its pants', he sees progress. "Today's pitchers, for example, already understand that their symptoms might have begun in Little League," he said.

Dr. Cahill, who runs to stay in shape, also feels that sports medicine physicians need a broader knowledge of exercise physiology and related sciences. "It's no longer acceptable to tell an injured patient to stop exercising and 'it will go away.' We need to be able to tell that patient how to prevent and minimize injury so that exercise can continue over a lifetime."



VOL. 85, NO. 4

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001

Council members are: George H. Allen, Chairman; Bernard R. Cahill, M.D.; Donald L. Cooper, M.D.; Tom J. Fazio, Jr.; Mitch Gaylord; Warren K. Giese, Ph.D.; William E. LaMothe; Robert P. Levy; Charles Luckman, Rev.; Donn D. Moomaw; Wayne Newton; Mark I. Saginor, M.D.; Jere W. Thompson; Ronald H. Walker; and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York F. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Gundry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.

Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1986.

PCPFS and the Media

• President Ronald Reagan is actively adding his support to two projects on youth fitness involving the PCPFS which will be shown on television screens beginning in October.

The President and PCPFS Chairman George Allen urge youngsters to take the Youth Fitness Test in a public service announcement produced for the PCPFS by the Thomas Craven Film Corp. of New York. Three youngsters playing a video game open the 30-second spot that will be sent to 800 television stations across the country.

When one youngster shouts, "I won, I won!" during the video game, Allen's image surfaces from the screen, telling the youngsters they're not really winners unless they win the Presidential Youth Fitness Award. The President then appears and adds his support.

President Reagan also appears in a public service announcement calling attention to October as Youth Fitness Month in the Delaware Valley area of Pennsylvania, New Jersey and Delaware. This spot is in conjunction with five half-hour television specials on youth fitness produced by WCAU-TV of Philadelphia in cooperation with the PCPFS.

The station, which is owned by CBS, plans to devote four hours of programming in October to youth fitness, including the specials, a series of 30-second "Fitness Facts" and a series of public service announcements featuring such celebrities as ex-heavyweight champion Larry Holmes, basketball star Julius Erving, former football running back Franco Harris, now chairman of the Pennsylvania Governor's Council on Physical Fitness and Sports, and Olympic gymnast Mitch Gaylord, a member of the PCPFS.

* * * * *

• The series of PCPFS celebrity fitness tips for radio, which includes spots done by Rafer Johnson, Dr. Tenley Albright, Frank Gifford, Irene Cara, Dinah Shore, Jim Lovell, Tracy Austin, Allen and Mayor Henry Cisneros, received exceptionally strong nationwide

Allen Inducted Into D.C. "Hall of Stars"

PCPFS Chairman George Allen was inducted into the Washington "Hall of Stars" during halftime ceremonies of the Redskin-Detroit Lions game at RFK Stadium, October 13.

"This is a great honor which I sincerely appreciate," said Allen, who in 14 years as a professional coach never had a losing season. "I look upon my seven years with the Redskins as the most memorable and happiest of all my years in football.

"We brought a city of diverse interests and many races together in support of a football team, taking the Redskins to the Super Bowl for the first time. Along the way, the 'Over the Hill Gang' became the symbol for players and people everywhere who were considered washed up, but as over-achievers gained great success. By honoring me, you also give a much-deserved tribute to them."

When Allen went to Washington in 1971, the Redskins had only one winning season in 15 years. However, Allen led the Redskins to seven straight winning seasons, five playoff berths and the Super Bowl in his second season. He twice was named Coach of the Year.

In addition to the Redskins, Allen also coached the Los Angeles Rams for five years. Before retiring as a coach in 1984, he took the Chicago Blitz and Arizona Wranglers to first-place ties and the playoffs in his two seasons with the USFL.

Others who were inducted into the RFK Stadium "Hall of Stars" are former tennis star Donald Dell, the late jockey Raymond (Sonny) Workman, former Redskins running back Charlie (Choo Choo) Justice and ex-Washington Senators player and manager Ossie Bluege.

A colorful thought from Rainbow Brite.



**Keeping fit your whole life through
Makes a healthier, happier you!**

This fitness reminder is brought to you by the American Academy of Family Physicians, Hallmark Properties, the President's Council on Physical Fitness & Sports and your family physician.

Cartoon character "Rainbow Brite" urges youngsters to make a life-long commitment to fitness as part of the American Academy of Family Physicians' (AAFP) Family Health Month campaign in October. The AAFP, Hallmark Properties and the PCPFS have cooperated in the development of this fitness coloring page, which was distributed to the 57,000 AAFP members through the September issue of the AAFP Reporter. It was also included as part of the 1985 Family Health Month promotional kits. Academy members are encouraged to copy the page for distribution to their preschool and early grade school-age patients during October and reward those youngsters who color the page and return it to their office for display with a Rainbow Brite patch, provided courtesy of Hallmark.

play. Of 736 stations responding, 718 said they broadcast one or more of the public service spots.

* * * * *

• PCPFS fitness tips for youngsters and a feature on Mitch Gaylord will appear in the "Mini-Page," a syndicated supplement that runs in 450 newspapers nationwide. . . "One on One Exclusive,"

a program produced by Local Program Network, a consortium of 27 TV stations, did a youth fitness segment with Dr. Ash Hayes. . . The Washington Post, using PCPFS data, ran a cover story on "Fit Kids" in its July 31 Health supplement, featuring the Youth Fitness Test. . . The National Fitness Classic was featured in an article in The Health Educator.

1985 State Champion Schools

The following schools are winners of the 1985 State Champion Award, presented annually by the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). More than 400 schools entered the contest. The award is presented to three schools in each state, one in each of three enrollment categories that qualifies the highest percentage of students, ages 10-17, for the Presidential Physical Fitness Award. Enrollment categories are: I - student body of 1-100; II - student body of 101-500; III - student body of 500 or more. If you would like to know more about the program contact Glenn Swengros, PCPFS (202/272-3427).

Alabama

- I C. M. Brewster School, Sheffield
- II Blossomwood Elementary, Huntsville
- III Oak Park Middle School, Decatur

Alaska

- II Sherrod Elementary, Palmer

Arizona

- I Central Christian School, Mesa
- II Aire Libre Elementary, Phoenix
- III Shea Middle School, Phoenix

Arkansas

- I Blessed Sacrament School, Jonesboro
- II Shiloh Christian, Springdale
- III Conway High School, Conway

California

- I Our Lady of Mt. Carmel, Santa Barbara
- II Cleo Gordon Elementary, Fairfield
- III Paradise Intermediate, Paradise

Colorado

- I Beacon Country School, Denver
- II Mesa Elementary, Boulder

Connecticut

- I Hatton School, Southington
- II Mohegan Elementary, Uncasville
- III Cider Mill School, Wilton

Delaware

- II Ursuline Academy, Wilmington

Florida

- I St. Ambrose Episcopal, Ft. Lauderdale
- II Fort Caroline Elementary, Jacksonville
- III Miami Southridge Senior, Miami

Georgia

- I The Busey School, Riverdale
- II Mt. Olivet Elementary, Hartwell
- III Fountain Junior High, Forest Park

Hawaii

- I Epiphany School, Honolulu
- I Maui Mission Seventh-Day Adventist Elementary, Kahului
- II Le Jardin Academy, Kailua

Idaho

- I Horseshoe Bend School, Horseshoe Bend
- II Hayden Lake Elementary, Coeur d'Alene
- III Lake Hazel JHS, Boise

Illinois

- I Hoyleton Community School, Hoyleton
- II Germantown Elementary, Germantown
- III Eisenhower Middle School, Rockford

Indiana

- I St. Bernards, Wabash
- II Mentone Junior High, Mentone
- III Honey Creek Junior High, Terre Haute

Iowa

- I Roosevelt Elementary, Ames
- I Wallace Elementary, Des Moines
- II Coolidge Elementary, Cedar Rapids
- III North Scott Junior High, Eldridge

Kansas

- I West Elk Junior High, Howard
- II Tonganoxie Middle School, Tonganoxie

Kentucky

- I Eliahu Academy, Louisville
- II Lincoln Elementary, Ft. Campbell
- III Russell Middle School, Flatwoods

Louisiana

- I Redemptorist Grade School, Crowley
- II Wedgewood Elementary, Baton Rouge
- III Winnsboro Junior High, Winnsboro

Maine

- II St. John Elementary & Junior High, Bangor
- III Brunswick Junior HS, Brunswick

Maryland

- I Willowbrook Seventh Day Adventist School, Cumberland
- II Broad Ford Elementary, Mt. Lake
- III Clarksville Middle School, Clarksville

Massachusetts

- I Open Bible Academy, Burlington
- III Martinson Junior HS, Marshfield

Michigan

- I Saint Joseph Academy, Adrian
- II Wilkinson Middle School, Madison Heights
- III Flint Northern High, Flint

Minnesota

- I Corpus Christi School, Roseville
- II Waconia High School, Waconia
- III Richfield Intermediate School, Richfield

Missouri

- I St. Joseph Elementary School, Farmington
- II Pierremont School, Manchester
- III Pleasant View, Springfield

Mississippi

- II Nativity BVM Elementary, Biloxi
- III South Jones Jr. Sr. High, Ellisville

Montana

- I St. Gerards, Great Falls
- II Frenchtown Elementary, Frenchtown

Nebraska

- I Lone Pine Dist. 107, Lincoln
- II Imperial Grade School, Imperial
- III LaVista Junior High, Omaha

New Jersey

- I Madison School, Rahway
- II St. John the Baptist, Hillsdale
- III Shawnee High School, Medford

New Mexico

- I Parkview Elementary, Roswell
- II Washington Avenue Elementary, Roswell
- III Eisenhower Middle School, Carlsbad

New Hampshire

- I New Durham School, New Durham
- II Charlotte Avenue School, Nashua

Nevada

- I Eureka Elementary, Eureka
- II White Pine Junior High, Ely

New York

- II Kinry Road Elementary, Poughkeepsie
- III JHS 216 Q, Flushing

North Carolina

- I Egberts Catholic School, Morehead City
- II E. M. Holt Elementary, Burlington

North Dakota

- I Hillcrest Elementary, Tioga
- II Ben Franklin Elementary, Grand Forks
- III Wachter Jr. High School, Bismarck

Ohio

- II Jackson Milton Middle, North Jackson

Oklahoma

- I Alexander Elementary, Commerce
- II Carriage Hills Elementary, Lawton

Oregon

- I Sauvie Island School, Portland
- II Riverside Elementary, Milwaukie
- II Edward Byron Elementary, Tualatin

Pennsylvania

- I Mifflintown SDA School, Mifflintown
- II St. Patrick School, York
- III Glendale Junior, Senior High School, Flinton

Rhode Island

- I Scott Elementary School, Warwick
- II Ponaganset Middle School, Gloucester

Fun and Fitness With Mary Lou

This fall, Ronald McDonald teamed with Olympic gold medal winner Mary Lou Retton and the PCPFS to encourage readers of "McDonald Fun Times" to get in shape.

The September issue of the bimonthly magazine features a fitness quiz developed in cooperation with the PCPFS. The fitness quiz was a preview of the National Fun Fitness Test, which aired on September 6 on ABC-TV, and was also developed with the PCPFS.

State Champions

(From page 1)

South Carolina

- I St. Joseph School, Anderson
- II St. Anne School, Sumter
- III Crayton Middle School, Columbia

South Dakota

- I Ipswich Elementary, Ipswich
- II Franklin Elementary, Sioux Falls
- III Whittier Jr. High, Sioux Falls

Tennessee

- I Harpeth Valley, Nashville
- II Whitwell Elementary, Whitwell
- III Farragut Middle School, Knoxville

Texas

- I Bass Elementary, Lumberton
- II Walnut Creek Elementary, Austin
- III El Campo Junior High, El Campo
- W. W. Jackson Middle, San Antonio

Utah

- II Wasatch Jr. High, Salt Lake City
- III Churchill Jr. High, Salt Lake City

Vermont

- I Dover Elementary, Dover
- II Lothrop Elementary, Pittsford

Virginia

- I Baylake Pines, Virginia Beach
- III Colonial Heights High, Colonial Heights

Washington

- II James McGee Elementary, Pasco
- III Jefferson Middle School, Olympia

West Virginia

- I Sunnyside School, Apple Grove
- III Wellsburg Middle School, Wellsburg

Wisconsin

- I Holy Trinity School, Oconto
- II Luxemburg Casco Junior High School, Casco

Wyoming

- I Basin Jr. High, Basin
- II Torrington Middle School, Torrington
- III Central Jr. High, Sheridan

Hayes Named PCPFS Director (From page 1)

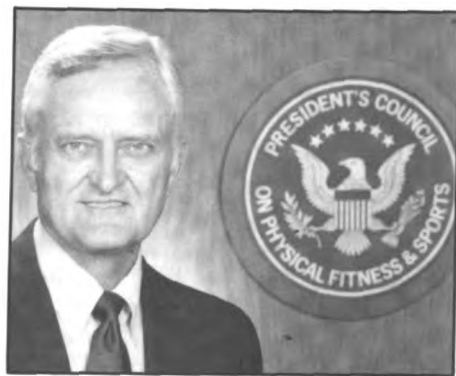
"The number of American adults who exercise regularly has more than doubled in the last 20 years and continues to grow steadily. That's a trend we want to maintain," Allen said.

Hayes has been associated with the Council in various capacities since 1975. He served as director of federal/state relations from 1975 to 1977 and as a consultant from 1977 until his return to the staff in 1982 in the newly-created position of director of sports administration.

A native of Iowa, Hayes was administrator of health, physical education and athletics for the San Diego school system from 1966 to 1982. His broad experiences with youth and adults as teacher, coach and administrator have made him acutely aware of the physical fitness needs and concerns of both populations.

Hayes did his undergraduate work at Michigan State and San Diego State and received both his M.S. and Ed.D. degrees from UCLA. His graduate study was in the application of exercise science to physical fitness program planning.

He has been a high school coach and



ASH HAYES

taught in both the public schools and at UCLA. His teaching and leadership have included programs for the disabled at the public school and university levels.

He is past-president of the California Association for Health, Physical Education and Recreation and former chairman of the Council of City and County Directors of the American Alliance for Health, Physical Education, Recreation and Dance. Dr. Hayes has received national recognition for leadership and contributions in school physical education, physical fitness and youth sports.



Dignitaries participating in the opening night ceremonies of the 2nd International Conference on Physical Activity, Aging and Sports in July, West Point, NY, include, left to right: T. Franklin Williams, MD, director, National Institute on Aging; Raymond Harris, MD, conference chairman and president, Center for the Study of Aging; Herbert M. Baum, president, U.S. Division and vice president, marketing, Campbell Soup Company; Sara Harris, conference director; PCPFS Executive Director Ash E. Hayes; Lt. Gen. Willard W. Scott, Jr., superintendent, U.S. Military Academy; and, Col. James L. Anderson, head, physical education, Military Academy.

Injury Prevention and Control Focus Of 1985 Sports Medicine Congress/Expo

The major cause of injuries is poor fitness, according to James S. Skinner, Ph.D., director, Human Performance Laboratory and Exercise and Sport Research Institute at Arizona State University. Speaking at the 1985 Sports Medicine Congress/Exposition, Indianapolis, in August, Dr. Skinner reiterated the importance of utilizing preventive methods to reduce the likelihood of exercise-induced injury.

Beginners are at high risk, he stated, because they are generally unfit and overweight, lack strength, endurance and flexibility and don't know what to do. Proper training and education, he added, will help prevent injury.

**"Athletic ability is a gift.
Physical fitness is a reward."**

— Captain Jay Cox, MD, U.S. Navy

"People should be able to know how to carry on their exercise program away from class," he said. "If not, they weren't educated."

Skinner and more than 60 other sports medicine specialists addressed the topic that started the sports medicine movement twenty years ago: "The Impact of Injury on Sport and Exercise." Their sessions were heard by more than 700 physicians, trainers, coaches, therapists and others interested in enhancing performance, preventing injury and accelerating safe and satisfactory rehabilitation.

Among the themes echoed by many of the speakers were the importance of self-responsibility, public education and continued research. Emphasized also was the increasingly significant role today's sports medicine physician can play in promoting safe and effective exercise programs.

The role of the media in disseminating accurate sports medicine was addressed by Irv Cross and Liz Elliot of the American Running and Fitness Association. The session, which covered many ways to effectively work with the media, elicited much response from the

audience many of whom cited cases where they or their organization were misquoted or misrepresented.

More than 400 associations and commercial organizations exhibited over the four days and attendees were allowed to try out the latest in exercise equipment during pre-arranged morning sessions.

The Congress was sponsored by the PCPFS, the American Alliance for Health, Physical Education, Recreation and Dance, American College of Sports Medicine, American Orthopaedic Society for Sports Medicine, National Athletic Trainers Association and the U.S. Olympic Committee and was endorsed by 46 societies.

The official program of this year's event is available for \$15.00 plus \$4.00 postage and handling. It includes summaries of all the sessions and a listing of exhibitors. To order contact Marti Healy, Sports Medicine Communications, 3444 Washington Blvd., Indianapolis, IN, 46205 (317/924-4857). Discounts are available for multiple orders.



Tennis competition was part of this year's fifth annual Pennsylvania Senior Games. Held at Shippensburg University in August, and sponsored by the state's Governor's Council on Physical Fitness and Sports and the Departments of Aging, Community Affairs and Health, the event featured competition between 900 adults age 55 or older in 20 activities. For a free booklet sponsored by the Pennsylvania Senior Games Committee, write to "How to Organize Your Local Senior Games," 231 State Street, Harrisburg, PA 17101-1195.

Fitness Award Winners Star at Halftime Show

Five youngsters, representing all the winners of the Presidential Physical Fitness Award, received complimentary bicycles from PCPFS Chairman George Allen during halftime at a recent Los Angeles Raiders/San Francisco 49ers game at the L.A. Coliseum.

The youngsters were selected by the Los Angeles and Orange Country school

systems and were past recipients of the award. The bicycles were donated by Murray Bicycles, Brentwood, TN.

Sports personalities Rafer Johnson, Bill Toomey and Bruce Jenner, former decathlon champions; Tracy Austin, tennis pro; and Suzy Chaffee, skiing champion, helped Allen present the bicycles to the youngsters.



Taking part in the halftime show were, from left: Gregory Lawrence, Carson, CA; Bill Toomey; Amy Weber, Anaheim, CA; Suzy Chaffee; George Allen; Eric Jacobs, Santa Ana, CA; Rafer Johnson and son Joshua; Tracy Austin; Gregory Lawrence, Santa Ana; Bruce Jenner; Juan Hernandez, Jr., Lancaster, CA.

The Tenth Annual Marine Corps Marathon

By Peter McNelis

The combustible matter of 12,000 runners expected to start the tenth annual Marine Corps Marathon on Sunday, November 3, 1985 will be ignited by a 105mm howitzer cannon, launching them on a 26-mile 385-yard trek through Washington, D.C. and past many of the city's most famous landmarks including the White House, Capitol, Pentagon and the Jefferson and Lincoln memorials.

This race, which is appropriately nicknamed the "Race of Monuments," is known affectionately among runners as the "People's Race." The second largest marathon in the nation, it is sponsored by the U.S. Marine Corps and endorsed by the PCPFS.

Although operating on a shoe-string budget consisting entirely of the proceeds collected from race entry fees, the Marine Corps Marathon has secured a strong foothold in America's road racing scene. The race offers no prize money, but the event itself seems to be good enough for 65 percent of the runners each year who choose this event for their first marathon.

This race, which finely orchestrates more than 100,000 spectators, runners, and volunteers year after year is coordinated by seven people working full-time at Quantico Marine base and a volunteer publicity committee.

Captain Chris N. Moody, the race coordinator, is also in charge of hosting the United States Association for Blind Athletes Marathon Championship which accompanies the start of the Marine Corps Marathon and the Special Olympics Mini-Marathon which follows twenty minutes later.

In addition to all these race day duties he is responsible for many pre-race events such as race clinics, running symposia, and a running exposition set for Saturday, October 26, that will feature some 80 vendors from across the country selling the latest in running gear and wear at substantially reduced prices.

Captain Joe Rovira, one of the other

race organizers, urges that race applications generally should be submitted prior to mid-September to beat the 12,000 runner cutoff limit. He warns all runners who have not trained seriously for the marathon to not enter.

However, those who have prepared adequately for this most grueling test will find that all the time and effort put into training is well worth the personal satisfaction of knowing that under adversity the runner has emerged mentally and physically tough. Remember, the first step of sending in an application is easy, but it's those other 41,920 steps to complete the marathon that makes the distance and this race so very special.

For more information contact Capt. Chris Moody, P.O. Box 188, Quantico, VA, 22134 (703/640-2225).

Editor's Note: Peter McNelis is a student at Kalamazoo College, MI, who worked as a summer intern for the PCPFS. A psychology major, he is captain of Kalamazoo's cross-country team.

"There have been challenges on and off the football field, and my ability to handle them has been dependent upon keeping everything in perspective."

— Roger Staubach, Special Advisor, PCPFS



Designed with today's youth in mind, the 1985-86 school poster will make a colorful, upbeat addition to more than 100,000 youth fitness programs across the nation. Mailed out in October, along with a promotional booklet and a letter from President Reagan, the package encourages physical education directors to conduct the Presidential Physical Fitness Award Program in their school or organization. The mailing is an annual project conducted by the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance.



12,000 runners, the majority first time marathoners, are expected to take part in this year's Marine Corps Marathon on November 3.



James Martin, center, from Durham, NC, set an Amateur Athletic Union (AAU) Junior Olympic record in the senior boys triple jump at this year's XIX AAU/USA Junior Olympic Games, Iowa City, in August. With a jump of 51'9¼" he won the gold medal. Warren Posey, left, also of Durham, was second and Marcus Chambers, Fort Wayne, IN, was third. Some 3,300 athletes from 48 states competed in 15 sports at the annual multisport competition.

PCPFS Consultant Wins Gold in Oslo

Newly-appointed PCPFS consultant Craig MacFarlane, a 23-year old blind athlete, earned a gold medal in waterskiing at the seventh annual International Ridder Games for blind athletes, Oslo, Norway, in August.

Sponsored by Amway Corporation, MacFarlane was the only American among the 40 competitors representing 20 countries in the waterskiing division. He took first place by scoring 186 points, earned by successfully crossing the wake within specified time periods.

The achievement marked his retirement from athletic competition. In June, MacFarlane became director of program development for the Living-Well, Inc., headquartered in Houston. He will travel nationwide promoting improved fitness for America's youth.

Team From North Central States Wins Track and Field National

Once again, youngsters were smiling in "Chocolatetown," and for more than candy bars.

Young track and field stars from the North Central states won top honors at the 1985 National Final of the Hershey's Track and Field Youth Program. The champion North Central Regional team defeated highly-touted teams from the Mid-Atlantic and Southeast regions on August 17, culminating a season of competition at the local, district and state levels.

The North Central team accumulated 238 points, 38 more than the second-place Mid-Atlantic team. The winning athletes hailed from the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

The National Track and Field Program is conducted annually in coopera-

tion with the PCPFS and the National Park and Recreation Association. It is sponsored by Hershey Food Corporation. Nearly 500 boys and girls, ages 9-14, from all 50 states and Washington, DC, competed in this year's finals, having earned their all-expense paid trip to Hershey along with their coaches and chaperones.

The program is designed to promote participation, friendship and physical fitness among America's youth. It is one of the largest programs of its kind in the U.S., with nearly 300,000 boys and girls competing throughout the levels of competition.

For more information contact Jim Johnson, National Coordinator, Hershey Youth Program, P.O. Box 814, Hershey, PA, 17033-0814 (717/534-7636).

Comprehensive Youth Fitness Program To Reach 8,000 Michigan School Children

Blue Cross and Blue Shield of Michigan (BCBSM) has agreed to underwrite a \$262,000 physical education and nutrition program that will reach an estimated 8,000 school children in three Michigan school districts. PCPFS consultant Guy Reiff, Ph.D., will supervise the Fitness for Youth program in the Dexter, Warren-Fitzgerald and Lake Odessa districts.

According to Dr. Reiff, the Fitness for Youth program is designed to help youngsters understand how exercise and nutrition can benefit them and to provide the information they need to monitor their own physical well-being.

The program will include community education activities to reinforce the health and fitness messages the Michigan children will receive in school, such as adult fitness and nutrition courses taught through Cooperative Extension. An attempt will be made to modify school lunches to cut down on fats and sugars.

Fitness for Youth was developed by Reiff, professor of physical education and W. Robert Dixon, Ph.D., professor of educational psychology, both of the University of Michigan, and Joseph Arends,

MD, a Detroit-area physician. BCBSM began the project on a pilot basis in the Stockbridge, MI, elementary school district in the fall of 1983.

For more information contact Dennis Larson, BCBSM, 600 Lafayette East, Detroit, MI, 48226 (517/372-8700).



A youth fun run/walk was part of the first Springfield Fitness Festival, held last May in recognition of National Physical Fitness and Sports Month. The two-day event was sponsored by the Illinois Governor's Council on Health and Physical Fitness.

NFC V Opens Fitness Month 1986

Now is the time for corporate teams to start training for next year's National Fitness Classic, NFC V, Friday and Saturday, May 2-3. This annual Fitness Month opener takes place at the Houstonian fitness complex, Houston, TX, and is presented by the PCPFS in cooperation with LivingWell of America, Inc.

The Fitness Classic was created five years ago to "Celebrate corporate America's commitment to fitness." Teams representing such companies as AT&T, Campbell Soup Company, Mesa Petroleum and Atlantic Richfield compete in five events, with the total

number of points earned by each team from all events determining the winner.

Teams must include a corporate officer, board member or company partner, a female employee, an over-40 employee and an employee of choice. Each team member must have been employed full-time by the sponsoring company for a minimum of one year prior to NFC V.

NFC V will also be a model fitness event for companies interested in conducting a similar competition for their own company or community. For more information contact Steve Guback, PCPFS (202/272-3430).

Students Learn Sports Skills from the Pros

Sports-minded students can now learn about basketball, soccer, tennis, golf and baseball with experienced instructors Al McGuire, Al Miller, Arthur Ashe, and Dick Williams, according to the National Association of Sports and Physical Education (NASPE).

In conjunction with WinMark Sports Inc., NASPE is now introducing the "Sport Training Education Program (STEP)" throughout the educational community. The program consists of instructional videotapes and student manuals designed to enhance skill development in the five sports from beginner to advanced.

The program provides feedback to the teacher on the student's progress, said project director Bill Denniston. Each student receives a training text that helps the student set up goals, record progression and provides a complete glossary of terms for each sport. The program helps give the teacher an accurate picture of the student's strengths and weaknesses by offering instructors manuals, evaluation charts and achievement certificates, added Denniston.

For further information about the program contact Bill Denniston, NASPE, 1900 Association Drive, Reston, VA, 22091 (800/782-8787).



Golf is one of the sports featured in the new "Sport Training Education Program" developed by the National Association of Sports and Physical Education (NASPE) in conjunction with WinMark Sports Inc. Here, golf-pro Billy Mitchell instructs students at a recent NASPE clinic in Greenwich, CT.

New Fitness Resource

A new poster, "Daily Dozen for Seniors," is available illustrating exercises for major muscle groups that help maintain total body fitness and mobility. The poster was developed in cooperation with the Illinois Governor's Council on Physical Fitness.

To cover postage and handling for 10 posters enclose a check for \$3.50 to Illinois Public Health Association, 428 W. Jefferson, Springfield, IL, 62706.



PCPFS Chairman George Allen, left, and Mark Gorski, U.S. gold medal winner in the sprint cycling event in the 1984 Olympic Games, prepare to lead 3,000 cyclists on a 25-mile tour of Minneapolis, MN, the first leg of the Grape-Nuts American Bike Festival Series. Coach Allen finished among the first 500 riders in the field and also participated in the American Bike Event in Los Angeles, his home turf. Mass recreational rides will also be held in Boston and Tampa. Entrants in the four-city series receive a qualifying log for the Presidential Cycling Award program.

Emphasize Fitness in Education Week

The week of November 17-23 is American Education Week, a national observance to recognize the importance of learning, personal growth and development.

During this week, the PCPFS recommends taking the opportunity to call attention to the importance of school physical education and sports programs in ensuring that students receive a well-balanced education.

This is also a good time to tell the public, parents, students and others about the essential elements of physical fitness, said Ash Hayes, PCPFS Executive Director.

Suggested activities include conducting a fitness open house, issuing a press release from the physical education department highlighting a new program or student accomplishment, inviting the media to visit your school, or conducting a fitness testing day.



Nearly 300 disabled veterans representing 27 states and Puerto Rico competed in the 5th National Veterans Wheelchair Games, August 8-10, at the University of Maryland. The athletes competed in basketball, swimming, weightlifting, road racing, track and field, table tennis, billiards and archery. The event has been sponsored annually since 1981 by the Veteran's Administration and Paralyzed Veterans of America.

Vice Admiral Named To Head National Fitness Foundation

Vice Admiral Crawford A. Easterling, recently retired from a 34-year career in the U.S. Navy, is the new president of the National Fitness Foundation (NFF). Former president C. Carson Conrad will return full-time to his consulting company and has been appointed PCPFS special advisor.

Vice Admiral Easterling entered the Navy through the NROTC program at Rensselaer Polytechnic Institute, where he earned a bachelor of science degree in electrical engineering. He also holds a master of science degree in aeronautics and astronautics from Massachusetts Institute of Technology. His most recent position was Commander, Naval Air Force, U.S. Pacific Fleet.

As president of the NFF he will be actively involved in fundraising for the Foundation and the U.S. Fitness Academy. He and his wife Beverly have two children, Alan and Karen.

1985 Fitness Leaders Honored (From page 1)

- **John Burstein**, 35, New York City, is creator of "Slim Goodbody," promoter of health and fitness for children. With a background in theater and an interest in medicine and health, Burstein has taken "Slim Goodbody" on the road since 1974 visiting schools, hospitals and other organizations to encourage today's children and parents to keep their bodies healthy and fit.

- **Irv Cross**, 45, Waterford, VA, is a sportscaster for CBS Sports and co-host of NFL Today. He is president of the American Running & Fitness Association which was founded in 1968 to

ness clinics and fitness activities for children. She is the creator of "Positively Fit," a fitness program for children and parents.

- **John Naber**, 29, Pasadena, CA, won four gold medals in the 1976 Olympic Games in Montreal. Since then, he has conducted over 100 swimming clinics, is the honorary head swim coach for the National Special Olympics competition and is a board member of the International Swimming Hall of Fame. He has been influential in helping raise money for United Cerebral Palsy, the March of Dimes, the Trans-

"You're not responsible for getting knocked down, but you are responsible for getting back up."

— **Charles T. Kuntzleman**, 1985 Award Winner

promote running, fitness and health nationwide. A former pro-football player with the Philadelphia Eagles and the Los Angeles Rams, Cross is active in the Association's fundraising, corporate membership and public relations efforts.

- **Charles T. Kuntzleman**, Ed.D., 44, Spring Arbor, MI, is national director of the "Feelin' Good" program, a cardiovascular health and fitness program for grades K-9. He is the national director and co-owner of Fitness Finders, Inc., a consulting firm helping facilities nationwide establish health/fitness/weight control programs and is an adjunct professor at Spring Harbor College.

- **Sen. Richard G. Lugar**, R-IND, 53, was selected for his successful influence on national attitudes towards health and fitness. Since he was mayor of Indianapolis, he has been an active supporter of health and fitness programs throughout his public career. In 1980, the first Dick Lugar Festival was held in Indianapolis and since then similar activities have arisen throughout the state.

- **JoAnne Owens-Nauslar**, 36, Lincoln, NE, is the Nebraska state director of Health and Physical Education. She was recently appointed chairperson of the Nebraska Governor's Council on Physical Fitness and Sports, through which she will continue to initiate youth fitness testing programs, employee fit-

plant Bank, research in Lou Gehrig's disease and others.

- **Susan Smith-Jones**, Los Angeles, CA, is an author, consultant and lecturer on health and fitness. She has written and published more than 150 articles and recently produced a series of audiocassettes called "Celebrate Life." As a member of many professional and civic organizations, she devotes much of her time to helping others.

- **Kari Anne Swenson**, 24, biathlete from Bozeman, MI, was recognized for her outstanding display of physical and mental fitness. Eight weeks after she was kidnapped and severely shot in the chest, she returned to training and eventually won a gold medal qualifying her for the World Championship team. She was chosen by the Women's Sports Foundation as one of the ten "Outstanding Up and Coming Women Athletes."

- **Michael Woods**, MD, 32, Brookfield, WI, has donated his time and talent as vice president of the Wisconsin Olympic Ice Rink Foundation, promoting skating as an inexpensive, lifetime recreational activity. He is active in the Kids on Ice program, which has served 17,000 students so far. An anesthesiologist, he finished 7th in the 10,000 meters and 12th in the 5,000 at Sarajevo in 1984.

CALENDAR OF EVENTS

OCTOBER

- 12** **Running & Fitness Day**, Nationwide. Contact: American Running & Fitness Association, 2001 S Street, NW, Suite 540, Washington, DC, 20009 (202/667-4150).
- 17-18** **"Health & Fitness: The Corporate View,"** Tarrytown, NY. Contact: Barb Christopherson, Universal Gym Equipment, Box 741, Cedar Rapids, IA, 52406 (319/365-1663).
- 18-19** **Midwest Regional Clinic** on Physical Fitness & Sports, Blue Springs, MO. Contact: Kay McCormick, Blue Springs High School, 4001 Christenson Drive, Blue Springs, MO, 64015 (816/358-8862).
- 25-28** **NRPA 1985 Congress**, Dallas, TX. Contact: National Recreation and Park Association, 3101 Park Center Drive, Alexandria, VA, 22303 (703/820-4940).

NOVEMBER

- 3** **Marine Corps Marathon**, Washington, DC. Contact: Capt. Chris Moody, P.O. Box 188, Quantico, VA, 22134, (703/640-2225).
- 30 - December 2** **"Women and Sport Sciences,"** Colorado Springs, CO. Contact: Mary Margaret Newsom, USOC Sports Medicine Division, 1750 East Boulder Street, Colorado Springs, CO, 80909-5760 (303/578-4575).

1986

MARCH

- 6-9** **4th Annual National Conference on Youth Sports**, Orlando, FL. Contact: Mike Schneider, National Youth Sports Coaches Association, 2611 Old Okeechobee Road, West Palm Beach, FL, 33409 (305/684-1141).

MAY

- 2-3** **National Fitness Classic V**, Houston, TX. Contact: Steve Guback, PCPFS (202/272-3430).

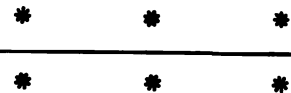
Allen Announces "Marathon" Ride

The first annual "Fitness Academy Ride" will take place on Sunday, November 10, PCPFS Chairman George Allen recently announced.

Hundreds of celebrities and Olympic stars will be joined by biking enthusiasts of all ages and abilities. The ride will cover the '84 Olympic Marathon course, starting at Santa Monica College and finishing at the Los Angeles Coliseum.

Presented by the National Fitness Foundation, the event is sponsored by Southland Corporation and Murray Bikes. More than 500 bicycles will be raffled and awards will be presented for all age groups.

For more information contact the National Fitness Foundation, 2250 E. Imperial Highway, El Segundo, CA, 90245 (213/640-0145).



State Meetings On Fitness for Women

1985

ILLINOIS . . . Oct. 19

Governor's Council on Health & Physical Fitness
Jim Liston, Exec. Dir.
(217/785-8216)

ARIZONA . . . Nov. 1-2

Governor's Council on Health & Physical Fitness
Ray Clarke, Exec. Dir.
(602/255-1008)

1986

FLORIDA . . . January

CALIFORNIA . . . March

OREGON . . . April 24-26

Portland Governor's Council on Health, Fitness & Sports
Joan Sullivan-Morris
(503/244-6111)

Event to Highlight Families and Youth

The International Youth Year Commission and the Federal Interagency Task Force for International Youth Year (IYY) will host a two-day workshop and awards ceremony for Youth Year on November 22-23, 1985 in Washington, D.C. The theme of the conference will be "Families and Youth, Off to a Good Start," with a focus on youth employment and self-sufficiency.

Program directors and youth leaders from approximately 150 different youth-serving organizations will be invited to attend. Youth-serving organizations,

employers, other organizations and federal agencies will have display booths and literature available for all who are interested.

The awards dinner will focus on the accomplishments of different organizations supporting IYY under the themes of peace, participation, and development.

Registration fee for the program and dinner is \$40.00. For further information, contact Scott Sanders, International Youth Year Commission, 1518 K Street, NW, Suite 511, Washington, DC, 20005 (202/783-5959).

BULLETIN BOARD

- **JoAnne Owens-Nauslar**, state director of health and physical education for Nebraska, has been appointed chair of the Governor's Council on Physical Fitness and Sports for that state. She was also a 1985 recipient of the Healthy American Fitness Leaders Award (see story page 1).
- On September 8, the **YMCA Aquatics Program** celebrated its Centennial Anniversary under the theme "The YMCA — America's Favorite Swimming Instructor for 100 years." The first YMCA pool opened in Brooklyn, NY, in 1885 and since then YMCA's have taught millions of people of all ages to swim, lifeguard, scuba dive and exercise.
- **The Association for Fitness in Business** has moved to a new address: 965 Hope Street, Stamford, CT, 06907. Their telephone number remains the same: 203-359-2188.
- The National Recreation and Park Association's (NRPA) **1985 Congress Job Mart** will take place during NRPA's annual Congress, Dallas, TX, October 25-28. For more information contact Ed Pratt, NRPA, 3101 Park Center Drive, Alexandria, VA, 22302 (703-820-4940).
- More than 1,000 tennis teachers, coaches, professionals and tennis enthusiasts attended the 15th annual United States Tennis Association **National Tennis Teachers Conference**, New York, in August. Representing 17 countries and the U.S., attendees addressed such topics as mental training, nutrition, conditioning, sportsmanship and aptitude testing. Next year's conference: August 27-29.
- **The National Strength and Conditioning Association** annually recognizes outstanding college athletes who have effectively utilized strength and conditioning methods to improve their athletic performance. Nominations are made by NSCA members at any four-year college or university. The program is sponsored by the NSCA and the Drackett Company, makers of Nutrament. For more information contact Karen Keller, NSCA, P.O. Box 81410, Lincoln, NE, 68501 (402/472-3000).
- **The Southland Corporation** will sponsor the National Handicapped Sports and Recreation Association's (NHSRA) Learn-to-Ski program this year. Eight clinics will be held throughout the country from November 1985 to April 1986. NHSRA is also receiving corporate support from Eastern Airlines, with 35 percent discounts offered to NHSRA members and free airline tickets provided for staff traveling to their NHSRA physical fitness and winter ski programs. For more information on NHSRA programs contact Doug Pringle, NHSRA Recreation Director, 5946 Illinois Avenue, Orangevale, CA, 95662, or call the NHSRA office at 202/783-1441.
- The National Kidney Foundation will conduct "**Fit Kids Rock for Kidney**" on December 8, Long Island, NY. This aerobic dance benefit will be an evening of dance and exercise for children and parents to raise money for kidney research. For more information contact National Kidney Foundation of New York/New Jersey, 432 Park Avenue South, Suite 1108, New York, NY, 10016 (212-683-8018).
- **Brisbane, Australia**, will be the site of major sports medicine meetings next September, 1986. The International Coaching Conference, the XXIII Fims World Congress of Sports Medicine and the International Health and Fitness Conference and Sports Trainers Conference will take place from September 21-28. Abstracts are accepted until January 16, 1986. For more information contact Ms. Narelle Black, World Congress Secretariat, P.O. Box 371, Paddington, QLD, 4064, Australia.
- The first **World Congress** on the Medical Aspects of Soccer and the International Conference on the Medical and Scientific Aspects of Cycling will take place in 1986. For more information contact Mary Margaret Newsom, U.S. Olympic Committee, Sports Medicine Division, (303/578-4575).

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NEWSLETTER

NOVEMBER/DECEMBER Vol. 85, No. 5

Six Honored at Advisors Meeting

The PCPFS special advisors were called upon by President Reagan and Chairman George Allen to continue and even expand their roles in promoting physical fitness during the two-day special advisors meeting at the Hotel Meridien in Newport Beach, CA, Nov. 13-14.

"I am particularly pleased to see the emphasis you are putting on physical fitness for youth," the President wrote in his welcoming message read by Allen. "That deserves your highest priority, because we know the future of this country depends on its young people. I urge you to continue and even accelerate this very important mission."

Six corporations and/or individuals also were cited for their major contributions to the PCPFS and to fitness for all. Receiving special commendations were:

WCAU-TV (CBS) of Philadelphia, which produced five youth fitness half-hour specials, 287 public service an-



PCPFS Chairman George Allen, center, presented a PCPFS commendation to Don Wildman, left, and Roy Zurkowski, representing Health and Tennis Corporation of America. Wildman and Zurkowski were recently appointed PCPFS special advisors.

nouncements, 51 Fitness Tips and distributed 37,000 pamphlets as part of October Youth Physical Fitness Month in the Delaware Valley. The station also integrated youth fitness into segments of two regularly-scheduled programs, provided a call-in hotline and reached 93 percent of the families in its broadcasting area with fitness information. Steve Cohen, vice president and general manager, accepted the commendation from Allen.

Also cited were Herb Lister, president of Allstate Insurance Co., for sponsorship of the Healthy American Fitness Leaders program; The Southland Corporation through Chuck Benner; Bally Fitness Products through Augie Nieto; Health and Tennis Corporation of America through Don Wildman

(See Supporters, page 2)



Steve Cohen, vice president and general manager, WCAU-TV, emphasized his station's commitment to the PCPFS goal of improved youth fitness.

Fitness Stressed In Education Week

President Ronald Reagan, Secretary of Education William J. Bennett and PCPFS Chairman George Allen recently joined forces to emphasize the role of physical education in the academic experience.

The three issued a joint message to more than 100,000 school principals in an effort to gain administrative support for physical education programs. The materials were sent out in early November in recognition of American Education Week, November 17-23.

"Physical education must continue to play a vital role in our schools"

— Ronald Reagan

Included in the mailing was a message and proclamation from President Reagan, a letter co-signed by Bennett and Allen and a comprehensive list of suggested activities for promoting physical education and sports during American Education Week.

"American Education Week is a time for all Americans to seek to do something to further the cause of education..." stated the President in proclaiming American Education Week.

"With this project," according to Ash Hayes, PCPFS Executive Director, "we hope to emphasize that optimal health and fitness are essential to ensuring personal and academic excellence."

* * * * *
Happy and Healthy Holiday Greetings From the PCPFS

Spotlight: Tom Fatjo, Jr.

Editor's Note: *The following profile is the fourth in a series of features highlighting the members of the PCPFS.*

One could say that PCPFS member Tom Fatjo, Jr., has good timing. In his 20-year business career he has created multi-million dollar companies from "well-timed inspirations," and turned some great ideas into realities.

His most well-known "inspiration" is The Houstonian, the 22-acre health and fitness complex in Houston that houses his firm, Living Well, Inc., (formerly Houstonian, Inc.). Both epitomize the healthy, vibrant lifestyle to which Fatjo is committed.

A third-generation Houstonian, Fatjo, 45, began his entrepreneurial career trimming waste rather than waists. Noticing a need in his community for improved garbage pickup, he bought a garbage truck, invested \$500, and turned a local service into the billion dollar waste disposal firm Browning-Ferris Industries (Inc.).

Four corporate evolutions later, he is now chairman of Living Well, building bodies and a fitness conglomerate. The company recently acquired several regional chains including Spa Lady and Elaine Powers encompassing some 300 clubs and 1.5 million members. Through growth and expansion, Fatjo envisions total memberships of 4-5 million in Living Well Centers by 1990.

What makes Fatjo's business ventures so successful are teamwork, desire, tenacity and a plan for implementation, ingredients he feels get a great idea going.

At the Houstonian facility, 5,000 members job, swim, lift weights, cycle and play racquetball in pursuit of a personal image that's healthy, fit and vibrant, according to Fatjo.

"My father would say men's legs went at age 35," he said. "The Houstonian gives people the opportunity to live actively later in life."

Fatjo himself sets the pace for the Houstonian's primarily corporate clientele. He makes time for his workouts early in the morning and since 1971 has made fitness one of the three priorities in his life.

He jogs 6-7 miles daily, swims a few miles each week, and rounds out his program with stationary cycling and light weight-lifting. With 26 marathons under his belt, his P.R. is 3:12. Most recently, he completed the 1985 Marine Corps Marathon in just over four hours. He is co-chairman of the 1985 Fitness Classic, which takes place in May at the Houstonian.

Fatjo, who played football in high school, has some opinions on how to shape up tomorrow's executives.

"When I was a child," he said, "physical education was a requirement. To get today's kids in shape, we need to make that a mandatory part of our educational system. We also should encourage the media to promote fitness, since they have the captive audience, and we should build a sense of community and individual pride in being physically fit."

Fatjo believes this latter goal requires strong leadership so that facilities get built, educational activities are encouraged and programs promoted. "Kids need to be indoctrinated to healthy habits early in life. After all," he added, "we

Supporters Honored At Meeting (From page 1)

and Roy Zurkowski; and consultant Arnold J. Kapan of Los Angeles, all for their continuing major contributions and support.

John O. Marsh, Jr., Secretary of the Army, reported on the Army's "Fit to Win" program. Other special reports were made by Col. Mike Romero on the U.S. Marine Corps "Semper Fit" program, architect Charles Luckman on the U.S. Fitness Academy, Richard Keelor on the National Fitness Classic, Mary Jo Johnson on Governor's Councils, Russ Harris on Take the Test America, Tom Esposito on The Equitable's funding of three fitness films and Charles Kittrell on a "Fit by Five" pre-school program.

The special advisors toured the proposed site of the U.S. Fitness Academy. The next special advisors meeting is scheduled for July 31-Aug. 2 in Canton, Ohio.



Fatjo, left, jogs with Vice President George Bush at the Houstonian fitness complex.

don't think twice about brushing our teeth."

In looking toward the future, Fatjo believes there will be increasing emphasis on strength development as part of the total fitness picture. "Strength training tremendously enhances self-image," he said.

Undoubtedly, Fatjo has had many fulfilling experiences as a leader in a \$35 billion industry that is as much a passion to him as a career. "To have a possible impact on the lives of millions of Americans... that has been my greatest reward."



VOL. 85, NO. 5

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001.

Council members are: George H. Allen, Chairman; Bernard R. Cahill, M.D.; Donald L. Cooper, M.D.; Tom J. Fatjo, Jr.; Mitch Gaylord; Warren K. Giese, Ph.D.; William E. LaMotte; Robert P. Levy; Charles Luckman; Rev. Donn D. Moon; Wayne Newton; Mark L. Saginor, M.D.; Jere W. Thompson; Ronald H. Walker; and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glenn A. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Gubaack, Director of Information; and Krystyn Spain, Program Analyst.

Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1986.

PCPFS and the Media

Four public service radio announcements designed for teenage audiences were distributed this month to 4,150 radio stations nationwide as part of the PCPFS's youth fitness campaign.

The feature 60-second spot has a teenager comparing fitness to his automobile, telling how both his body and his car need to be in top shape to operate efficiently. One of the 30-second spots features a breakdancing theme. Another discusses the fact that a person need not be an athlete to benefit from being fit. The final 20-second spot declares that fitness is "in" and being out-of-shape is "out." The spots were prepared by the Thomas Craven Film Corp. of New York.

* * * *

• The tremendous success of the month-long youth fitness campaign by WCAU-TV of Philadelphia, the PCPFS and physical fitness authorities from the Delaware Valley has produced the call for an encore.

The CBS-owned station now plans one additional youth fitness special each month from January through May as part of its continuing campaign to stimulate youth physical fitness in the Delaware Valley area of Pennsylvania, New Jersey and Delaware.

Surveys indicated that an unprecedented 93 percent of the families in the WCAU-TV listening area saw at least part of the five youth fitness specials, one of the 287 public service announcements or one of the 51 Fitness Tips that were telecast during the month. The WCAU-TV listening area includes 7.2 million people.

* * * *

• A 30-minute film entitled "The Time of Your Life" designed primarily for older adults has been produced by the Walter J. Klein Company of Charlotte, N.C., in cooperation with the PCPFS and under a grant from Best Western International.

The free loan, public service film which should be ready for distribution in February 1986, is intended for use by

Annual Nationwide Fitness Campaign To "Shape Up America" Underway

It's not too early to begin planning next year's Fitness Month activities, according to Matt Guidry, PCPFS Director of Community Services and Special Projects. "It takes plenty of lead time to plan a successful event."

Dr. Guidry coordinates May, Physical Fitness and Sports Month, at the national level but is quick to add that the "hands-on" work of promoting broader participation in fitness activities is really done by the local and regional professionals and community members.

"In 1985, some 2,000 agencies sponsored Fitness Month events attracting more than one million participants," said Guidry. "Of course, we expect that many more activities were conducted but weren't reported to our office."

Among the most popular events conducted last year were 3-mile runs, aerobic dance activities, 10 and 20-K walks, fitness lectures and testing. Dr. Guidry recommends that agencies contact potential guest speakers, especially celebrities, early since many commit their schedules far in advance.

He also recommends that organizations seek corporate support for their events. "Since its beginning, Fitness Month has been almost exclusively supported by the private sector. Be professional when soliciting funds. Develop an itemized budget, contact businesses

various civic groups, senior citizen organizations, cable television and public broadcasting television. For information on obtaining the film write to Walter J. Klein Co., 6311 Carmel Road, Box 2087, Charlotte, NC, 28211-2087. Previous films developed by Klein have produced \$2 million in documented free television time.

* * * *

• Filming has begun at Leisure World, Laguna Beach, CA, on the first of three films for the PCPFS sponsored by The Equitable. One film will be designed for older adults, another for youth and the third for everybody with motivation as the theme. A segment of



Photo courtesy Tulsa, OK, School System

Get a jump on Fitness Month, 1986... Plan Early.

early and keep a bank account and expense ledger."

In January, the Council will send out 10,000 promotional brochures with guidelines for program development and promotion to recreation and fitness centers, hospitals and other interested agencies. A newly-designed poster, printed as a public service by the Roller Skating Rink Operators' Association, will accompany the brochure, which was printed by Shedd-Brown, Inc.

For more information contact Matt Guidry, Ph.D., at the Council (202/272-3424).

the youth fitness film was shot at the U.S. Marine Recruiting Depot in San Diego.

* * * *

• Newspaper Enterprise Association distributed a column devoted to youth fitness by Gymboree columnist Karen Anderson nationwide this month... "Motivation, George Allen Style," an audio cassette, is part of a series produced by Listen USA... Allen was featured on the CBS television show NFL TODAY on Sunday, Nov. 10, with Brent Musburger and John Madden as part of the doubleheader football telecast highlighting the Dallas Cowboys-Washington Redskins game.

Looking Ahead to the Year 2000

A Role for Fitness as America Ages

By Heinz Lenz

Predicting the future is risky business. Yet, some conditions appear to be certain: Americans are growing older and the cost of health care for this age-group is growing along with it. A more physically fit older population may be one way to reduce the cost of aging.

In the October issue of its "News Report," the Washington-based National Research Council reported: "The median age for Americans, now somewhat above 30 years, is still rising steadily and will top 40 by the year 2030. In that same year, more than a fifth of all Americans will be at least 65 years old."

The Travelers Corporation predicts that by 1990 there will be 31 million older Americans compared to a teenage population of 23 million.

At the 1981 National Conference on Aging, sponsored by the PCPFS, Sen. Pete Domenici (NM), stated that there appeared to be a 21 percent yearly increase in the cost of medicare, based on figures from the Senate Budget Committee: a cost of \$3.4 billion in 1967 compared to \$55 billion in 1984. Travelers predicts a cost of \$100-150 billion by 1995.

In Ken Cooper's first book, *Aerobics*, readers were told that an adequate level of aerobic fitness will stop premature aging and save billions of dollars. Research and clinical observations continue to support this prediction.

A recent study by Valbona and Baker reports that approximately 44 percent of the over-65 population has some degree of physical disability, the prevalence of which increases with age, particularly in women. Physical fitness programs impact on the restoration and preservation of health, they write, particularly in the geriatric population.

Edward G. Lakatta, chief of the cardiovascular section at the National Institute of Health's Gerontology Research Center, suggests that causes other than aging must be considered when marked declines in cardiac output are observed in elderly subjects between



A more physically fit older population may help reduce the costs of aging.

55 and 80 years of age. Among these possible causes, he states, are coronary disease and physical deconditioning.

"Our greatest challenge to preserve cardiac function in advanced age," said Lakatta, "is not to find a 'cure' for biological aging but to prevent physical deconditioning."

Aging is associated with an increase in body fat and functional deterioration

(See *Fitness and Aging*, page 5)



Nancy Imhof, a first-grade teacher at Page Traditional Elementary School, Arlington, VA, recently received Governor Charles Robb's Gold Award for outstanding performance in the state's annual physical fitness testing program. Joining her are, from left, John Youngblood, Arlington County Supervisor of Health, Physical Education and Athletics; Dr. Frank Miller, Principal, Page Elementary; and York Onnen, PCPFS Director of Program Development.

Governor Promotes Employee Fitness

The Virginia Governor's Physical Fitness Award Program for School Personnel is the country's only such program conducted by a Governor's office, according to the National Association of Governors' Councils on Physical Fitness and Sports.

The purpose of the program, initiated in 1982, is to encourage individuals that do not exercise regularly, as well as those already committed to exercise, to begin and continue a program that will improve their physical fitness level.

"Participation in the program," reads the Governor's award, "is an important step toward increasing fitness awareness in the Commonwealth of Virginia."

Central office personnel, teachers, administrators and other school personnel are eligible to win one of three levels of awards, gold, silver or bronze, depending on their level of participation throughout the year.

The voluntary program is administered by the State Department of Education and underwritten by Blue Cross/Blue Shield of Virginia.

For more information contact Del Moser, Supervisor, Health and Physical Education, P.O. Box 60, Richmond, VA, 23216 (804/225-2669).

Donna de Varona Honored At Awards Banquet

PCPFS special advisor Donna de Varona was the first recipient of the special recognition that will bear her name at the Women's Sports Foundation Awards Banquet in Washington, D.C. in October.

The Donna de Varona Award, as it will be known in perpetuity, will be presented to an American who has made significant contributions to women's sports internationally.

De Varona, past president of the foundation, now serves on its board of advisors and is credited for much of the growth the non-profit, educational foundation has seen since its inception in 1974.

The Donna de Varona award joins the other award programs sponsored by the WFF that recognize female athletes: the High School All Star Awards, the Women's Sports Hall of Fame, the Sportswoman Awards, the Team of the Year Award, the Up and Coming Awards, the Armed Services Award for Women's Athletic Excellence, the Senator Stevens Award and the Leadership Award.



It was in inspiration to the thousands who gathered on the mall in Washington, DC, for INSPIRE '85, held in September. Hundreds of handicapped athletes, performers and artists displayed their many talents during a five day "International Forum and Festival on Leisure, Sports and Cultural Arts." The event was sponsored by the President's Committee on Employment of the Handicapped in cooperation with more than 20 public and private organizations, including the PCPFS. Among the attractions were wheelchair tennis demonstrations and performances by young gymnasts representing the U.S. Blind Athletes Association.



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Fitness Manual Now Available

The National Fitness Coalition recently announced the completion of its Community Fitness Manual, a publication geared to helping agencies launch fitness program.

The manual offers program planners step-by-step instructions for developing and implementing fitness programs in different settings. Among the areas emphasized are goal and policy setting, program design, promotion, staffing, program execution and safety. A complete bibliography of other resources is also included.

The Fitness Coalition is a joint venture of the PCPFS, the National Recreation and Park Association (NRPA) and the National Association of Governors' Councils on Physical Fitness and Sports.

For more information contact NRPA's Publication Center, 3101 Park Center Drive, Alexandria, VA, 22303 (703/820-4940). The cost for the manual is \$9.60 (NRPA members) and \$12 (non-members).

International Exchange

Glenn Swengros, PCPFS Director of Federal/State Relations, represented the United States at the IX International Trim and Fitness Congress in October.

Some 100 representatives of 54 countries gathered at the Isle of Man, England, to exchange information and present papers on their country's sports and fitness programs.

Cureton Swims On

Professor emeritus Thomas K. Cureton, Jr., Urbana, IL, is a familiar figure in physical education and sports circles. The retired fitness leader, 84, noted for his pioneer programs first introduced in 1929 is still competing in the masters level swim circuit.

Most recently, Cureton competed in the World Games held this summer in Toronto and the USA Masters Swimming Championships at Brown University. In these meets he won eight titles, including five backstroke races.

Fitness and Aging

(From page 4)

of the heart and blood vessels, lungs, muscles, bones and endocrine organs. Obesity exaggerates these tendencies while exercise and weight loss helps retard them.

The challenge is clear. We must design, implement and enthusiastically conduct physical fitness programs for the elderly. Such programs will reduce costs and make it possible for people to maintain a high quality of life throughout the eighth, ninth and tenth decades.

Editors Note: Heinz Lenz, director of personal conditioning at the U.S. Naval Academy, is currently an intern in the PCPFS office. He is working on his doctorate in gerontology from the University of Maryland and is the author of "Fit for Life, The Annapolis Way," a comprehensive description of the Naval Academy's fitness program and the concepts of adult conditioning.

"Royal" PCPFS Clinic

Fitness fever blended with baseball fever in Kansas City last month when the Midwest Regional Clinic on Physical Fitness and Sports in Blue Springs, MO, October 18-19, took place some 20 miles away from the Harry S. Truman Sports Complex, home of the 1985 World Series champions.

Nearly 250 physical education teachers, fitness and recreation personnel and others interested in sports and fitness took part in the clinic presented by the PCPFS at Blue Springs High School.

The event featured sessions on more than 20 topics ranging from "quick-start" exercises for young children to stress management. Sponsored by the Blue Springs RIV School District in cooperation with the Missouri and Kansas State Departments of Education, the 2-day event was part of the Council's regional fitness and sports clinic program. A Friday night gala featured more than 100 youth demonstrating fitness and sport activities.

Universities, recreation centers or other organizations interested in hosting a clinic should contact Glenn Swengros, Director of Federal/State Relations, at the PCPFS (202/272-3427).



U.S. Army "MILPERCEN" (Military Personnel Center) captured their second "Secretary's Cup" at the third inter-agency 3-K (1.9 mile) race for the trophy, named after U.S. Department of Agriculture (USDA) chief John Block. Here, Captain Chip Mann receives the award from Scott Dunn, representing Sec. Block.

Fitness Council Marks Fifth Anniversary

Worksite health promotion has become national priority, according to J. Michael McGinnis, M.D., Deputy Assistant Secretary for Health, Dept. of Health and Human Services. Dr. McGinnis spoke at the fall meeting of the Federal Interagency Health/Fitness Council, attended by 50 members and hosted by the American Red Cross National Headquarters.

In summarizing his perspective of fitness and health in the workplace, McGinnis said that worksite health pro-

motion is moving rapidly up the priority ladder and leadership is crucial in maintaining this momentum.

"An estimated 50 percent of companies with 50 or more employees have one or more type of prevention program," said McGinnis. "For this effort to succeed, leadership is critical.

"Your role," he told the audience, "is to provide a balanced, accessible set of services to federal employees."

Alice Wheaton, FIHFC coordinator, reviewed the success of the First Regional Conference on Public Employee Health and Fitness Programs, held in September at Los Alamos National Laboratory, New Mexico. More than 80 professionals gathered for two days of information and guidance in establishing and improving federal health and fitness programs.

Also present at the FIHFC meeting were the winners of the U.S. Department of Agriculture's Secretary's Cup and the National Institute of Health's Recreation Association Walking Trophy.

The PCPFS initiated the FIHFC in 1980 to promote and assist the development of federal health and fitness programs. Meetings are held quarterly throughout the year. For more information contact Alice Wheaton, 202-272-2018.



The Department of Justice Budgeteers Team won the second competitive 3-K walk. Here, the team receives its award from Randy Schools, general manager, National Institute of Health's Recreation Association, which donated the trophy.

CALENDAR OF EVENTS

1986

JANUARY

30 - **Winter Olympic Sports**, Lake Placid, NY. Contact: Mary Margaret Newsom, U.S. Olympic Committee, 1750 East Boulder Street, Colorado Springs, CO, 80909-5760 (303/578-4575).

MARCH

6-9 **4th Annual National Conference on Youth Sports**, Orlando, FL. Contact: Mike Schneider, National Youth Sports Coaches Association, 2611 Old Okeechobee Road, West Palm Beach, FL, 33409 (305/684-1141).

24-26 **The 1986 Aquatic Symposium**, Indianapolis, IN. Contact: National Spa & Pool Institute, 2111 Eisenhower Ave., Alexandria, VA (703/838-0083).

MAY

2-3 **National Fitness Classic V**, Houston, TX. Contact: Steve Guback, PCPFS (202/272-3430).

State Meetings On Fitness for Women

In 1985, seven states held followup meetings to the First National Women's Leadership Conference on Fitness. The following five states are scheduled to hold meetings in 1986:

CALIFORNIA _____ March

OREGON _____ April 24-26

FLORIDA _____ No date set

MINNESOTA _____ No date set

NEW YORK _____ No date set

* * *

* * *

Prevention Focus of AMA Yearly Update

In the past year, prevention of disease has become the focus of a wide variety of medical specialties, according to reports presented in the Oct. 25 "Compo" issue of the Journal of the American Medical Association (AMA).

Exercise and physical fitness as means of prevention are emphasized in reports on geriatrics, cardiovascular disease, sports medicine, family practice and current public health status.

William H. Foege, MD, assistant sur-

geon general and special assistant for policy development at the Centers for Disease Control, Atlanta, reported that several states have collected data on exercise habits and other health determinants such as obesity and alcohol use. Such surveillance, he wrote, should provide evidence that perceived reductions in risk factors are truly occurring.

This annual issue of JAMA provides highlights of medicine for the preceding year.

For the Record

The following is taken from Sen. Jeff Bingaman's (NM) remarks to the first session of the 99th Congress regarding the First Regional Conference on Public Health and Fitness Programs held in September.

"The subject being addressed at this conference is critically important to public employees, their families and all Americans. Spending on health care has increased nearly 600 percent in the past two decades and now accounts for

almost 11 cents of every dollar spent by the Federal Government." (Congressional Record, Vol. 131, No. 119)

Senator Bingaman recently introduced S. 1388 to require Federal Government agencies to furnish health protection and promotion services to Federal Government employees. The Federal Employee Worksite Health Promotion Act is pending further action in the Governmental Affairs Committee.



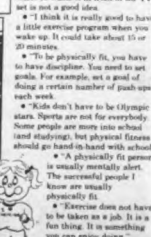
Tips from Mitch Gaylord

BE PHYSICALLY FIT

Meet Mitch Gaylord
To get tips on fitness, The Mini Page talked with Mitch Gaylord. Mitch won four medals in

Hide out of shape
Last fall, some fitness experts announced that few out of shape Americans hide were out of shape. The experts had given tests in millions of kids across the country and found that kids were not exercising enough to build strong bodies.

Mitch Gaylord's Tips
* "By starting a physical fitness program early, you develop habits you will carry throughout life."
* "There is no such thing as a free lunch. To waste it in front of the TV set is not a good idea."
* "I think it is really good to have a little exercise program when you wake up. It could take about 15 or 20 minutes."
* "To be physically fit, you have to have discipline. You need to set goals. For example, set a goal of doing a certain number of push-ups each week."
* "Kids don't have to be Olympic stars. Sports are not for everybody. Some people are more into school (and studying), but physical fitness should go hand in hand with school."
* "A physically fit person is usually mentally alert. The successful people I know are usually physically fit."
* "Exercise does not have to be taken as a job. It is a fun thing. It is something you can enjoy doing."
* "The Mini Page would like to thank the President's Council on Physical Fitness and Sports for help with this story."



The PCPFS cooperated with "The Mini Page," a syndicated newspaper supplement, to produce a special issue on youth physical fitness. The eight-page insert appeared in 450 papers on November 2 and included a profile of PCPFS member and 1984 Olympian Mitch Gaylord, fitness word games, fitness tips and information on the President's Physical Fitness Award Program.

BULLETIN BOARD

- **Amateur Athletic Union (AAU) Sullivan Award** nominations will be accepted until December 1, 1985. This award goes each year to an outstanding amateur athlete. For more information contact AAU House, 3400 W. 86th St., Indianapolis, IN, 46268 (317/872-2900).

- The Division of Epidemiology and Clinical Application, National Heart, Lung and Blood Institute, invites research grant applications to support studies in **physical activity and fitness measurement** methods for use in epidemiological and clinical trials research. Appropriate disciplines include exercise physiology, sports medicine, cardiology and epidemiology. For more information contact Dr. Richard P. Donahue, Division of Epidemiology and Clinical Applications, NHLBI, Federal Bldg., Room 2C08, Bethesda, MD, 20892 (301/496-4333). Deadline for letters of intent is December 1985.

- The 1st annual "**Great American Fitness Derby**," a contest to select the best corporate fitness programs in the country, has been launched by Cost Care, an independent health care cost management firm. For more information contact the Great American Fitness Derby, 256 S. Robertson Blvd., Suite 3198, Beverly Hills, CA, 90211. Deadline for entries is December 31, 1985.

- The first **World Congress** on the Medical Aspects of Soccer and the International Conference on the Medical and Scientific Aspects of Cycling will take place in 1986. For more information contact Mary Margaret Newsom, U.S. Olympic Committee, Sports Medicine Division, (303/578-4575).

- How does the fitness of **Canadian youth** compare with that of American youth? According to comparisons made by FITNESS CANADA between scores on the Canada Fitness Survey (1981) and the National Children and Youth Fitness Survey (1984) similar scores were obtained on triceps skinfold thickness assessments, trunk flexion and sit-up tests.

- **Nomination forms for the 1986 Healthy American Fitness Leader Awards** are available through the PCPFS office. The program is sponsored by the PCPFS, the U.S. Jaycees and Allstate Life Insurance Company. If you know someone who has made a contribution to the fitness and health of society and you would like to nominate him/her for the award, write to York Onnen at the PCPFS or call 202/272-3427.

- **The U.S. Drug Enforcement Administration** has developed a booklet on drug abuse prevention in cooperation with the National High School Athletic Coaches Association (NHSACA) for use by coaches. Recognizing the unique relationship coaches have with young athletes, the booklet provides basic information and tips on how coaches can help prevent drug and alcohol abuse. For more information contact the NHSACA, 3423 E. Silver Spring Blvd., Suite 9, Ocala, FL, 32670 (904/622-3660).

- **Brisbane, Australia**, will be the site of major sports medicine meetings next September, 1986. The International Coaching Conference, the XXIII Fims World Congress of Sports Medicine and the International Health and Fitness Conference and Sports Trainers Conference will take place from September 21-28. Abstracts are accepted until January 16, 1986. For more information contact Ms. Narelle Black, World Congress Secretariat, P.O. Box 371, Paddington, QLD, 4064, Australia.

- **The National Strength and Conditioning Association** annually recognizes outstanding college athletes who have effectively utilized strength and conditioning methods to improve their athletic performance. Nominations are made by NSCA members at any four-year college or university. The program is sponsored by the NSCA and the Drackett Company, makers of Nutrament. For more information contact Karen Keller, NSCA, P.O. Box 81410, Lincoln, NE, 68501, (402/472-3000).

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER



JANUARY/FEBRUARY VOL. 86 No. 1

Former President to Receive Fitness Award

Former President Richard M. Nixon will receive the National Honor Award at the National Fitness Foundation's annual awards dinner March 20 at the new Marquis Marriott Hotel in New York City.

Nixon was the first chairman of the PCPFS in 1956-58, while serving as Vice-President of the United States under President Dwight Eisenhower.

At that time the Council was known as the President's Council on Youth Fitness.

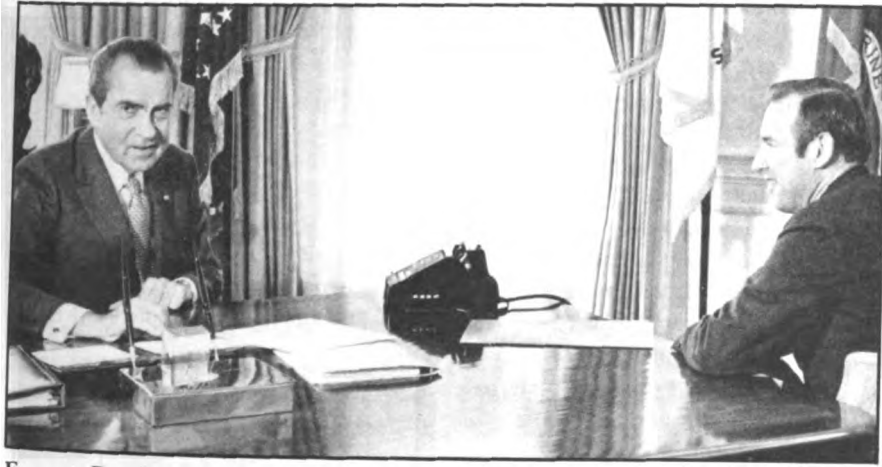
It was during Nixon's term as President in 1970 that the makeup of the Council was changed to its present format. Nixon disbanded the panel of high government officials and appointed a 15-member group consisting of physicians, school and university administra-

tors, physical educators, business leaders, etc.

The Nixon Council also initiated the Presidential Sports Award program and launched a cooperative effort with business and labor to develop employee fitness and sports programs, among other outstanding achievements.

"It is particularly appropriate that President Nixon, the first chairman of the Council, be honored at this time, the 30th anniversary of the Council," said Chairman George Allen. "President Nixon's leadership gave the Council its early impetus and alerted the nation that improved physical fitness for people of all ages, and particularly the youth, should be a national goal."

The annual black-tie awards dinner salutes those who have made significant contributions to the health and fitness of America on the national level. Robert Beck, chief executive officer of The Prudential Insurance Company of America, is this year's banquet chairman.



Former President Nixon and then-PCPFS Chairman Jim Lovell focused Council efforts on Americans of all ages.

Olympian, Businessman to Chair 1986 Fitness Classic

PCPFS members Tom Fatjo, Jr. and Mitch Gaylord will chair the 1986 National Fitness Classic, scheduled to take place on May 2-3 at the Housatonic Fitness Complex, Houston, TX.

Fitness Classic V once again will kick-off National Physical Fitness and Sports Month as teams representing such companies as Mesa Petroleum, Atlantic Richfield and the Campbell Soup Company compete in this nationwide celebration of fitness. It is sponsored by the PCPFS in cooperation with Living-Well, Inc.

The action begins on Friday, May 2,

as teams participate in the National Fitness Test and practice the six events that make up the competition. On Saturday, four hundred contestants from 50 companies will compete in a two-mile relay, stationary cycle, medicine ball throw, standing long jump, classic triathlon and 200-yard swim relay.

Two participants from each team will take the National Fitness Test, consisting of a step test, situps, pushups, sit and reach, arm hang and body composition assessment. Special events such as a "good morning fun run" will take place throughout the two days.

The National Fitness Classic is designed as a model event for companies interested in conducting similar competitions for their own business or community. Teams must include a corporate officer, board member or company partner, a female employee, an over-40 employee and an employee of choice.

Awards will be given including the new Coach Allen "Keep Fighting" and "Team Work" awards. For more information contact Steve Guback at the PCPFS.

SPOTLIGHT: Donald Cooper

Editor's Note: *The following profile is the fifth in a series highlighting the members of the PCPFS.*

On May 3rd, Council member Don Cooper, M.D., will travel to the People's Republic of China with a team of American physicians invited by the Chinese Medical Association to lecture on general sports medicine.

It's a long distance from the living room in Columbus, Kansas, where as a young boy Dr. Cooper listened to radio broadcasters Harry Carey and Gabby Street announce the plays of the baseball St. Louis Cardinals and dreamt of life in the big leagues.

A self-described "moderate" athlete (a high school and college golfer), Dr. Cooper made it to the playing field as a trainer rather than a player and has spent the last 40 years in sports medicine. Since 1960, he has served as the director of Oklahoma State University's Health Center and as team physician.

Dr. Cooper's two-week tour of China is part of the "People-to-People" program started in the 1950s by President Eisenhower to foster scientific, cultural and educational exchange. He is one of 15 general practitioners chosen to represent the U.S.

The team will speak to Chinese doctors in five medical centers and will in turn hear lectures on such Oriental medical practices as acupuncture and herbal

healing. "Our basic emphasis will be on how we take care of acute sports injuries," he said.

Dr. Cooper's selection reflects his commitment to both general practice and sports medicine. His professional affiliations include membership in the American Academy of Family Physicians and a term as chairman of the American Medical Association's committee on the Medical Aspects of Sport.

He served as staff physician for the U.S. Olympic Committee in Colorado Springs and was the first recipient of the National Athletic Trainers Association's "President's Challenge Sports-medicine Award" in 1974. He was appointed to the PCPFS in 1981.

Dr. Cooper sees the increased participation by adults in fitness and sports as a direct outgrowth of the changes in sports medicine over the years. New developments, such as arthroscopy, combined with better scientific knowledge and more sophisticated weight training techniques have completely reworked the field, he said.

"As you became more sophisticated in professional sports there is a spill-over effect to the general public."

A "great proponent" of walking, Dr. Cooper covers 2-3 miles every day as part of his personal exercise program. He is an avid golfer and advocates golf-carts "by prescription only."

In contrast to the changes in adult



Team physician Donald Cooper at work on the football field.

fitness and sport participation, Dr. Cooper has seen a declining profile among many young people. "There is no question that the athletes are in better shape today," he said. "The improved quality of strength and speed training techniques, for example, has made coaching so scientific.

"Yet, the knowledge we have is not applied to the average student. They're moving backwards and probably half the schools aren't doing anything about it. We won't make progress until we get back to the basics in physical education."



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Editor: Lisa Kanner.

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PCPFS Brings Fitness to Top 4-H'ers

The PCPFS presented two workshops for the young delegates to the 64th National 4-H Congress held last December in Chicago.

The workshops focused on aerobic exercise, strength development and self-defense. They followed the format used in the PCPFS fitness workshops conducted last summer in Washington, DC, for the 4-H Citizenship Program.

Joining York Onnen and Lisa Kanner of the PCPFS staff were Pat Paul, field representative for Universal Gym Equipment, and Tony Kiefer, a Chicago-based karate instructor.

Some 200 delegates attended each

program and took part in a 30-minute aerobic exercise session, learned basic self-defense moves and had the opportunity to test their ability on equipment provided by Universal.

The annual Congress is conducted by the National 4-H Council and Extension Services of the U.S. Department of Agriculture and the State Land-Grant Universities. The five-day program features educational, cultural and motivational experiences as well as recognition events.

Delegates to the Congress are selected based on their achievement in 4-H projects and activities, demonstrated leadership and personal development.

PCPFS and the Media

The PCPFS television and radio campaigns for youth fitness are producing solid, far-reaching results. Just one month after distribution, 83 major television stations ranging from WGME-TV in Portland, Maine, to KHON-TV in Honolulu, Hawaii, already have written to the PCPFS saying that the video arcade youth fitness spot is being aired.

Additionally, 418 radio stations nationwide, including those from Fairbanks, Alaska, to Panama City, Florida, already have responded saying that the four PCPFS radio spots are being broadcast regularly.

"Aired daily, good spots; we appreciate good quality," writes KBYP of Shamrock, TX.

"We'll use the spots two times per day during newscasts. These spots will be used up to three months. Please send new ones to replace them after that," writes Lottie Squires of WLLN of Lillington, NC.

"The spots are being aired every 30 minutes on this radio station," writes WKXV, Knoxville, TN.

"We'll be using them approximately 25 times for one month," writes Joan C. Nightingale, promotions director of WMRE, Boston, MA.

The television spot, which features a video arcade setting and appearances by President Reagan and PCPFS Chairman George Allen, is being played in most of the major markets, including stations in Minneapolis, Milwaukee, Cleveland, New York, San Diego, St. Louis, Buffalo, Denver, Philadelphia, Pittsburgh, Memphis, Houston, Atlanta, New Orleans, Spokane, Fort Worth and Portland, OR.

The radio spots, which range from 20 to 60 seconds, were designed primarily for teenage audiences and feature automobile, breakdancing and school room themes.

Stations no longer are required by the Federal Communications Commission to air public service announcements, but many continue to use their facilities and air time for such broadcasts in the interest of their community and the common good of their listeners.

* * *

PCPFS Partner in Administration's National Adopt-A-School Program

The PCPFS joined the Office of the Secretary, Department of Health and Human Services, as "co-adoptive parents" of Brent Elementary School in Washington, D.C.

In May of 1985, the Office of the Secretary officially adopted Brent School under the auspices of the White House Office of Private Sector Initiatives. This past summer, the PCPFS joined in this effort and is working to enhance the school's physical fitness, science and health programs.

During the 1985-86 school year the PCPFS staff will assist students as tutors and guest speakers, participate in special events such as the annual Spring Health Fair and Field Day and speak to the members of Brent's Parent/Teacher Organization.

Currently, the PCPFS staff is helping Alexis Dottery, a Brent 6th-grader, with her science fair project. She is testing the hypothesis that a regular fitness program will help six of her classmates improve their scores on two components of the President's Youth Fitness Test, situps and the 600-yard run.

President Reagan's Federal Partners in Education Program directs agencies to adopt a local school to help improve the quality of education in the commu-



Matt Guidry, PCPFS Director of Community Programs, tests two Brent students on the sit-up portion of the National Youth Fitness Test.

ity. Private corporations also have taken part in this volunteer program bringing the total involvement to 46,000 partnerships.

Brent Elementary School, named for the first mayor of Washington, has a student body of 300 children from kindergarten through the seventh grade.

Ever try to figure out what constitutes a ton of mail? There's no way of knowing, but the PCPFS received 32,887 inquiries from the general public during the period from Dec. 31, 1984 to Dec. 27, 1985.

Most of this consisted of requests for information or for various brochures which were mentioned in articles, news stories, public service broadcasts, etc., about the PCPFS. These figures do not include those letters addressed directly to individual staff members.

Now if all the phone calls were added to the total... One thing for sure, the word about the PCPFS and its projects certainly has gotten around.

* * *

PCPFS Chairman George Allen wrote a weekly column in the *Los Angeles Herald Examiner* for 21 weeks during the football season, dealing with everything from rating the best quarterback combinations to youth fitness... Newsletter editor Lisa Kanner reached the 500,000 circulation of the *Ladies' Home Journal* with a fitness tip on triceps swing that appeared in the January issue... *USA Weekend's* story on Doc Severinsen of *The Tonight Show*, *Better Health and Living* and *Military Lifestyle* were among the many January publications with references to the PCPFS.

* * *

In Remembrance: Miss Mabel Lee

Mabel Lee, an internationally recognized pioneer in physical education, died December 3 at the age of 99 in Guthrie Center, IA.

Known for her leadership role in promoting women's athletics, Miss Lee was often introduced as the woman who "broke the sex barrier in her profession." She set forth her convictions in several writings including the widely-read autobiography "Memories of A Bloomer Girl."

During her 28-year career as professor and director of physical education for women at the University of Nebraska-Lincoln (UNL), she encouraged all students to take part in athletics. She was instrumental in increasing female student participation in intramural programs from 3 percent to 80 percent.

In 1931, Miss Lee became the first female president of the American Alliance for Health, Physical Education, Recreation and Dance, then known as the American Physical Education Association.



MABEL LEE

After her retirement from UNL, Miss Lee went to Iraq as consultant to the Ministry of Education setting up women's sports programs. At 96, she received one of the first National Honor Awards for her contributions to women's sports and fitness, sponsored in part by the PCPFS.

Memorials in Miss Lee's honor may be made through the Mabel Lee Scholarship Fund of the University of Nebraska Foundation.

"Without doubt there were through the years always some women of vision and intuitive drive who in their lonely way tried to improve conditions for the education of women."

— from "Memories of a Bloomer Girl"

Women's Physical Fitness Series To Continue Throughout 1986

California, Oregon and South Carolina will host the first 1986 state followup meetings on fitness and health for women. The meetings continue the series of programs that originated with the National Women's Leadership Conference on Fitness held in 1984 to help women become active leaders in promoting fitness.

The California "Women's Leadership Conference on Fitness and Health" will take place March 26-27 at the University of California, Irvine. Gloria Deukmejian, wife of the California Governor, is the Honorary Chairman and Harriet Harris of Newport Beach, chairman.

Featured speakers include Millie Cooper, The Aerobics Center, Dallas; William Haskell, Ph.D., Stanford Center for Research and Disease Prevention; Sarah Purcell, co-host of CBS-TV's "America;" and Judith Stern, Sc.D., University of California, Davis.

For information on the California meeting contact Mary Douglas, South Orange County YWCA, 714/542-3577.

Portland, OR, will be the site of "Women — A Conference on Health & Fitness" on April 25-26, presented by the Oregon Governor's Council on Health, Fitness & Sports. Millie Cooper will join Kathryn Switzer, the first

Survey Profiles Female Athletes

Female athletes are more likely to look up to men than they are to other women, according to a recent survey conducted by the Women's Sports Foundation (WSF).

Fifty one percent of those responding to the survey indicated that a male public figure is more likely to be their role model than a female public figure (43%).

The survey was conducted among 7,000 readers of *Women's Sports & Fitness*, a publication of the WSF. A random sample of readers was questioned on a variety of subjects ranging from their viewing and participation habits to body image, femininity and parental support.

Other findings included:

- Women prefer coed sports, but often must choose single sex sports primarily due to "male discomfort" with women as athletes;

- Parents exert little *direct influence* on female sports participation, but playmates are a strong factor. Women who played mostly with girls as youths are much less likely to be sports participants than those who played mostly with boys or in coed groups.

- There is a strong correlation between participation in high school and college varsity sports and participation in sports later in life.

- The support of male friends toward sport participation related directly with one's degree of interest.

The study results were released December 4 by the WSF and Miller Brewing Company, who sponsored the survey. For more information contact WSF, 195 Moulton St., San Francisco, CA, 94123 (415/563-6266).

woman to officially compete in the Boston Marathon, as principal speakers.

Joan Sullivan-Morris, PCPFS clinician, is the program chairperson. For more information contact Sally Junker, 503/234-3029.

The South Carolina Governor's Council on Physical Fitness will present the state's "Women's Fitness Conference" in Columbia, SC, in early May. No date has been set. For more information contact Jim Testor, 803/758-7956.

FITNESSGRAM Goes International

More than 1.5 million students are now involved in the FITNESSGRAM program, according to recent reports for the 1985-86 school year. This total includes enrollment from more than 900 school districts in the U.S. and four foreign countries.

Students from Italy, China, Canada and Japan have joined youngsters ages 0-17 from all 50 states in the program, which was initiated in Tulsa, OK, in 1982.

The FITNESSGRAM project is a computerized fitness testing program presented by the PCPFS in cooperation with the Association for Health, Physical Education, Recreation and Dance, the Dallas-based Institute for Aerobics Research and the Campbell Soup Company.

Students take the AAHPERD Youth Fitness Test or Health-Related Fitness Test and their scores are either sent to

the Institute for Aerobics Research for analysis or programmed into a micro-computer set up to assess the results right at the school. The software is available for use with the APPLE IIE system.

Enrollment continues daily in micro-computer delivery systems averaging 25-30 districts each week, according to Marilu Meredith, FITNESSGRAM coordinator at the Institute.

Feedback is provided on how the student compares to national norms and on how improvements can be achieved. Each child is presented with a computerized report card of his or her performance on the test.

For more information contact Marilu Meredith, FITNESSGRAM Coordinator, Institute for Aerobics Research, 12200 Preston Road, Dallas, TX, 75230 (214/239-7223).

Workshop on Youth Strength Training

Representatives of eight major sports/fitness organizations, including the PCPFS, recently concluded that strength training, with proper program design, instruction and supervision, is safe for pre-pubescent boys and girls. The benefits were judged to outweigh the hazards.

The organizations were represented at the American Orthopedic Society for Sports Medicine (AOSSM) Strength Training Workshop, chaired by PCPFS member and AOSSM president-elect Bernard Cahill.

Cited among the benefits of strength training for this age group were: 1) pre-pubescents can gain strength; 2) motor skills will be improved; 3) a protective effect against injury is gained; and 4) musculoskeletal endurance is increased.

The workshop also concluded that training programs for young participants must be conducted within a framework of recommendations to minimize risks. Among the suggestions were national certification programs for leaders of this age group and a comprehensive and integrated educational program for parents, coaches and youth.

For more information contact Dr. Cahill, AOSSM, 70 West Hubbard St., Suite 202, Chicago, IL, 60610 (312/644-2623).

Awards Program Recognizes Physical and Academic Fitness

PCPFS Executive Director Ash Hayes was the guest speaker for the 1985 Student Awards Dinner sponsored by the Suffolk Zone of the New York State Association of Health, Physical Education, Recreation and Dance (NYSAHPERD).

The awards program, held annually since 1971, honors an outstanding senior boy and girl from every high school in the county for "Outstanding Physical Performance, Scholarship and Citizenship."

In 1985, a total of 110 students representing 55 high schools, 99 percent of the schools in the county, were recognized. The students were selected for their performance on fitness tests, athletic team participation, academic excellence, leadership and citizenship.

Each high school establishes its own specific criteria for the selection of student recipients based on the broad criteria set up by the Suffolk Zone, NYSAHPERD, according to Al Garod, dinner co-chairman. Each student is

awarded an Olympic-style medal and certificate.

This year's dinner was attended by 659 people including teachers, parents, coaches and administrators.



Joseph Olmeda, left, representing Brentwood Ross High School, receives his award from Ash Hayes, PCPFS Executive Director.

USTA Offers "Over 50" Program

Men and women over the age of 50 can "take to the courts" in a healthy competitive spirit through the U.S. Tennis Association's (USTA) Senior Recreational Doubles Program.

Offered in cooperation with the PCPFS and the National Recreation and Park Association, the program was developed to aid club pros, park directors and tennis leaders in conducting tennis activities for their senior players. It operates under the auspices of the USTA Senior Tennis Council.

Designed for beginners and advanced beginners, Senior Doubles offers a

(See TENNIS, page 7)

April Meeting On Employee Fitness

The second Regional Conference on Public Employee Health and Fitness Programs is scheduled for April 16-18 in Seattle, WA.

Presented by the PCPFS in cooperation with the Federal Interagency Health/Fitness Council and the United States Office of Personnel Management, the conference is designed to present information and guidance in establishing and improving federal health and fitness programs.

More than 80 professionals affiliated with federal health and fitness programs attended the first such meeting held in September at Los Alamos National Laboratory in New Mexico.

The regional conference series was developed to highlight successful federal programs and help implement new ones. The combined experiences of both federal agencies and private corporations are presented in an informal symposium format.

For more information contact Alice Wheaton, PCPFS office (202/272-2018).

Canada Reorganizes Fitness and Sport Effort

An organization devoted to research and information dissemination in the areas of physical fitness and lifestyle was recently announced by Otto Jelinek, Canada's Federal Minister of Fitness and Amateur Sports.

The Canadian Fitness and Lifestyle Research Institute, formerly operating as the Canada Fitness Survey, will be supported by Fitness and Amateur Sport. It will serve as a "point of research coordination for fitness and related lifestyle studies of interest to both the academic and fitness-practitioner community," according to Jelinek.

Research on physical fitness, physical activity and related lifestyle behaviors of Canadians will be administered by the Institute.

For more information contact Cora Lynn Craig, Executive Director, Canadian Fitness and Lifestyle Research Institute, 506-294 Albert, Ottawa, Ontario, K1P 6E6 (613/236-0173).



More than 400 seniors recently followed the PCPFS seal for 1¼ miles in Orlando, Florida's "District VII Senior Health Day Walk for Life." Rhoë Leach, 101, and Ginger Stewart, 71, (front left, in white caps) were among those who participated in the event which was sponsored by District VII of the East Central Florida Regional Planning Council's Area Agency on Aging. Volunteers from the Orlando Naval Training Center were on hand to accompany the walkers through the streets of downtown Orlando and carry the seal.



PCPFS special advisor Susie Timken recently received the seventh annual Kenneth H. Cooper Prize for Aerobics Leadership. Here, Dr. Cooper, left, looks on as Joseph F. McKinney, right, chairman and chief executive offices of Tyler Corporation, presents the award. The Prize was established in 1979 by the Tyler Corporation to recognize an individual or company who has made an outstanding contribution to preventive medicine through physical fitness. Timken is vice-president of Mindset, Inc., and founder of the Canton Community Corporate Cup, Canton, OH.

Standards Developed For Dance-Exercise

A statement on training guidelines and standards for dance-exercise professionals and consumers is now available through the IDEA Foundation.

Developed by a committee representing the dance-exercise profession, the standards are an attempt to outline a recommended body of knowledge to assess instructor ability and qualifications and the caliber of certification programs.

The position paper can be used as a reference point for curriculum development and review and as the criteria for selecting a potential dance-exercise instructor training program. It covers a variety of topics including basic exercise physiology and nutrition, legal issues and teaching techniques.

The guidelines and standards are applicable to healthy populations with no apparent physical limitations or special medical needs.

For more information contact the IDEA Foundation, 4501 Mission Bay Drive, Suite 2-F, San Diego, CA, 92109 (619/274-2770).

CALENDAR OF EVENTS

1986

MARCH

- 6-9 **4th Annual National Conference on Youth Sports**, Orlando, FL. Contact: Mike Schneider, National Youth Sports Coaches Association, 2611 Old Okeechobee Rd., West Palm Beach, FL, 33409 (305/684-1141).
- 20 **National Awards Banquet**, New York. Contact: National Fitness Foundation, Suite 412, 2250 East Imperial Highway, El Segundo, CA, 90245 (213/640-0145).
- 24-26 **The 1986 Aquatic Symposium**, Indianapolis, IN. Contact: National Spa & Pool Institute, 2111 Eisenhower Ave., Alexandria, VA, 22314 (703/838-0083).

APRIL

- 7 **World Health Day**. Contact: American Association for World Health, 515 22nd St., NW, Washington, DC, 20037 (202/861-4322)
- 9 **Joint AAHPERD Preconvention Conference** of the Society of State Directors and the Council of City and County Directors, Cincinnati, OH. Contact: Lou Mozzini, Program Planner, 6678 Golfcrest Drive, San Diego, CA, 92119 (619/466-9678).
- 9-13 **American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) Annual Convention**, "Creating Images," Cincinnati, OH. Contact: Gladys Merrick, AAHPERD, 1900 Association Drive, Reston, VA, 22091 (703/476-3466).
- 16-18 **Second Regional Conference on Public Employee Health and Fitness Programs**, Seattle, WA. Contact: Alice Wheaton, PCPFS (202/272-2018).

MAY

- 2-3 **National Fitness Classic V**, Houston, TX. Contact: Steve Guback, PCPFS (202/272-3430).
- 28-31 **American College of Sports Medicine Annual Meeting**, Indianapolis, IN. Contact: Jane Shepard, ACSM National Center, 401 West Michigan St., Indianapolis, IN 46202 (317/637-9200).

SEPTEMBER

- 15-18 **1986 Asian Games Scientific Congress**, "Better Life Through Sports," Korea. Contact: Secretariat, Organizing Committee, Room 303, Dankook Bldg., #97 Nonhyun-dong, Kangnam-ku, Seoul 135, Korea (TLX - DK Univ. K22774, Bumju K22962).
- 17-21 **Association for Fitness in Business Annual Conference**, Orlando, FL. Contact: Susan Hagerty, AFB, 965 Hope St., Stamford, CT 06907 (203/359-2188).

World Health Day To Focus on Fitness

Exercise and sport are among the topics to be emphasized in this year's World Health Day celebration, April 7th. Under the theme "Healthy Living—Everyone a Winner," this annual observance will call attention worldwide to exercise and sport, nutrition and personal responsibility as essential components of a healthy lifestyle. The celebration is observed in 166 countries including the U.S.

The World Health Organization (WHO), the U.S. Department of Health and Human Services and the American Association for World Health (AAWH) cosponsor the event. In addition, nearly 200 national, private and voluntary organizations will coordinate World Health Day activities throughout the country.

On the international scene, marathoners will run from WHO headquarters in Geneva to Lugano, headquarters of the International Olympic Committee (IOC). Both groups will launch a cooperative project on World Health Day which will continue through the 1988 Olympics in Korea.

The program, entitled "Winners for Health" will look at the relationship of sport and fitness to health and the socio-cultural health factors that may influence involvement in sports.

For more information contact World Health Day, AAWH, 515 22nd St., NW, Washington, DC, 20037 (202/861-4322).

Tennis Anyone? (From page 5)

round robin doubles format over five weeks of play for an unlimited number of players. Each playing session consists of four rounds.

The program kit is available by mail and includes all necessary operating materials (excluding equipment), promotional posters and model press releases, individual player record cards and special awards for participants.

For information on the program and materials contact USTA Education and Research Center, Publications Dept., 729 Alexander Road, Princeton, NJ, 08540 (609/452-3427).

BULLETIN BOARD

- Nomination forms for the **1986 Healthy American Fitness Leader Awards** are available through the PCPFS office. The program is sponsored by the PCPFS, the U.S. Jaycees and Allstate Life Insurance Company. If you know someone who has made a contribution to the fitness and health of society and you would like to nominate them for the award, write to York Onnen at the PCPFS or call 202/272-3427.

- The National Interscholastic Athletic Administrators Association (NCIAAA) recently announced the winners of its **1985 Distinguished Service Awards**: Bill Holmstrom, director of athletics, Clinton (IA) High School; Dick Karlgaard, athletic director, Bismarck (ND) Public Schools; Otis Sennett, retired athletic director, Baldwinsville (NY) Central High School; Bill Todd, athletic administrator, Memphis (TN) City Schools; Marge Albohm, associate director, International Institute of Sports Science and Medicine, Indianapolis, IN; Ken Fagans, former commissioner of athletics, California Interscholastic Federation Southern Section; and Dr. Thad Stanford, orthopedic surgeon and team physician, Salem (OR) Public Schools. The recipients were recognized for their contributions to athletic programs throughout the nation.

- Nominations for the **National Recreation and Park Association's National Awards** are due by April 15. Created in 1965, the National Awards honor professional, voluntary, humanitarian, media and literary contribution to the field by individuals, organizations and corporations. For more information contact NRPA, 3101 Park Center Drive, Alexandria, VA, 22302 (703/820-4940).

- **Brisbane, Australia**, will be the site of major sports medicine meetings in September. The International Coaching Conference, the XXIII Fims World Congress of Sports Medicine and the International Health and Fitness Conference and Sports Trainers Conference will take place September 21-28. For more information contact Ms. Narelle Black, World Congress Secretariat, P.O. Box 371, Paddington, QLD, 4064, Australia.

- **Walking** is the most popular form of physical activity among Australians, according to survey results taken between June 1984 and July 1985. Approximately 40% of the population over 14 walked for exercise compared to 12-13% who jogged. The results are derived from national surveys by the Department of Sport, Recreation and Tourism of 3,400 Australians who are asked to respond to questions regarding their activity patterns over the previous two weeks. Access to the original survey data is available through Social Science Data Archives, Australian National University, G.P.O., Box 787, Canberra, A.C.T., 2601.

- Although year end figures are not yet in, the **National Sporting Goods Association (NSGA)** predicts \$1.16 billion in exercise equipment sales for 1985, a 10 percent increase over the 1984 figure. Although it fell short of projections, exercise equipment sales broke the \$1 billion mark in 1984, making it the fifth largest sales-producing category tracked by the NSGA. It follows, in order, athletic/sport clothing (\$3.4 billion), athletic footwear (\$2.3 billion), firearms/hunting (\$1.6 billion) and team athletic goods (\$1.3 billion).

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER

MAY VOL. 86 No. 2



Study Sparks Change in Presidential Award Program

Survey Results

The physical fitness of American public school children has shown virtually no improvement in the last 10 years and in some cases has greatly deteriorated, according to a nationwide survey conducted by the PCPFS.

The 1985 School Population Fitness Survey, designed by the Institute for Social Research at the University of Michigan, consisted of a four-stage probability sampling of 18,857 boys and girls, ages six through 17, from 57 high school districts and 187 schools. It was the largest school physical fitness survey

(See SURVEY, page 7)



PCPFS Chairman George Allen briefed the press on the 1985 School Fitness Survey, released March 20.

Test Changes

Starting with the 1986-87 school year, the Presidential Physical Fitness Program will take on new dimensions.

Based on the results of the 1985 School Fitness Survey, funded by the PCPFS and conducted by the Institute for Social Research at the University of Michigan, the program will include five test items for boys and girls and norms for ages 6-17.

This is the first time in the 20-year history of the program that Presidential recognition will be awarded to youngsters ages 6-9.

(See CHANGES, page 6)

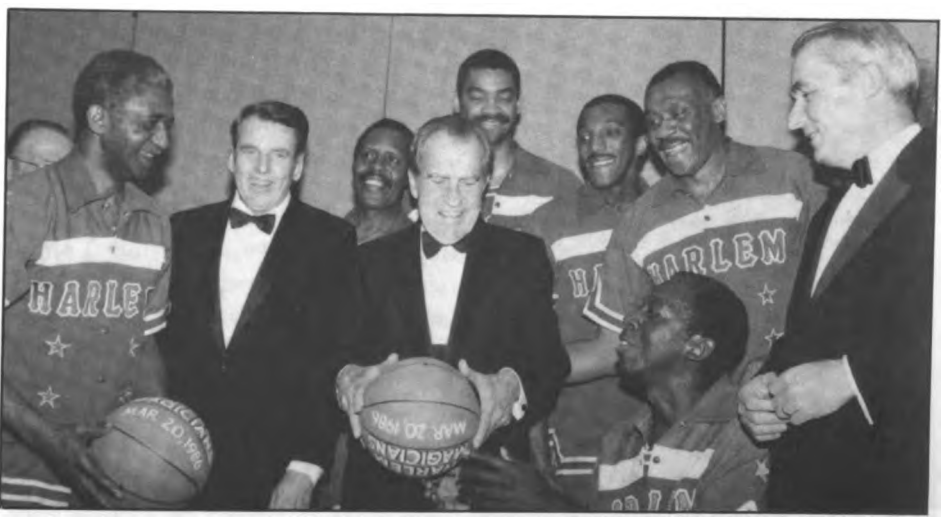
Former President, IBM Chief Receive Physical Fitness Honor

All Americans should devote at least one hour a day to physical exercise. That's what former President Richard Nixon said upon accepting the 1986 National Fitness Foundation (NFF) Public Service Award.

Nixon was recognized along with John F. Akers, president and chief executive officer of IBM, who received the Foundation's National Honor Award for his contributions to the fitness of IBM's employees. The two were saluted at NFF's annual black-tie banquet in New York which was attended this year by 600 guests.

Nixon, an avid sports fan and the first chairman of the PCPFS, reminisced about his experiences working under former president Dwight D. Eisen-

(See HONOREES, page 2)



Marcus Haynes and the Harlem Magicians present former President Nixon with the "team ball" as PCPFS Chairman George Allen, left, and honoree John F. Akers, look on. The Magicians performed for the guests at the National Fitness Foundation Award Banquet.

May Is National Physical Fitness and Sports Month

SPOTLIGHT: Warren Giese

Editor's Note: *The following profile is the sixth in a series highlighting the members of the PCPFS.*

The results of the 1985 School Fitness Survey are "shocking," said PCPFS Council member Warren K. Giese, Ph.D. "I find it amazing that today's youth fail to have the same interest in exercising as adults. Kids find physical fitness activities less than desirable."

Dr. Giese feels that there are two ways to improve youth fitness. The first is to evaluate what adults are doing to become physically fit and expose kids to these types of activities. "We must analyze the adult fitness craze, determining the activities men and women are participating in, and teach kids the importance of being physically fit."

The second method is to re-design the curriculum taught in school physical education classes. According to Giese, today's physical education classes place too much emphasis on improving specific sport skills.

"There is a disproportionate amount of time spent on shaping skills in basketball and soccer instead of teaching kids about circuit training and jogging," he said.

Dr. Giese received his appointment to



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Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., William E. LaMothe, Robert P. Levy, Charles Luckman, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Jere W. Thompson, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.

Editor: Lisa Kanner.

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DR. WARREN GIESE

the Council in 1971. He was a member until 1978 and again from 1980 to present. He is the former football coach and athletic director for the University of South Carolina and now serves as Distinguished Professor Emeritus at the school. In 1985 he was elected to the South Carolina State Senate, defeating the two-term incumbent.

Practicing what he preaches, Giese, 61, exercises four or five days a week, a program he has maintained for more than forty years. "I warm-up by walking on a treadmill for ten minutes, increasing my speed gradually. I then jog for thirty to forty minutes, again increasing my speed." This is followed by a session of calisthenics and flexibility exercises. He ends his routine with a fifteen minute weight workout to tone his upper body.

Two forces motivate Giese to exercise. "Being in the profession, I am a role model. I have to set a good example, so cosmetic reasons certainly provide motivation. I also exercise because I've seen too many people age prematurely from a physical standpoint due to lack of exercise." Giese feels a body can "rust out" when it is not used.

Dr. Giese is a very busy man. Some of his activities include executive director of the U.S. Collegiate Sports Council, chairman, National Youth Sports Program Advisory Committee and member, U.S. Information Agency, International Sports Committee.

His honors include listings in "Who's

Fitness Awards To Nixon, Akers

(HONOREES, from page 1)

hower who organized the first Council. During the Eisenhower administration, Nixon said, athletes such as Jesse Owens, Ted Williams and Johnny Unitas were the legends of sports.

"Today, America's professional athletes, because of the special place they occupy in the hearts and the imagination of America's youth, must play a leading role in repairing the tear in the fabric of society that has been caused by the shocking rise in drug abuse," he said.

"It's up to each player in each sport, together with owners, coaches and managers, to adopt as one of their top priorities the eradication of drug use from the sports world."

Under the leadership of John Akers, IBM continues to maintain its longstanding tradition of excellence in service to its employees and the community. IBM provides a comprehensive health and fitness education program and voluntary health assessment program. Among his many activities, Akers finds time to jog, ski and play tennis and golf.

The annual awards dinner salutes those who have made significant contributions to the health and fitness of Americans on the national level. Previous recipients include First Lady Nancy Reagan, Former President Gerald Ford, Donald Trump and Bob Hope. This year's banquet chairman was Robert Beck, chief executive officer of the Prudential Insurance Company of America, and former recipient of the National Honor Award.

Who in Government," "Who's Who in American Education" and "Who's Who in the South and Southwest."

Giese did his undergraduate work at Central Michigan University and earned his masters degree at the University of Maryland. He received his Ph.D. from Florida State University. Giese's attitude toward health and fitness in school curriculum is simple: "Providing courses in health and fitness is vital. I can't believe there are any subjects in school that are more important."

PCPFS and the Media

• The press conference announcing the results of the 1985 School Fitness Survey drew some 70 members of the media to the Marriott Marquis Hotel in New York, including representatives of The Associated Press, the television and radio networks and major newspapers and national magazines.

Coverage ranged from a four-page lead article entitled, "What's Made Our Kids Soft?" in *People Magazine* with a circulation of 1.8 million to the *Coeur d'Alene, ID Press* with its circulation of less than 14,000 and its headline: "Fitness Council Says Today's Kids Out of Shape."

USA TODAY, for example, ran two front-page stories: "A Health Kick for Kids" and "Our Kids on Fitness Sidelines." *The New York Times* headlined: "Physical Education Panel Calls Children Unfit." *Los Angeles Times* bannered: "Mothers Seen as Holding Key to Family Fitness." Editorials ran in numerous newspapers ranging from the *St. Louis Post-Dispatch* to the Albany, OR, *Democrat Herald*.

The PCPFS staff kept busy with follow-up calls from more than 50 additional media outlets, including the *Kansas City Star*, *Dallas Times-Herald*, *Parade* and television shows such as "Good Morning, America," "The Today Show" and "Hour Magazine."

The youth fitness message certainly got around.

* * *

• To stimulate the nation into thinking more about fitness during National Physical Fitness and Sports Month, the PCPFS distributed to 4,500 radio stations nationwide a series of 31 fitness tips, one for each day in the month.

The tips are in the form of live-announcer copy, designed to be read by disc jockeys, station personalities, sports announcers, drive-time news reporters, etc., and deal with a wide-range of topics, including starting a fitness program and setting realistic goals.

* * *

• "What would you pay for something that could help reduce the risk of heart disease, help reduce the symptoms

CBS Designates May As

"Youth Fitness Month"

CBS television and radio has taken aim at the youth fitness problem in this country and has undertaken a campaign to do something about it.

Neal H. Pilson, CBS executive vice-president and a PCPFS special advisor, announced that May has been designated as "Youth Fitness Month" for CBS Television and Radio Networks, the CBS owned radio stations, the CBS owned television stations and CBS Sports.

Throughout the month, all units were to draw upon their many resources to call attention to the importance of youth fitness.

"Sadly, evidence shows that American children are among the most inactive and obese of all advanced nations," said Neil E. Derrough, president of the CBS Television Stations Division. "We hope our efforts help to turn this dangerous trend around, and at the same time, encourage other companies and organizations to focus their attention

and resources on this neglected problem, and help get our children back in shape."

WCAU-TV in Philadelphia, which ran a successful month-long youth fitness campaign in October, planned to intensify its efforts with a "Youth Fitness Festival" on May 21 at Villanova University. The six-hour festival had a target audience of 10,000 student participants, including high school cheerleading and spirit competition, band competition, booths, displays and "Just for Fun" games.

The highlight called for 1,000 youngsters to take the test for the Presidential Fitness Award, culminating with an award ceremony at the end of the day.

PCPFS Chairman George Allen also taped five youth fitness messages for broadcast by the CBS radio network during the month.

of depression, help control your weight and make you feel better?"

That's the opening of the PCPFS's "It's Magic" adult fitness television spot which features a genie with an Aladdin's lamp. The message, of course, is that you don't need an Aladdin's lamp. Exercise does all these things and it's free. The PSAs were distributed in May.

The same "It's Magic" theme also is being used in the adult print campaign. Four additional adult radio PSAs were produced and distributed in April to more than 4,000 radio stations nationwide. These feature a druggist speaking about exercise as a Prescription for Health in a 60-second spot; two 30-second spots entitled "Excuses" and "Sounds of Success" and a 20-second spot called "My Uncle."

Early response indicated wide-spread play: "We're running approximately 10-12 times a week. Keep 'em coming!" wrote the station manager of WGAD in Gadsden, AL. "Good spots. We'll be running them from April 1 into September," reported the station manager at KWKY, Des Moines, IA.

Discover The Magic

There is something that could make you look and feel better... help reduce the risk of heart disease... help control your weight. The magic is EXERCISE.



Regular, vigorous exercise can help you be stronger, have more endurance and reduce stress.

Physically fit people generally enjoy a happier, more productive life.



Write: **FITNESS**
Dept. 50
Washington, D.C.
20001

Fun & Fitness

In 1986

PCPFS member Mitch Gaylord helped launch this year's Navy Fun & Fitness Youth Program by coaching students at Hudson Elementary School, Long Beach, CA, in some tests of physical fitness.

The youngsters were striving for the Presidential Physical Fitness Award. Some 70 percent of the students at Hudson are Navy dependents.

Introduced in 1985 at six Naval installations around the country, the Fun & Fitness Program now involves 26 sites reaching millions of Navy dependent and civilian youth and families.

Developed in cooperation with the PCPFS, the program is designed to enhance the physical fitness of youth ages 6-18 through participation in a variety of sports and fitness activities. The program encourages Naval and local civilian family participation in a variety of activities.

For more information on the program or on the Navy Youth Program manual contact Mick McAndrews, Recreational Services Dept. (N-11), Naval Military Personnel Command, Washington, DC, 20370 (202/694-4388).



Photo Credit — PH2 Paul Erickson, USS MISSOURI

PCPFS member Mitch Gaylord encourages students of Hudson Elementary School, Long Beach, CA, to go for the Presidential Physical Fitness Award.

Track and Field Program Off and Running

Youngsters all across the country are gearing up for the 1986 Hershey National Track and Field Youth Program, according to Rafer Johnson, national spokesman for the program.

Johnson has been travelling from city to city sharing information on the program with local recreation and park directors and motivating youngsters to participate in the local events.

"I am proud to be associated with the Hershey program," Johnson said. "It encourages participation and fun at the grass roots levels and gives the kids an opportunity to travel and make new friends."

An outgrowth of a local track and field meet initiated in 1975, the Track and Field Program is sponsored by Hershey Corporation in cooperation with

the PCPFS and the National Recreation and Park Association.

The program is open to boys and girls ages 9-14 and begins at the local levels. During May, June and July, youngsters compete in local, district and state meets. State winners are eligible for selection to Regional Teams which receive all-expense paid trips to the programs National Final, held August 16 in Hershey, PA.

The program events include 50, 100, 200 and 400-meter dash, 100-meter relay, 800 and 1,600-meter run, standing long jump and softball throw.

For more information contact Jim Johnson, National Coordinator, Hershey's National Track and Field Youth Program, P.O. Box 814, Hershey, PA, 17033-0814 (717/534-7636).

Washington State Model Schools Named by PCPFS

The following schools have been recognized as Demonstration School Sites in the state of Washington for their exemplary programs of physical education: Jefferson Middle School, Olympia; Meany Middle School, Seattle; Helen Keller Elementary, Kirkland; and Spanaway Elementary, Spanaway.

Demonstration Centers are jointly recognized by the State Department of Education and the PCPFS based on criteria established by both offices. Schools receive official recognition by the Council and an official Demonstration Center school flag. For more information contact Glenn Swengros, PCPFS (202/272-3424).

Luckman Named Foundation Chair

PCPFS member Charles Luckman, internationally renowned architect, was recently appointed chairman of the Board of Trustees of The Freedoms Foundation at Valley Forge.

Luckman, chairman and chief executive officer of The Luckman Partnership, Inc., an architectural firm in Los Angeles, CA, was appointed to the Council in 1984.

The Freedoms Foundation teaches the rights and responsibilities of citizenship to thousands of students annually through conferences and seminars. The non-profit institution focuses attention on those whose accomplishments inspire faith in America.

Air Force Family Runs For Fitness

On May 31, Air Force personnel from all reaches of the world will be running for fitness. The First Annual Worldwide Fit 5-K Fun Run will be held at some 130 Air Force installations.

The run is part of an effort to promote physical fitness and encourage participation by all members of the Air Force "family" in some fitness activity, according to Captain Joe Mazzola, Chief, Military Fitness and originator of the event.

"We hope to have at least 35,000 participants, including retirees, reservists, civilian workers and kids," said Capt. Mazzola. All participants will receive a commemorative die cast medal with the inscription "winner" on the back.

The Air Force also conducts an annual Global Volksmarch 10-K which attracts 40,000 walkers worldwide, mostly older adults. "Now we have two annual major fitness events to attract people of all ages," said Mazzola.

For more information contact Capt. Mazzola, Chief, Military Fitness Office, Dept. of the Air Force, Headquarters Air Force Manpower and Personnel Center, Randolph Air Force Base, TX, 78150-6001.



At press time, the 1986 National Fitness Classic was about to take place. This year, some 400 participants representing 38 companies from around the nation took part in the annual National Physical Fitness and Sports Month "kickoff" at the Houstonian Fitness Complex, Houston, TX. Sponsored by the PCPFS and LivingWell, Inc., the Classic celebrates corporate America's commitment to fitness. Results will appear in the next issue of the Newsletter.

Disabled Athlete Named PCPFS Consultant

Bob Wieland, a Viet Nam veteran and double-amputee who has spent three and one-half years walking across the country on his hands, has been named PCPFS consultant.

Wieland began his 2,790-mile trek on September 8, 1982 and is scheduled to finish in mid-May in Washington, DC, at the Viet Nam Memorial.

"Bob is an inspiration to all of us," said PCPFS Chairman George Allen. "He has demonstrated that a physical disability, no matter how severe, can be overcome in many cases by personal courage and fitness.

"At a time when more than half of the youngsters in this country are badly out of shape, Bob's message, motivation and fitness example should serve as a powerful force toward encouraging these youngsters to exercise regularly and change their lifestyle."

Wieland, 36, lost both his legs when he stepped on an 82mm. mortar round attempting to help one of his injured buddies in Viet Nam. He began lifting weights as part of his recovery and broke the bantam-weight world record in the bench press in an unofficial status

at the Senior National Power Lifting Championship in 1977.

Consultants to the PCPFS are men and women who have particular interest and expertise in physical fitness and sports. They serve without salary or honorarium.



BOB WIELAND

Council, Family Doctors, Hallmark Properties Join Forces to Promote Youth Fitness

The PCPFS, American Academy of Family Physicians (AAFP), and Hallmark Properties have teamed up to bring a positive fitness message to 1.5 million youngsters starting in May, National Physical Fitness and Sports Month.

The joint program features Rainbow Brite, a creation of Hallmark Properties, in a new children's coloring book designed to help youngsters get a head start on a lifetime of physical fitness.

"Children who learn the importance of physical fitness are more likely to grow up to be healthy, physically fit adults," wrote President Reagan in an introductory message included on the book's inside cover.

The "I'm a Fit Kid" coloring book, which was written and prepared under the guidance of the PCPFS and AAFP, is geared towards ages 3-6. More than one million books will be distributed by teachers and family physicians in a pro-



motion that will continue through October, AAFP's Family Health Month.

The coloring book introduces children to the concepts of fitness and a well-

designed exercise program. Featured is a fitness program that addresses warming up, building muscles, strengthening the heart, keeping good posture, and cooling down.

Each coloring book includes a monthly calendar for youngsters to record their daily exercise. For each day of exercise they are instructed to color in the appropriate space on the calendar. Those children who complete the calendar from May through September are encouraged to return the "I'm a Fit Kid" certificate found in each book, along with his or her photograph, to participating teachers or family doctors for display.

Hallmark is distributing 800,000 of the coloring books to selected day care centers, pre-kindergartens and kindergartens throughout the country. AAFP members may obtain copies through AAFP headquarters. Single copies are available from the PCPFS office.

Fitness Promoted Among Zuni Indians

Bruce Leonard, health educator from Zuni, NM, recently received the American Public Health Association's Health Education Early Career Award for his success in promoting fitness among the Zuni Indians.

In 1983, Leonard launched the Zuni Diabetes Project, an exercise/education program designed to prevent Type II diabetes. Type II diabetes, which strikes during early adulthood, is a leading cause of outpatient visits to the Zuni Indian Health Service Hospital.

Since the program began, overweight Zunis have slimmed down, firmed up and renewed their passion for running.

As a result of his success, Leonard serves as executive director of Healthnet-New Mexico, a campaign to raise the levels of health among New Mexicans. For more information contact Dr. Robert Wilson, Diabetic Project Officer, PHS Indian Hospital, P.O. Box 467, Zuni, NM, 87327 (505/782-4431).

Presidential Program to Change

(CHANGES, from page 1)

Changes in this year's battery of tests include:

- addition of one-mile run for boys and girls;
- addition of a sit-and-reach test for boys and girls;
- modification of situps to curlups for boys and girls;
- reduction of number of events for boys and girls from six to five.

Carried over from the previously used youth fitness test are:

- shuttle run for boys and girls;
- pullups for boys and flexed-arm hang for girls.

The new test battery now measures flexibility in addition to cardiorespiratory endurance, upper body, arm and abdominal muscle strength and endurance, speed, agility and explosive power. Omitted from the new program

are the 600-yard walk/run, the 50-yard dash and the standing long jump.

The 1986 changes were made to access the main components of fitness for performance and health and focus on some of the physical weaknesses of youngsters as revealed by the 1985 survey.

The basic format of the program will stay the same, with emblems numbered from one to 12 and the 85th percentile or above used as the criteria to qualify for the award. Students must score at this level on all test items. Emblem number one corresponds to the first year the award is earned.

The PCPFS recommends that testing be done at least twice a year and that the year's curriculum be designed to teach and reinforce the basic components of fitness.

SPECIAL NOTE: New test information will be included in the 1986-87 school mailing in October. Sent to physical education directors from the elementary to secondary level, the packet includes a letter of support from the President Reagan, a promotional poster, order forms for the materials and additional information on the program.

Survey Results Show Need to Improve Youth Fitness

(SURVEY, from page 1)

of its kind ever undertaken in the United States.

Some of the findings, Allen said, are cause for alarm:

- 40 percent of boys ages 6-12 cannot do more than one pullup. One out of four cannot do any.
- 70 percent of all girls tested cannot do more than one pullup, and 55 percent cannot do any.
- 45 percent of boys 6-14 and 55 percent of all girls cannot hold their chin over a raised bar for more than 10 seconds.
- In the 50-yard dash, girls 10, 11, 14 and 16 are significantly slower than they were in 1975.
- In a simple flexibility sit-test, 40 percent of boys ages 6-15 cannot reach beyond their toes.
- Approximately 50 percent of girls ages 6-17 and 30 percent of boys ages 6-12 cannot run a mile in less than 10 minutes.

"This survey shows there are some major problems in physical fitness among the youth of this country," said Allen. "Many children simply aren't getting the vigorous exercise they need to develop strong and healthy bodies. What's particularly distressing is that poor fitness now could have serious long-term medical consequences for a youngster later on. We hope these findings will serve as the impetus for families, schools and communities to work together, all with the goal of improving youth physical fitness in their area."

The 1985 School Fitness Survey, which used portions of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) Youth Fitness Test, provided for the first time comparisons in four test items—shuttle run, long jump, 50-yard dash and pull-up/flexed arm hang—with similar surveys done in 1958, 1965 and 1975. There was improvement in the test scores from 1958 to 1965, but a general leveling off since.

"Compared specifically to 1975, the physical fitness levels of public school boys and girls, ages 10-17, as measured by these tests, revealed no significant improvement," said Guy Reiff, Ph.D.



Meeting the press on March 20 to present the 1985 Youth Fitness Study were, clockwise from above, Ash Hayes, Ed.D., PCPFS Executive Director; Guy Reiff, Ph.D., study director; Ray Cizek, Ed.D., Vice-President, American Alliance for Health, Physical Education, Recreation and Dance. Some 70 members of the media attended the press conference.

University of Michigan, who conducted the survey. "In fact, girls disclosed a marked trend toward less leg strength and running speed in the 50-yard dash in half of the age groups.

"In every comparison except for flexibility, girls seem to reach a plateau at about age 14 and then regress," Reiff continued. "That's just about at the eighth-grade level. It undoubtedly indicates that most girls are not taking physical education in high school and are neglecting to be active on their own."

Ash E. Hayes, Ed.D., Executive Director of the PCPFS, said that the Council recommends that all children K-12 participate in daily physical education which emphasizes both fitness and skills.

"Only 36 percent of American youngsters have daily physical education in their schools," Hayes pointed out. "We would suggest that parents, educators and community leaders take a good hard look at school programs for this fall and implement changes where

needed. This includes schools shifting priorities in many instances and teaching their students the fitness skills needed for life's activities and to achieve good health."

The 1986 School Fitness Survey for the first time tested children ages six through nine. These results will be used to establish norms and to provide comparative data for future years.

Allen Receives Award

PCPFS Chairman George Allen will receive the Association of Physical Fitness Centers' (APFC) Man of the Year Award for his contributions to fitness. The award will be presented during APFC's annual meeting in Miami Beach, FL, May 13-15.

Honored along with Allen will be Jack LaLanne who will enter APFC's Fitness Hall of Fame as this year's Pioneer of Fitness designee.

Certification for Youth Sports Coaches a Growing Trend

By Michael Teicher

A new policy in Dekalb County, GA, may set a precedent for recreation departments and youth leagues nationwide. Beginning last January, Dekalb coaches had to be trained and certified in order to use publicly-owned facilities.

This had had quite an impact, prompting the Georgia Recreation and Park Society to consider implementing this policy throughout the state. Several youth leagues may soon require coaches to attend educational workshops in order to be allowed to coach.

Two organizations training coaches are the American Coaching Effectiveness Program (ACEP) and the National Youth Sports Coaches Association (NYSCA). Both organizations serve to increase coaches' knowledge of the psychological and physical needs of today's young competitors. Children's welfare is the top priority of these organizations. To date more than 80,000 coaches have been trained in either ACEP or NYSCA programs.

ACEP, founded by Rainer Martens in 1976, began as the Office of Youth Sports at the University of Illinois. Over the past ten years it has developed swiftly. There are several organizations using ACEP including the YMCA of the USA, Boys Clubs of America and the U.S. Gymnastics Federation. In addition, hundreds of local, state and national organizations and colleges are using the program.

The ACEP program is governed by a simple philosophy, according to National Director Robert Levin. "We want our coaches to adopt the attitude of athletes first, winning second." Other ACEP objectives are to teach coaches the fundamentals of sports medicine and science, coaching techniques and strategies.

The curriculum for ACEP training consists of a three level program. The Level 1 course is designed for volunteer youth coaches desiring an introduction to coaching education. Coaches are required to attend a clinic which teaches the basics in areas such as coaching philosophy, sport psychology and others.

Following the clinic, coaches begin the self-study portion of the course by reading "Coaching Young Athletes,"

which covers the above mentioned topics plus many more in depth. Finally, coaches are administered a take home test highlighting the key concepts in the book.

The Level 2 course is intended for secondary school coaches who have a basic understanding of their sport. ACEP began teaching the course this year. Some of the topics covered in the second level include sports law, sports injuries and pointers for teaching specific sport skills. Still in the developmental stages, the Level 3 course is intended for coaches of elite athletes in major athletic programs.



Children's welfare is top priority of organizations training volunteer coaches.

NYSCA, founded in 1981 by Fred Engh, has its headquarters in West Palm Beach, FL. Presently there are 611 chapters nationwide working with city recreation departments teaching coaching techniques designed by NYSCA.

The program is geared specifically for volunteer coaches in youth leagues. NYSCA research indicates that approximately 85% of coaches and administrators in youth sports are volunteers and parents of participants.

Training consists of a six-hour seminar which utilizes lectures and video tapes discussing subjects like psychology of coaching, first aid, practice organization and others. Coaches completing the program sign NYSCA's Code

of Ethics Pledge and are then awarded certification allowing them to coach in leagues where NYSCA training is required. The code of ethics states that certification can be revoked if they (coaches) are judged to be not living up to the pledge.

Discussing youth sports in general, Engh commented, "Youth sports for children are growing, learning experiences from a social, psychological and physical standpoint. Unfortunately coaches sometimes lose sight of what youth sports are."

Required training for youth league coaches may be the trend for the future.

As Levin remarked, "There will be an increased interest and demand for trained coaches in youth sports programs. This will arise partially out of concern for today's young athletes and also to protect coaches from possible lawsuits because of negligence or a lack of knowledge in areas such as first aid."

* * * * *

Editor's Note: Michael Teicher is a graduating senior at SUNY-Oswego. He served his last college semester as an intern with the PCPFS. A communications major, he is pursuing a career in sports public relations.

Fitness for Federal Employees Gets Boost From OPM

U.S. Office of Personnel Management (OPM) Director Constance Horner issued new guidelines on April 4 to permit federal agencies broader discretion in using appropriated funds to start or expand exercise of fitness facilities.

"There are a number of cost-efficient steps which federal managers can take to encourage employees to be fit and healthy," Mrs. Horner said in announcing the expanding authority. "Obviously, with the budgetary restrictions already in place, I am not encouraging any federal managers to establish lavish health spas.

"I do think, however, that there are tangible benefits, particularly in productivity, to be realized from increased fitness in the ranks of civil service."

The new guidelines, set forth in OPM's Federal Personnel Manual chapter 792, encourage physical exercise as a central focus of employee health and fitness programs.

"Although agencies have had the authority in the past to establish programs to promote and maintain the physical and mental fitness of federal employees, this expanded directive gives added significance to the role exercise plays in achieving this goal," said York Onnen, PCPFS Director of Program Development.

"With this kind of support from OPM, we are moving closer to our objective of involving every federal employee in some form of physical activity that promotes fitness and, thereby, mission accomplishment."

The new guidelines encourage federal department and agency heads to set up and run exercise and health education programs at work when their appropriations allow.

Horner wants federal bosses to consider physical exercise and education as key parts of federal employee health and fitness programs. She said that OPM supports a total physical health program including exercise, education, protection and prevention.

"As the nation's largest employer," she said, "the federal government is concerned with the whole health of its employees. They are our most important resource."

For more information contact York Onnen, PCPFS (202/272-3427).

Meeting on Public Employee Fitness

The PCPFS will present the second Regional Conference on Public Employee Health/Fitness Programs, May 21-23, in Seattle, WA.

The meeting will be sponsored by the Federal Interagency Health/Fitness Council (FIFHC) in cooperation with the General Services Administration and the U.S. Office of Personnel Management (OPM).

For the second time, the PCPFS will convene administrative representatives from federal agencies, the military, medical, educational and corporate communities in a regional meeting to discuss establishing and upgrading employee health and fitness programs.

Conference speakers include Terence C. Golden, Administrator of General Services; Thomas J. Simon, Associate Director, Administration, OPM, and Rear Admiral Samuel J. Yow, USN, Director, Human Resources Management Division.

Specific information and techniques will be presented in areas such as program administration, fitness assessment and injury coverage.

For more information contact Bernard Kelly, (8) 399-0420 or (206/442-0420), or Alice Wheaton, PCPFS, (202/272-2018).



The new headquarters of the National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS) recently opened in The Franklin Life Insurance Company building, Springfield, IL. On hand to cut the "opening ribbon" were, from left, Jim Liston, NAGCPFS president; J. Michael Houston, Mayor of Springfield; Shellie Pfohl, NAGCPFS administrative assistant; Sen. John A. Davidson, Illinois Governor's Council chairman; and Jack Watson, executive vice-president/marketing at Franklin Life.

Executive Order For Missouri Council

"A stronger, healthier Missouri" was the goal of Governor John Ashcroft as he formally established the four-year old Missouri Governor's Council on Physical Fitness and Health by executive order on March 12, 1986.

Upon signing the order, Ashcroft charged the Council with organizing the 2nd Annual Show-Me-State Games, an

Olympic-style sports competition for Missouri athletes of all ages.

The Council's plans for future projects include community fitness festivals and an employee fitness week that will coincide with the Association of Fitness in Business 1987 conference in St. Louis.

Indy to Host Annual Sports Medicine Meeting

Program Highlights

The 33rd annual meeting of the American College of Sports Medicine (ACSM) will take place May 28-31 in Indianapolis.

More than 2,500 sports medicine exercise science professionals, students and fitness enthusiasts will gather at the Indiana Convention Center and Hoosier Dome to discuss state-of-the-art research and techniques in the fields of sports medicine.

Among the topics to be presented are children's sports injuries, cardiovascular regulation during exercise and maximizing performance with nutrition. William P. Morgan, Ed.D., director of the University of Wisconsin Sports Psychology Lab and professor of physical education will give the keynote address entitled "Psychobiologic Inquiry in Exercise and Sports Science."

More than 500 scientific papers will be presented in addition to 11 half-day symposia, nine tutorials and nine colloquia.

For more information contact Nora C. Perry, ACSM Headquarters, P.O. Box 1440, Indianapolis, IN, 46202 (317/637-9200).

Youth Fitness Symposium

A free symposium on "Improving Youth Performance in Physical Fitness and Sports," cosponsored by the PCPFS and the American College of Sports Medicine (ACSM) will take place on May 29 during the annual ACSM Convention in Indianapolis.

The program, scheduled for 7 p.m. to 9 p.m. at the Indiana Convention Center/Hoosier Dome, is open to physical education, coaching and fitness professionals in the surrounding areas. No pre-registration is necessary and all participants will receive a one-day pass to visit the convention's exhibit area.

This year's topics and speakers are "Strength Training and Development in the Pre-pubescent," Lyle J. Micheli, M.D., Boston Children's Hospital; "Fitness and Sport Aptitude Testing in Children and Youth," Amy S. Fremion, M.D., Riley Hospital, Indianapolis; "Ergogenic Aids," James Puffer, M.D., Division of Family Medicine, UCLA, and, Suzanne Nelson-Steen, M.S./R.D., University of Pennsylvania.

This year's program is presented in cooperation with the Indiana State Board of Health. For more information contact Catherine Nordholm, Indiana State Board of Health (317/633-0293) or Lisa Kanner (202/272-3430).

July to Focus On Parks and Recreation

The National Recreation and Park Association will once again sponsor the celebration of "July is National Recreation and Parks Month."

The annual celebration highlights the contributions parks and recreation facilities make towards an improved quality of life by providing a variety of recreational opportunities for citizens of all ages.

The 1986 celebration will use the unveiling of the renovated Statue of Liberty as the focal point of all its activities. The freedom to choose leisure activities is an important component of the concept of liberty, according to the NRPA.

A special resource booklet has been developed to aid public park and recreation agencies with planning this year's programs and activities. The booklets will be mailed to NRPA's agency members and "Life, Be in It" agreement holders in early spring.

For more information contact Ed Pratt, NRPA, 3101 Park Center Drive, Alexandria, VA, 22302 (703/820-4940).

New Challenge For Women's Sports Leader

The Women's Sports Foundation (WSF) recently announced the departure of founding executive director Eva Auchincloss and associate director Holly Turner to form a marketing and consulting company specializing in women's sports marketing and development.

"We are sorry to see Eva leave the Women's Sports Foundation," said Ash Hayes, PCPFS Executive Director, "but I know she will stay in close contact with the Foundation and the PCPFS and continue her work to promote women's sports."

Auchincloss, a 1984 recipient of a Healthy American Fitness Leader Award, presented jointly by the PCPFS, U.S. Jaycees and Allstate Life Insurance Company, joined the WSF in 1976. Together with Turner, who joined the organization in 1979, she designed programs and policies which have brought positive and progressive change to women's sports, according to WSF president Carol Mann.

In 1979 the WSF had three staff members and a total income of less than

\$85,000. Today, there are offices in New York and San Francisco, affiliates in three countries, and in 1985 their income was \$750,000.

The WSF plans to move its headquarters from San Francisco to the New York area in 1986.



Maryland delegate Bucky Muth participates in one of the fitness test battery items administered by the Maryland Commission on Physical Fitness. More than one hundred legislators and staff members were recently processed through a one-day physical fitness screening.

CALENDAR OF EVENTS

MAY

- 21-23** **Second Regional Conference on Public Employee Health/Fitness Programs, Seattle, WA.** Contact: Bernard Kelly, (8-399-0420) or Alice Wheaton, PCPFS (202/272-2018).
- 28-31** **American College of Sports Medicine Annual Meeting, Indianapolis, IN.** Contact: Nora C. Perry, ACSM National Center, 401 West Michigan St., Indianapolis, IN 46202 (317/637-9200).
- 29** **"Improving Youth Performance in Physical Fitness and Sports," Free Symposium, Indianapolis, IN.** Contact: Lisa Kanner, PCPFS (202/272-3430).

AUGUST

- 3-10** **1986 AAU/USA Junior Olympic Games, St. Louis, MO.** Contact: AAU House, 3400 W. 86th St., Indianapolis, IN 46268 (317/872-2900).
- 16** **1986 Hershey National Finals, Hershey, PA.** Contact: Jim Johnson, Coordinator, P.O. Box 814, Hershey, PA 17033-0814 (717/534-7636).
- 26-29** **USTA National Tennis Teachers Conference, New York.** Contact: Rachel Ingber, USTA Center for Education and Recreational Tennis, 729 Alexander Road, Princeton, NJ 08540 (609/452-2580).

JULY

- 25-Aug. 3** **U.S. Olympic Festival-86, Houston, TX.** Contact: U.S. Olympic Festival, 440 Louisiana, Suite 304, Houston, TX 77002 (713/222-1986)

SEPTEMBER

- 13** **Healthy American Fitness Leader Award Banquet, Washington, DC.** Contact: York Onnen, PCPFS (202/272-3427).
- 15-18** **1986 Asian Games Scientific Congress, "Better Life Through Sports," Korea.** Contact: Secretariat, Organizaing Committee, Room 303, Dankook Bldg., #97 Nonhyun-dong, Kangnam-ku, Seoul 135, Korea (TLX - DK Univ. K22774, Bumju K22962)
- 17-21** **Association for Fitness in Business Annual Conference, Orlando, FL.** Contact: Susan Hagerty, AFB, 965 Hope St., Stamford, CT 06907 (203/359-2188).
- 26-27** **Southwest Regional Fitness Clinic, Phoenix, AZ.** Contact: Dan Arredondo, Phoenix Public Schools, 2526 W. Osborn Road, Phoenix, AZ 85017 (602/251-3864).

OCTOBER

- 16-17** **Montana Clinic on Physical Fitness and Sports, Helena, MT.** Contact: Jerri Domme, Activities Dept., Helena Public Schools, 7th & Cruse, Helena, MT 59601 (406/443-1760).

NOVEMBER

- 2** **11th Annual Marine Corps Marathon, Washington, DC.** Contact: York Onnen, PCPFS (202/272-3424).

Marathon Date Set

Long distance runners, start training... the date for the 11th annual Marine Corps Marathon has been set for Sunday, November 2, 1986.

Sponsored by the U.S. Marine Corps, in cooperation with the PCPFS, the event traditionally attracts some 12,000 runners, the majority of whom are first time marathoners.

The Marine Corps Marathon is the third largest marathon run in the United States. It is a qualifying race for the Boston Marathon.

For more information contact York Onnen, PCPFS, (202/272-3427).

"Fitness After Fifty" Focus of Fall Meeting

The 14th Annual Fitness After Fifty Workshop Conference, sponsored by the Center for the Study of Aging, will be held September 26-28, 1986, at the Rensselaerville Institute in Rensselaerville, NY.

The theme of this year's program is "Movement: an interdisciplinary conference on scientific and practical approaches to exercise, creative and interpretive dance, dance therapy, falling and osteoporosis."

The conference is intended for health and fitness professionals working in senior centers, community agencies and other institutions serving adults over fifty.

For more information contact Sara Harris, Executive Director, Center for the Study of Aging, 706 Madison Ave., Albany, NY 12208 (518/465-6927).

Pan Am Games in '87

The Tenth Pan American Games will be held August 7-23, 1987, in Indianapolis and selected outlying venues. More than 6,500 athletes, trainers and officials from 37 Western Hemisphere nations are expected to participate in a record 27 sports.

For more information contact PAX-Indianapolis, Merchants Plaza, Suite 1144E, Indianapolis, IN, 46204 (317/267-2626).

BULLETIN BOARD

- Looking for motivational and skill-builder films on sports? The **National Varsity Club (NVC)** is now offering its free-film distribution service to all secondary schools, with or without athletic programs. Schools interested in participating in the NVC free film program should write on school stationery to National Varsity Club, Free Film Offer, P.O. Box 296, Rumson, NJ, 07760 (201 291-4200). There is a twenty film print limit per school; postage and handling fee is \$10.00 per print.

- **Brisbane, Australia**, will be the site of major sports medicine meetings in September. The International Coaching Conference, the XXIII Fims World Congress of Sports Medicine and the International Health and Fitness Conference and Sports Trainers Conference will take place September 21-28. For more information contact Ms. Narelle Black, World Congress Secretariat, P.O. Box 371, Paddington, QLD, 4064, Australia.

- **The American Association of Cardiovascular and Pulmonary Rehabilitation** is a newly formed multi-disciplinary organization dedicated to the improvement of clinical practice, promotion of scientific inquiry and the advancement of education for the benefit of health care professionals and the public. Members include health care professionals. For membership information contact the AACVPR, 53 Park Place, New York, NY, 10007 (212 766-4300).

- **The U.S. Volleyball Association (USVBA)** will offer training in volleyball coaching and program administration in five U.S. cities from June 9 to August 8, 1986. Doug Beal, 1984 Olympic gold medal coach, will help conduct the training conferences in Dallas, San Francisco, Chicago and other sites to be announced. For more information contact Julie King, USVBA, 1750 E. Boulder St., Colorado Springs, CO, 80909 (303 632-5551).

- More than **2,000 dance-exercise instructors** are scheduled to take the industry's first standardized certification, according to Sheryl Marks, executive director of the IDEA Foundation. The three-hour written examination will be administered by the Educational Test Service at the annual IDEA convention in Anaheim, CA, May 28. For more information contact Sheryl Marks, IDEA, 4501 Mission Drive, Suite 3-A, San Diego, CA, 92109 (619 274-1821).

- The "**Fitness is Forever**" program at Mather Memorial Hospital, Port Jefferson, NY, is training Peer Exercise Leaders, 55 or older, to conduct fitness classes for the community. The program is intended to serve as a model for community hospitals throughout the country. The training is offered at no charge as a community service. For more information contact Seymour Stark, Mather Hospital, North Country Road, Port Jefferson, NY, 11777 (516 473-1320).

- **The U.S. Tennis Association** is now offering grants to encourage research on areas related to tennis or the playing of tennis. For 1986, the USTA has set aside \$10,000 in grant money; awards will range from \$250 to \$750 in most cases. Suggested research topics include sportsmanship, nutrition, sports psychology, mental training and fitness. Information gained from this effort will be disseminated by the USTA to tennis players and coaches. For more information contact Dr. Ron Woods, USTA Center for Education and Recreational Tennis, 729 Alexander Road, Princeton, NJ, 08540 (609 452-2580).

- The first **World Congress on the Medical Aspects of Soccer** and the International Conference on the Medical and Scientific Aspects of Cycling will take place in 1986. For more information contact Mary Margaret Newson, U.S. Olympic Committee, Sports Medicine Division, (303 578-4575).

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER



JULY VOL. 86 No. 3

From Coast to Coast . . .

U.S. Celebrates National Physical Fitness & Sports Month

It began on April 30 in the Nation's Capitol and continued around the country for the next 31 days . . . National Physical Fitness and Sports Month 1986.

Working to help "Shape Up America," Americans of all ages participated in organized events to call attention to the importance of being physically active. Although the final numbers are not in, it is expected that more than 2.5 million Americans throughout the country took part in special events.

With the help of local celebrities, politicians and corporate sponsors, Fitness Month kicked-off in Washington, DC, with a VIP breakfast, early-morning run and mid-day program on the steps of the Capitol.

Hamburger Hamlet, located in Georgetown, hosted the VIP breakfast which was attended by some 100 local supporters of fitness activities and PCPFS programs. Cosponsoring the Washington kickoff events were the Cosmetic, Toiletry and Fragrance Association, American Health Magazine and People's Drug Store, Inc.

After the breakfast the festivities moved to the Federal Mall, where runners convened for a one-mile fun run led by U.S. Secretary of Education William J. Bennett and former pro-football player and PCPFS advisor Irv Cross. Florida congressmen Andy Ireland and Tom Lewis were on hand after the run to serve fresh orange juice, compliments of Florida Citrus Mutual, to the participants.

At 12 noon, the west steps of the Capitol served as the site for a two-hour program featuring demonstrations of fitness activities for all ages. Lending their support to the occasion were Sens. Strom Thurmond (R-S.C.) and Richard Lugar (R-Ind.), Rep. Steny Hoyer (D-Md.) and Rep. Beverly Byron (D-Md.). Ken



Vice President George Bush welcomes participants to the 1986 National Fitness Classic as Council member Tom Fatjo, Jr., and Bush's wife, Barbara, look on. Bush, a regular jogger, threw out the first ball, which was a medicine ball, to open the annual kick-off to National Physical Fitness and Sports Month.



In Washington, DC, Fitness Month got off to a running start with a one-mile "Fun Run" on the Mall. On their mark are, from left: Glenn Swengros, PCPFS Director of Federal/State Relations; Irv Cross, CBS sports commentator and PCPFS advisor; Ronald Keefer, Director, Administrative Services, Dept. of Transportation; and William J. Bennett, Secretary of Education, U.S. Dept. of Education.

Reagan Appoints Three New Council Members

(page 3)

Beatrice, sportscaster for WMAL-radio in Washington, DC, hosted the program and cast members from the musical "HOT MIKADO" provided some upbeat entertainment.

The National kick-off took place on May 2-3 in Houston, TX, with the National Fitness Classic, sponsored by the PCPFS in cooperation with Living

(See Americans, page 5)

PCPFS and the Media

- With the major impetus provided by the 1985 School Fitness Survey, the drive to improve the fitness of the nation's youth has reached unprecedented proportions in the nation's media. A documented 244 stories or articles in newspapers and magazines with a combined circulation of more than 62 million already have appeared in print and others are being added to the list daily.

- *USA Today* ran a full page of columns, editorials and comments on youth fitness in its Opinion section on May 16. *The Washington Post* did a four-page cover story in its Health Section on June 18. *The Los Angeles Times*, *Los Angeles Herald-Examiner* and *New York Times*, among others, had major articles. Previously, *People Magazine* ran a four-page major spread.

- The most recent television coverage ranged from a half-hour Fitness Festival special by WCAU-TV of Philadelphia, which capped its year-long youth fitness campaign, to a Los Angeles-based "Hour Magazine" segment with PCPFS consultant Denise Austin on the new standards for the Presidential Physical Fitness Award.

Virtually all CBS television and radio stations nationwide were participating in a youth fitness emphasis urged by Neal H. Pilson, CBS executive vice-president and PCPFS special advisor.

* * *

- The Mini-Page, a four-page supplement which is carried by some 435 newspapers nationwide, will be publishing 13 weeks of Fitness Tips designed by the PCPFS for young readers. The first segment, scheduled for the week of July 12-18, featured Olympic Gold Medalist Mary Lou Retton, who recently appeared on behalf of the PCPFS at Soloman's Island, Md., and Brent School in Washington. The Mini-Page is designed for youngsters about five to 12 years of age.

* * *

- Some 2,500 newspapers and magazines nationwide have received the latest public service print advertisement from the PCPFS. The PSAs promote fitness for senior citizens and feature a happy-looking older man and woman with earphones doing aerobic dancing. The spots

EDITORIAL

The news has been out for four months—many kids are not as fit as they should be. While there have been no dramatic changes, test results of fitness among boys and girls have not improved in ten years and the scores in general are considered low, according to the PCPFS-funded School Population Fitness Survey.

As was to be expected, the media coverage of this issue has been substantial. And, as was also to be expected the news has produced the opinions in print of many on "Why and How" we have arrived at this state of youth fitness, as well as "Who Cares?"

USA TODAY devoted a full-page spread to air such varied opinions as "I think kids today are fit," "Teachers and parents probably don't think physical education is important," "Many athletic camps and clubs are available to them," "Kids of all ages are overweight," "So what if our kids are unfit? Fitness is vastly overrated and certainly boring."

With such diverse feelings and convictions stemming from young people

themselves to professionals in the field, it may seem unrealistic to expect to reach a national goal of improved youth fitness, with every child afforded the opportunity to learn about and reach their fullest physical potential. Yet, if placed in its proper perspective among a realistic set of priorities, this goal is attainable, practical and may even become popular.

Critics of fitness promotion argue that the health benefits of exercise are not great enough to warrant participation in a regular program, at any age. When faced with the choice of hitting the jogging track or hitting the couch they would rather choose the latter. And, who is the government or anyone else to tell them that their leisure hours should be devoted to the pursuit of an optimal state of body and mind?

Hence, **Priority One:** Exercise should not be an obsession; it should enhance not obliterate personal priorities and should be based on a personal set of goals and expectations.

And, **Priority Two:** It should be fun. People, youngsters particularly, are more likely to participate in something if they enjoy it. For those whom exercise may not be initially appealing, such as the overweight or uncoordinated, enjoyment should be stressed above all else at the onset of participation.

Physical education programs are often blamed for not providing the proper amount and type of fitness activities for their students. Conflicting priorities often prohibit the hiring of trained personnel and the development of new programs. And, many of the classes themselves are in need of updating.

Priority Three: Provide an outlet for physical activity in the school environment whether or not organized physical education is part of the curriculum.

If corporations can make time for their employees to exercise, school administrators can do the same for the students. Where physical education programs are lacking, study halls, lunch hours and electives can provide opportunities for some form of organized

(See Editorial, page 9)

Bring out the **TEENAGER** in you!



Over sixty isn't over the hill!

Not today. There are more Americans over age 65 than there are teenagers. And like teenagers, older Americans need regular exercise to enjoy a healthier life. Exercise may even reduce the risk of some age-related illnesses and help you live longer.



Look better—Feel better—Have more energy.
EXERCISE and bring out the
TEENAGER in you!

The President's Council on Physical Fitness and Sports

are headed: "Bring Out the Teenager In You."

* * *

- Two feature films produced in cooperation with the PCPFS are now available on a free-loan basis by writing: Walter J. Klein Co., Ltd., 6301 Carmel Road, Box 220766, Charlotte, NC, 28222. One deals with the State Games program. The other entitled "The Time of Your Life" is designed for senior citizens who have retired or are about to retire.

President Appoints Three New Council Members

President Reagan has announced the appointment of two West Point graduates and a former mayor as new members of the PCPFS.



FREDERIC MALEK

Frederic V. Malek, executive vice president of the Marriott Corporation, graduated from the military academy and served as a Green Beret in Viet Nam. He has been with the Marriott Corporation since 1975 and is responsible for Marriott's hotel business, its Architecture and Construction Division and Sun Line Cruises. In total, he manages more than \$2 billion of sales and more than 50,000 employees.

Previously, Malek served as a member of the President's Domestic Council, the President's Commission on White House Fellows and the President's Commission on Personnel Interchange.

He also has served as Deputy Director of the U.S. Office of Management and Budget and as Deputy Under Secretary of the Department of Health, Education and Welfare (now Health and Human Services.)

Harry N. Walters, president of the Great Lakes Carbon Corporation and former Administrator of Veterans Affairs, achieved All-American honors as a fullback on West Point's undefeated "lonely end" team and served with the 25th Infantry Division.

Walters returned to the private sector in January after heading the Veterans Administration since 1982. With its 235,000 employees and a budget of more than \$27 billion, the VA is the largest independent agency in the federal government.

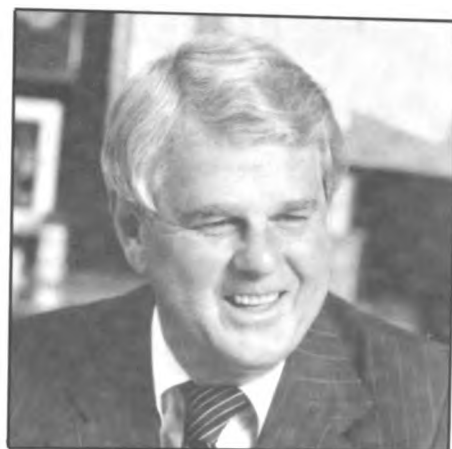


HARRY WALTERS

Prior to his duties at the VA, Walters served as Assistant Secretary of the Army for Manpower and Reserve Affairs and was owner, president and chief executive officer of the Potsdam Paper Corporation.

James S. Gilmore, Jr., chairman and chief executive of Jim Gilmore Enterprises of Kalamazoo, MI, served as mayor of that city from 1959-61. Owner of seven radio-television stations, several automobile dealerships, and the Jim Gilmore Enterprises Industrial Farms of Richland, MI, Gilmore has a varied physical fitness and sports background.

He is chairman and president of the Gilmore Racing Team, Inc., the spon-



JIM GILMORE

sor of the four-time Indianapolis 500 winner A.J. Foyt, and president and director of the International Hockey League team in Kalamazoo, among others.

Gilmore is extremely active in community and national public activities having served on the President's National Advisory Cancer Council.

He is director of the American Cancer Society and a former member of the Advisory Committee of the National Council on Aging.

The PCPFS members serve without pay and report to the President and the Secretary of Health and Human Services offering recommendations and guidance for improving national fitness.

Special Notes

Council member Charles Luckman and his wife Harriet recently celebrated their 55th wedding anniversary. Luckman, appointed to the Council in April of 1985, is founder and partner in The Luckman Partnership, Inc., an architectural design firm. The Luckmans have three children and reside in Los Angeles, CA . . . Congratulations!

Former PCPFS executive director C. Carson Conrad was inducted into the Northern California Athletic Hall of Fame on May 29 at the organization's 25th dinner banquet. Conrad directed the PCPFS for 14 years, serving under six presidents. A former swimmer and diver, he is still an avid golfer and physical fitness buff.

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Council members are: George H. Allen, Chairman, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fajon, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederic V. Malek, Rev. Donn D. Moorman, Wayne Newton, Mark L. Saginor, M.D., Jere W. Thompson, Harry N. Walters, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York F. Onnen, Director of Program Development, Glenn V. Swengros, Director of Federal-State Relations; Matthew Gudry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.

Editor Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1986.

Mary Lou Retton Earns Gold Star From Brent Elementary Students

"Work hard, get in shape and have a good 'attitude'" Olympic gymnast Mary Lou Retton told Brent School students at the elementary school's kick-off assembly for Fitness Month, May 1. The PCPFS adopted Brent School, located near Capitol Hill in Washington, DC, last year as part of the Reagan Administration's "Adopt-A-School" program.

Retton, 17, shared details of her climb to international fame with the students and faculty of Brent while underscoring the importance of staying physically fit. She and the students watched "Visions of Glory," high-lights of the Olympic efforts in the United States, which set the pace for the afternoon assembly.

To the delight of the students and teachers, Retton performed some gymnastic maneuvers, stopping only after earning a "10" from her enthusiastic audience.

Although seemingly excited by her celebrity status, the students preferred to ask Retton about the more personal aspects of her life. "What size do you wear?" and "Do you have a boyfriend?" were some of the questions Retton fielded from the group.

Following her talk, Executive Director Ash Hayes presented Retton with an honorary Presidential Physical Fitness Award emblem. Retton has received the award four times.



Above, a perfect score of "10" from the group; Below, PCPFS Executive Director Ash Hayes presents Retton with an Honorary Presidential Physical Fitness Award emblem.



Spirit, Stamina, Fun At Fitness Festival '86

They yelled, they screamed and they worked out . . . More than 3,000 high school students from seven Philadelphia-area schools accepted a challenge to compete in "Fitness Festival '86" at Villanova University's Dupont Pavillion.

Sponsored by WCAU-TV, the CBS affiliate in Philadelphia, the PCPFS and Campbell Soup Company, Fitness Festival '86 culminated an eight-month long effort by the station to help improve the fitness of Philadelphia's youth.

From the results of the day-long event, in which 820 of the students vied for the Presidential Physical Fitness

Award, Philadelphia students are doing better than the national average. Seven percent earned the award, slightly more than the national figure of three percent.

Students from Archbishop Carroll, Chester, Coatsville, Franklin, George Washington and Lincoln high schools competed in a series of non-stop events to test their spirit, fitness and determination. George Washington High School earned the greatest number of Presidential Awards but Chester came up the overall winner, accumulating the greatest number of points for all competitions combined.

NEW TEST FOR FALL

The 1985-86 school mailing to 110,000 schools and other youth-serving organizations will include materials on the revised Presidential Physical Fitness Award Program.

Physical education directors should be receiving their annual packet, which this year will include a revised testing manual, poster, letter from the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) explaining the new program, and an order form for the award materials.

The Presidential Physical Fitness Award Program will remain the top award in the AAHPERD Youth Testing Program. The PCPFS will serve as the promotional arm for the Presidential Program with AAHPERD handling the promotion and administration of the awards for the 50th and 75th percentiles.

Test norms are based on the 1985 School Population Survey. However, for the 1985-86 school year only, students may qualify for the award using the new norms or the 1974 norms, provided the corresponding test protocol is used.

The revised test includes five items: one-mile run/walk, curl-ups, flexed-arm hang (girls), pull-ups (boys), shuttle run and V-sit reach flexibility test. Dropped from the new protocol are the 600-yard run, 50-yard dash and standing long jump.

The Presidential Award is still presented only to students who meet or exceed the 85th percentile on all test items.

In addition to taking the National Youth Fitness Test, which consisted of sit-ups, 600-yard run, long jump, shuttle run, and flexed-arm hang for girls and pull-ups for boys, students competed in sack races, a tug-of-war, marching band and cheerleading competitions, relays and, of course, a spirit competition.

All schools received a trophy for participating. A 30 minute special was aired on WCAU June 6 covering the event.

1986 Fitness Classic: First, Second Place Teams



Winners of the 1986 National Fitness Classic, representing Campbell Soup Company of Camden, NJ, from left: Glen Adams, Jeanie Sykes, Gordon Thompson, Lauve Metcalfe, and Lee Dukes, team captain.



House Speaker Tip O'Neil, fourth from right, congratulates second place participants of the U.S. Congress Fitness Team from left: Bill Lawson, team captain; Jack Russ, House Sergeant-at-Arms; Rep. Ronald V. Dellums (D-Calif.); Patty McGovern, aid to Rep. Stewart B. McKinney (R-Conn.); Rep. Mickey Leland (D-Tex.); Rep. David E. Bonior (D-Mich.); Jeff Darmon, director of the Capitol Challenge run.

Americans Walk, Jog, Cycle, Swim To Celebrate National Fitness Month

(Americans, from page 1)

Well, Inc., a national company devoted to improving fitness. Campbell Soup Company of Camden, NJ, was named "America's Fittest Team," topping the 38 teams with 319.5 points. Runnerup with 312 points was a U.S. Congress team. Third-place went to Mesa Petroleum Co. of Amarillo, TX, last year's winners.

Vice-President George Bush, PCPFS member Mitch Gaylord and astronaut Story Musgrave were among the celebrities joining in the festivities.

Competition is in seven events including a two-mile relay, stationary cycling, medicine ball throw, standing long jump, 200-yard swim relay, triathlon and fitness test.

Under the Fitness Month banner, festivities continued throughout the month ranging from health and fitness fairs, recognition luncheons, fitness testing demonstrations and special school programs.

In Augusta, GA, 35 teams took part in the 1986 Corporate Challenge, sponsored by Health Central, University Hospital's Wellness Center, and Uni-

versity Health Care Foundation, Inc. on May 3.

On May 9, some 270 federal workers raced and walked around the Mall in Washington, DC, competing for the Agriculture Department's "Secretary's Cup" and the National Institute of Health's walking trophy. Runners and walkers representing 45 agency teams competed in the events, which were sponsored by the Federal Health and Fitness Council (FIHFC).

Winners of the 3K running race were the Naval Military Personnel Command "6 Packs." The Federal Reserve Board's "Fleet Feet" took the walking trophy.

The results were an upset as Army teams had held the running trophy since the races began three years ago, and the Justice Department was expected to retain the walking trophy. The number of teams almost tripled since the last races, held in the fall of 1985.

For more information on how to get involved in next year's Fitness Month events, contact Matthew Guidry, Ph.D., Fitness Month, Washington, DC, 20001.

* Man of the Year "



Coach George Allen, left, receiving 1986 APFC Man of the Year Award from Jerome Kahn, Chairman of the Board of Directors, Association of Physical Fitness Centers (APFC), Miami Beach, FL, May 15. The Man of the Year Award recognized Coach Allen's outstanding contribution in promoting the concept of physical fitness as a way to improve the quality of life for all Americans.

Highlights from National Physical



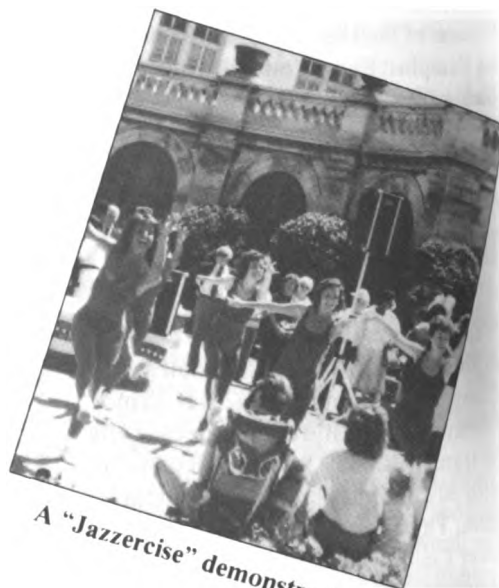
Congressman Robert Livingston and Master Jhoon Rhee demonstrated Tae Kwon Do to help kick-off Fitness Month.



Teammates on the Red Bay School football team, Red Bay, AL, workout to the "Super Bowl Shuffle" at "A Notion of Motion," May 6.



Ed Kavanaugh, left, President, Cosmetic, Toiletry and Fragrance Association, and Sen. Strom Thurmond on the steps of the U.S. Capitol.

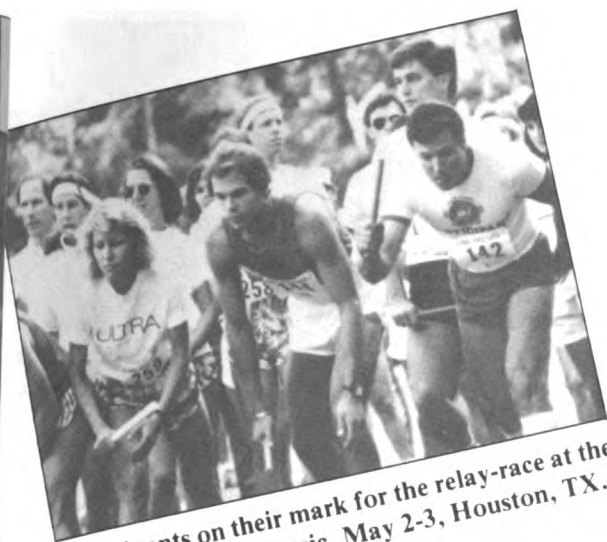


A "Jazzercise" demonstration.



Federal employees participated in a 3K run and 3K walk on the Mall in Washington, DC, sponsored by the Federal Interagency Health and Fitness Council.

Physical Fitness Month, 1986



Participants on their mark for the relay-race at the National Fitness Classic, May 2-3, Houston, TX.



American Health Magazine helped kick-off Fitness Month. From left, Matthew Guidry, PCPFS Director of Community Programs; Ash Hayes, PCPFS Executive Director; Elizabeth Schick, Sales Promotion Director for American Health; Ann Lang, the magazine's Health and Beauty Aids Manager.



Master of Ceremonies Ken Beatrice, WMAL-AM sportscaster in Washington, DC.



Cast members from the musical "HOT MIKADO."



The Kangaroo Kids, a precision jump rope team from Maryland, performed at the U.S. Capitol.



Ash Hayes, right, PCPFS Executive Director, talked with Kirk Bauer, Executive Director, National Handicapped Sports and Recreation Association, before the one-mile "Fun Run."

Millions of Youth Color Their Way To A More Active, Fit Lifestyle

The Rainbow Brite "I'm A Fit Kid" coloring book program got off to a great start in May, when the program was introduced in schools, day care centers and physicians' offices around the country.

To date, 1.4 of the 1.5 million books printed have been distributed. Hallmark Properties, creator of Rainbow Brite, sponsored the coloring book in cooperation with the PCPFS and the American Academy of Family Physicians (AAFP).

The program, which runs from May, National Physical Fitness and Sports Month, to October, Family Health Month, is designed to encourage physical fitness participation among young children ages 3-8.

The initial distribution of the books was made by Hallmark directly to 800,000 teachers, with 40,000 sent out as a result of additional orders from teachers. AAFP members already have ordered the 400,000 supplied to the Academy and are handing them out to their patients.

Coverage from major media, such as *USA Today*, the *Los Angeles Times*, *AMA News*, *Good Housekeeping* and *Family Circle*, has resulted in additional distribution to youngsters and some adults in all parts of the country.

The coloring books are being used as birthday party favors, handouts in children's clothing stores, gifts from grandparents and in programs for the physically and mentally handicapped.

A hospital in Wisconsin Rapids, WI, used the coloring book as a giveaway for children attending an Open-House Health Fair. In Kansas City, MO, the books were used to help promote fitness among young obese patients at Children's Mercy Hospital.

On May 6, PCPFS consultant Rosalyn Fabianke teamed with "Rainbow Brite" characters and 700 active participants to present "A Notion of Motion" in Red Bay, AL. Presented by Red Bay School, the Medical Clinic of Red Bay and Red Bay Hospital, the program was attended by 2,000.

The evening was a take off on the "Rainbow Brite" program and brought together community and school resources to celebrate the importance of living an active lifestyle at all ages.

More than 1,400 letters from teachers have been received and the majority indicate that the book is "recognizable and effective" and "presented in a fun and understandable manner for this age group." Many teachers used the books as teaching tools to develop fitness/health units.

So, what are the kids saying? "Please send a copy to my little sister," wrote Chris from Central Valley, CA. "She exercises all the time even though she is only six. She is pretty good, too."

"Thank you again and again. I can't thank you enough," wrote Jaime, a second-grader from Missoula, MT.



"A Notion of Motion," in Red Bay, AL, celebrated fitness from youth to senior. PCPFS clinician Rosalyn Fabianke, above, leads fitness walking for seniors, aerobic dance and youth activity sessions.



Navy Helps Launch Fitness Month

The Navy helped kick-off National Physical Fitness and Sports Month by launching its 1986 Fun & Fitness Program around the country on May 1.

In Maryland, celebrities and PCPFS staff members joined 300 Calvert County, MD, students for a day of competition for the Presidential Physical Fitness Award at the Solomons Island Navy Recreation Center.

The enthusiastic crowd was welcomed by Rear Adm. J.J. Hernandez, Commandant, Naval District, Washington, and Rear Admiral Francis Donovan, Commander, Naval Military Personnel Command.

Olympic gymnast Mary Lou Retton, television sport commentator Irv Cross, John W. DeAtley, Olympic bobsledder, and martial arts master Jhoon Rhee, greeted the youngsters who then divided into groups to participate in some physical fitness tests.

The students rotated through pull-ups, flexed-arm hang, curlups, shuttle run and 50-yard dash, each carrying a scorecard to record their results.

The Navy Fun & Fitness Program was launched last year to promote fitness among Navy dependent and civilian families.

GSA and OPM Clear the Way for More Fitness Facilities

There was good news for the federal workforce at the second Conference on Public Employee Health and Fitness, May 21-23 in Seattle, WA. The meeting was presented by the PCPFS and the Federal Interagency Health/Fitness Council.

"The General Services Administration (GSA) is clearing the way for the establishment of more fitness facilities in the federal government," said Terrence Golden, GSA Administrator, in his keynote address.

"We will be able to provide resources or approved fitness centers if the agency agrees to be responsible for the costs of maintenance and program operations, and has the approval of the PCPFS," he said.

Some 200 public health/fitness professionals and others involved in the organization and management of health/fitness facilities gathered for this second forum of new ideas, programs and policies in fitness for public employees.

Administrator Golden, who runs ten miles daily, is also leading the GSA campaign to improve the work environment, including the establishment of designated smoking areas in all GSA-owned buildings.

Joining Golden on the program was Thomas J. Simon, Associate Director for Administration, U.S. Office of Personnel and Management (OPM), Washington, DC, who spoke on the recent OPM policy change which permits agencies broader discretion in using appropriated funds to start or expand exercise and fitness programs.

Bernard E. Kelly, Director, U.S. Department of Health and Human Services, Region X, chaired the meeting, which was presented in cooperation with the Seattle Area Federal Executive Board, of which Kelly is also chairman.

For more information on public sector fitness and health initiatives contact York Onnen, PCPFS (202/272-3427).

Editorial

(From page 2)

activity. Adult "peer-exercise" programs are starting throughout the country; youth "peer-exercise" programs could be a new trend.

A 7th-grader in our adopted-school, Brent Elementary, conducted 20-minute workouts with her fellow students on their lunch hour under the guidance of a teacher and one of our staff members. Not only did their fitness improve after eight weeks, but the girls continued to exercise on their own.

Priority Four addresses the supervision of these programs: Where personnel exist to monitor exercise activities, make sure they are trained in what is expected of them and, if no staff exists, arrange for someone.

There are many resources in the community, such as fitness consultants and university graduate and undergraduate students, who could provide the knowledge and leadership to develop organized exercise programs on school grounds. Call on those who are "role models" in the community to highlight the importance of fitness in their own lives.

In restructuring the gym environment, at school or in other youth-serving environments, consider options that would entice rather than discourage participation. Try dance-exercise classes for girls not interested in competitive sports, and group kids together based on ability level. And, when designing the year's curriculum consider reducing the amount of time devoted to teaching sport skills and add time for a good, solid workout.

On a final note, **Priority Five** — give meaning to fitness and physical education by teaching kids why it is important to be in shape. Parents, teachers, administrators, coaches and others can make or break a youngster, physically or mentally.

How many students enjoy or take gym seriously? They will be their own best coach if they believe that what they are doing will help them look better, feel better and make a difference in their lives.



Attending the Seattle conference were, from left - Back row: York Onnen, PCPFS; Mike Lawrence, manager, Richland Operations, Dept. of Energy; Rear Adm. Theodore J. Woznar, U.S. Coast Guard; Jim Marsh, director of community relations, Seattle "Sonics;" Dick Balderson, general manager, Seattle "Mariners." Front Row: Tom Simon, Associate Director of Administration, OPM; Bernard Kelly, conference chairman; Alice Wheaton, coordinator, FIHFC; Chaplain Virgil Tillman, U.S. Coast Guard; Ash Hayes, PCPFS; Rear Adm. J. Samuel Yow, U.S. Navy.



PCPFS Executive Director Ash Hayes, right, recognizes Roscoe L. Egger, Jr., Commissioner of the Internal Revenue Service (IRS), for his leadership in developing a physical fitness program for IRS employees.

Survey Results . . .

Most Americans Are Still Inactive

Forty two percent of adults over the age of 18 exercise or play sports regularly, and one-quarter have done so for the past five years, according to the most recent



Micheal Jordan, star NBA player for the Chicago Bulls and 1984-85 NBA Rookie of the Year, will be the guest celebrity athlete at the ninth annual finals of Hershey's National Track & Field Youth Program. The event will take place on Saturday, August 16, in Hershey, PA. Jordan will award medals and ribbons to participants in the finals. The program is sponsored by Hershey Foods Corporation in cooperation with the PCPFS and National Park and Recreation Association.

10

provisional data from the National Health Interview Survey (NHIS.)

The Survey, conducted in 1985 by the National Center for Health Statistics, was designed to monitor progress toward the 1990 Objectives and collect baseline data on a variety of health topics, including exercise.

The findings for the first six months of the survey, January to June of 1985, also indicate that more males than females engage in sports or exercise regularly and the 18-29 year age group is the most active.

Walking led jogging/running, calisthenics/general exercise, biking and swimming as the most popular exercise of the respondents in the two weeks prior to the survey.

Although 58 percent of adults do not exercise regularly, over four-fifths consider themselves as active or more active than other persons of the same age. The majority are not knowledgeable regarding the frequency, duration and intensity recommended for exercise to strengthen the heart and lungs.

The NHIS is a continuous, cross-sectional, nationwide survey conducted by household sampling by the U.S. Bureau of the Census.

Council Advisor Named To New Post

Lieutenant General R. Dean Tice was unanimously approved as the National Recreation and Park Association's (NRPA) new executive director by the group's 45-member Board of Trustees, it was recently announced. He replaced John H. Davis as the association's chief executive officer on July 1, 1986.

Tice, the leading figure in U.S. armed forces recreation over the past seven years, was selected for the position after a long and comprehensive search conducted by a California management consulting firm and a special NRPA search committee.



R. DEAN TICE

A special advisor to the PCPFS since 1980, Tice has spent the last two years as head of a Department of Defense (DOD) task force on drug enforcement. He retired initially from the military in October 1983 only to be recalled to active duty three months later to head the DOD effort. His retirement from the U.S. Army in June ends 40 years of military service.

Tice has held a variety of leadership positions since joining the Army as a 19-year old native of Topeka, KS. Prior to his 1983 retirement, he served as Deputy Assistant Secretary of Defense for military personnel policy and force management, a position in which he directed policy for all morale, welfare and recreation (MWR) programs.

Tice has served on the NRPA Board of Trustees since October 1983 and holds an MBA from George Washington University in Washington, DC. He and his wife Eunice reside in Alexandria, VA.

For additional information contact the U.S. Dept. of Health and Human Services, Public Health Service, NCHS, 3700 East-West Highway, Hyattsville, MD. 20782 (301/436-8500.)

CALENDAR OF EVENTS

JULY

25 -
August 3

U.S. Olympic Festival-86, Houston, TX. Contact: U.S. Olympic Festival, 440 Louisiana, Suite 304, Houston, TX, 77002 (713/222-1986).

July Is National Recreation and Parks Month

AUGUST

3-10

1986 AAU/USA Junior Olympic Games, St. Louis, MO. Contact: AAU House, 3400 W. 86th St., Indianapolis, IN, 46268 (317/872-2900).

16

1986 Hershey National Finals, Hershey, PA. Contact: Jim Johnson, Program Coordinator, P.O. Box 814, Hershey, PA, 17033-0814 (717/534-7636).

26-29

USTA National Tennis Teachers Conference, New York. Contact: Rachel Ingber, USTA Center for Education and Recreational Tennis, 729 Alexander Road, Princeton, NJ, 08540 (609/452-2580).

SEPTEMBER

13

Healthy American Fitness Leader Award Banquet, Washington, DC. Contact: York Onnen, PCPFS (202/272-3427).

15-18

1986 Asian Games Scientific Congress, "Better Life Through Sports," Korea. Contact: Secretariat, Organizing Committee, Room 303, Dankook Bldg., #97 Nonhyun-dong, Kangnam-ku, Seoul 135, Korea (TLX - DK Univ. K22774, Bumju K22962).

17-21

Association for Fitness in Business Annual Conference, Orlando, FL. Contact: Cathy Craven, AFB, 965 Hope St., Stamford, CT 06907 (203/359-2188).

26-27

Southwest Regional Fitness Clinic, Phoenix, AZ. Contact: Dan Arredondo, Phoenix Public Schools, 2526 W. Osborn Road, Phoenix, AZ, 85017 (602/251-3864).

26-28

14th Annual "Fitness After Fifty" Conference, Rensselaerville, NY. Contact: Sara Harris, Center for the Study of Aging, 706 Madison Ave., Albany NY (518/465-6927).

OCTOBER

16-17

Montana Clinic on Physical Fitness and Sports, Helena, MT. Contact: Jerri Domme, Activities Dept., Helena Public Schools, 7th & Cruse, Helena, MT, 59601 (406/443-1760).

NOVEMBER

2

11th Annual Marine Corps Marathon, Washington, DC. Contact: York Onnen, PCPFS (202/272-3427).

Montana, Arizona To Host Fall Clinics

The PCPFS has announced its regional physical fitness and sports clinic schedule for fall 1986. The Southwest Regional Clinic will be held September 26-27 at Phoenix College, Phoenix, AZ, and the Montana Clinic on Physical Fitness and Sports at Carroll College in Helena, MT, October 16-17.

Each clinic is expected to attract some 300 physical education, sports and fitness professionals from the host and bordering states. A team of expert clinicians in more than 20 subject areas, including weight training, aerobic exercise, stress management, soccer and other fitness activities will present workshops throughout the two-day event.

The clinics begin with a general address by a prominent speaker representing a physical fitness or sportsmedicine discipline. Attendees are then free to choose from concurrent sessions, most designed for active participation, which will run through the following afternoon.

The clinics are held in cooperation with the Governor's Council on Physical Fitness and Sports and Department of Education of that state.

For local information contact Dan Arredondo in Phoenix, Phoenix Public Schools, 2526 W. Osborn Road, Phoenix, AZ, 85017 (602/251-3864); and in Montana, Jerri Domme, Activities Dept., Helena Public Schools, 7th & Cruse, Helena, MT, 59601 (406/443-1760).

* * * * *

Pan Am Games in '87

The Tenth Pan American Games will be held August 7-23, 1987, in Indianapolis and selected outlying venues. More than 6,500 athletes, trainers and officials from 37 Western Hemisphere nations are expected to participate in a record 27 sports.

For more information contact PAX Indianapolis, Merchants Plaza, Suite 1144E, Indianapolis, IN, 46204 (317/267-2626).

BULLETIN BOARD

• **First Lady Nancy Reagan** is the honorary chairman of the National Federation of State High School Association's new TARGET program. TARGET provides training programs that promote the prevention of drug and alcohol abuse among school-aged youth. Among its services, TARGET offers computerized referrals about specialized information on a variety of subjects related to chemical abuse. TARGET is also working to develop student health-promotion programs to be administered by a skilled cadre of student leaders. For more information contact the Federation at 11724 Plaza Circle, P.O. Box 20626, Kansas City, MO, 64195 (816/464-5400).

• Looking for **motivational and skill-builder films** on sports? The National Varsity Club (NVC) is now offering its free-film distribution service to all secondary schools, with or without athletic programs. Schools interested in participating in the NVC free film program should write, on school stationery, to National Varsity Club, Free Film Offer, P.O. Box 296, Rumson, NJ, 07760 (201/291-4200). There is a twenty film print limit per school; postage and handling fee is \$10.00 per print.

• **Brisbane, Australia**, will be the site of major sports medicine meetings in September. The International Coaching Conference, the XXIII Fims World Congress of Sports Medicine and the International Health and Fitness Conference and Sports Trainers Conference will take place September 21-28. For more information contact Ms. Narelle Black, World Congress Secretariat, P.O. Box 371, Paddington, QLD, 4064, Australia.

• **Sen. Richard G. Lugar (R-Ind.)** and Rep. Lee H. Hamilton (D-Ind.) have introduced identical resolutions in the Senate and House asking that Congress designate 1987 the "National Year of the Americas" in recognition of the Tenth Pan American Games to be held in Indianapolis next year. The resolution, according to Mark D. Miles, Games president, would underline the fact that the United States is host to all the people who will come here, not just Indianapolis. The 1987 Pan Am Games will be the first to be held in this country since 1959.

• **The United States Tennis Association (USTA)** and tennis camps across the country have again joined together to send junior tennis players to 41 tennis camps this summer as part of the annual USTA Camp Scholarship Program. One hundred and twenty six non-ranked, disadvantaged junior players, ages 11-17, will be sent to tennis camp for one week, free of charge. This is the first year that the program, which began in 1978, includes more than 100 young participants. For more information contact Rachel Ingber, USTA Center for Education and Recreational Tennis, 729 Alexander Road, Princeton, NJ, 08540 (609/452-2580).

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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NEWSLETTER



OCTOBER/NOVEMBER VOL. 86, No. 4

Reagan Among Winners of '86 Fitness Awards

President Ronald Reagan and nine other physical fitness role models were honored as Healthy American Fitness Leaders (HAFL) for 1986 at a black-tie banquet in Washington, D.C. on September 13. Irv Cross, CBS sportscaster and PCPFS special advisor, presided over the event.



Allstate president Herb Lister, right, presented PCPFS Executive Director Ash Hayes, with an award marking the 30th anniversary of the PCPFS. The Council was established in 1956 by President Eisenhower.

Presented by the U.S. Jaycees in cooperation with the PCPFS and sponsored by Allstate Life Insurance Company, the HAFL awards program annually recognizes ten individuals who have made an impact on the fitness of Americans.

The winners represented government, medicine, the handicapped, religion, sports and business. Each individual story was different yet they all shared a common goal—helping others to become more physically active.

In a personal message sent from the White House President Reagan saluted his fellow honorees, calling attention to

their outstanding achievements and leadership capacities which have "helped others understand by word or example the need for physical exercise and the proper care of our bodies."

"Fitness is our natural birthright," said honoree Sister Marion Irvine, well-known for her accomplishments in running. "We are all privileged to be able to pursue this right. If we want to be a healthier nation we have to take care of ourselves." Sister Marion, 56, principal of Sacred Heart Elementary School in San Francisco, was a smoker and overweight before turning her life around at age 48. She now holds national age-group records in nine different distance running categories.

The other eight honorees were:

- Kirk M. Bauer, 38, executive director of the National Handicapped Sports and Recreation Association, who developed the first nationwide physical fitness program for disabled people available on videotape. A Vietnam veteran, Bauer is one of only 12 disabled people certified by the Professional Ski

(See WINNERS, page 8)

Two New PCPFS Members Appointed

President Ronald Reagan has appointed Pam Shriver, international tennis star, and George Armstrong, a telecommunications executive, to the PCPFS increasing the total number of members from 16 to 18.

Shriver, 24, recently won her third U.S. Open doubles championships with Martina Navratilova. The pairing also has won five Wimbledon, four Australian Open and two French Open doubles titles.

In singles, Shriver was a finalist in the 1978 U.S. Open, a semifinalist in both 1982 and 1983 and a quarter-finalist in 1986. She was also a semifinalist at Wimbledon in 1981 and consistently maintains a place among the tennis elite's top five.

Off the court, Shriver owns and operates a racquet club near her hometown of Lutherville, MD, serves on the Board of Directors of the Women's Tennis Association, has written numerous by-lined articles in major newspapers and magazines, and is co-author, with Frank Defour, of *Passing Shots*.

Armstrong is vice president for the Western Region of Communications International, a telecommunications equipment leasing and sales firm based in Culver City, CA. He is responsible for the supervision of all personnel involved in the installation, sales and leasing of telecommunications equipment in the five western states bordering the Pacific.

(See NEW MEMBERS, page 2)



PCPFS Chairman George Allen, left, presented Neil Pilson, executive vice-president, CBS Broadcast Group, with a commendation recognizing his work to promote physical fitness. Pilson also accepted a PCPFS special award on behalf of the CBS Broadcast Group.

(See Fall Meeting, page 6)

From the Chairman



GEORGE ALLEN

I just returned from an exciting trip to the Soviet Union and Czechoslovakia to learn about the fitness of the adults and youth in these two countries. My visit was inspiring and provided the groundwork for a new project that I hope will improve fitness in the U.S. and help improve relations between our youth and the young people in the Soviet Union.

I visited Leningrad, Moscow and Tallinn as the guest of Marat Gramov, chairman of the Committee for Physical Culture and Sport in Moscow. Chairman Gramov and I agreed to pursue a cooperative venture that will be part of President Reagan's USA/USSR Cultural Exchange Program.

We both agreed that it would be educational and would help promote fitness in both countries if American youth took a Soviet fitness test and Russian youngsters took the test we have for the Presidential Physical Fitness Award.

We also discussed the possibility of putting together a photography exhibition of people participating in a wide range of exercise and sport activities in five major cities in each country; a physical education teacher exchange to share ideas on fitness and sport programs; and an exchange of athletes to conduct sports clinics at home and abroad.

We would like to conduct these activities in the spring and summer of 1987. The photography exhibition could be a part of the Olympic Arts Festival at the 1988 Winter Olympic Games in Calgary.

Chairman Gramov and I will continue our discussions with the mutual goal of working out some type of exchange project with the goal of enhancing the relations between citizens of both our countries.

I also was invited by Dr. Antonin Himl, president of the Czechoslovak Association for Physical Culture, to tour

New Members Bring Council Count to 18

(From page 1)

Prior to joining this firm, Armstrong served as Associate Director in the Office of Presidential Personnel in the White House from 1983 through 1985. He was previously associated with the Department of Health and Human Services as Director, State and Local Unit, Intergovernmental Affairs, during

1981-83, and served as Administrative Assistant for Education and Youth Affairs, Office of the Lt. Governor, California, for more than two years.

A graduate of California State University in 1977 and an Air Force veteran, Armstrong is married, has two children and resides in Los Angeles.



New Council members George Armstrong, vice-president for the Western Region of Communications International, Culver City, CA, and international tennis star Pam Shriver, Lutherville, MD.



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Council members are: George H. Allen, Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald I. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glen V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.
Editor: Lisa Kanner.

fitness and sport facilities in his country. It was exciting to see the emphasis the Czechs also place on personal fitness.

George H. Allen

From the Congress

Senate Concurrent Resolution 145 passed the full Senate on September 29 but did not get to the House floor for a vote before the 99th Congress adjourned.

The resolution recognized physical education as "essential to the physical development of the growing child" and encouraged "State and local governments and local educational agencies to require quality daily physical education programs for all children from kindergarten through grade 12."

Senator Ted Stevens (R-Alaska) introduced the measure during the 99th Congress second session.

PCPFS in the Media

• The PCPFS has been getting great visibility lately on all three major television networks as the emphasis on fitness for all ages continues to spread. CBS has been in the forefront with its "Eye on Fitness" campaign, which included a public service message on prime time between 8 and 8:30 p.m. nationwide.

Additionally, each station throughout the network was encouraged to conduct its own specials on physical fitness using literature and expertise from the President's Council. Among those appearing in the 15-second PSAs were Chairman George Allen and CBS stars who are in the network's fall lineup of shows.

* * *

• PCPFS consultant Denise Austin's segment on walking on NBC's Today Show of Aug. 18 produced a deluge of requests for the booklet, "Everybody's Walking for Fitness," which was developed by the PCPFS in cooperation with Dr. Scholl's. In just a couple of weeks, more than 15,000 individual requests for the booklet hit the PCPFS office with the mail bags still coming in. The PCPFS had to send out an emergency call for additional help to handle the deluge.

* * *

• The ABC network, meanwhile, produced two heavy-impact fitness shows. The Nightline program of Aug. 20, featuring Dr. Timothy Johnson, was devoted to fitness and the aging. A few weeks earlier, Peter Jennings produced a very meaningful segment on youth fitness on World News Tonight.

* * *

• Council member Dr. Donald Cooper participated in a nationwide radio segment on fitness and sports safety via the ABC network in early August... Chairman Allen, with his background as one of pro football's most successful coaches ever, is appearing weekly on a sports/fitness call-in show over the Financial News Network and also is part of a weekly ESPN program called Sports Look.

* * *

• Major publications continue to put heavy emphasis on fitness. U.S. News and World Report devoted five pages in its Aug. 11 issue to exercise in modera-

New Series of Fitness Awards for 1987

A Youth Fitness Task Force, made up of representatives of the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), recently proposed a new series of national youth fitness awards to be introduced in the fall of 1987. For the 1986-87 school year, however, the current awards system remains in place which includes the new "President's Challenge" or the AAHPERD youth fitness test. Either can be used to qualify students for the Presidential Physical Fitness Award in 1986-87.

The recommendation was based on information collected by the task force from researchers and practitioners involved in the development and administration of youth fitness testing programs. Some 30 experts on such topics as factor analysis, test development, criterion referencing and motivation



summarized their research, experience or recommendation before the task force at a two-day hearing in Chicago.

The awards will recognize physical fitness achievement in four different

categories... The fall issue of Super Fit had seven pages on the fitness gap, including a "Future Is Now" message from Allen.

Good Housekeeping, with its 5 million circulation, ran a full page article entitled "Could Your Child Pass a Fitness Test?" It included a table of minimum levels of fitness provided by the PCPFS... Additionally, the Mini-Page, which is syndicated nationally, continued to run its series of Fitness Tips for youngsters from 4 to 9 years of age, which were provided by the PCPFS.

categories. The Presidential Physical Fitness Award will remain the top award for outstanding physical fitness. Students who meet the "President's Challenge" by scoring at or above the 85th percentile for their age and sex on a one-mile run/walk, shuttle run, flexed-arm hang (girls), pull-ups (boys), timed curl-up test and flexibility test qualify for the award.

Three new awards will be established to recognize: 1) personal fitness achievement based on individual goals; 2) the attainment of established standards on a battery of fitness tests; 3) regular participation in various sports or fitness activities. School-aged children (K-12) and special populations in typical school programs will be eligible for the awards. Information on the new program will be available in the spring of 1987.

Representing the PCPFS on the task force were Ash Hayes, PCPFS Executive Director; Guy Reiff, professor of physical education at the University of Michigan and director of the 1985 School Population Fitness Survey; and Bill Savage, director of physical education for the Fairfax, Virginia, school system.

AAHPERD was represented by Don Franks, president, AAHPERD Research Consortium; Jim Morrow, past-chair, AAHPERD Measurement and Evaluation Council, and Sharon Plowman, past-chair, AAHPERD Physical Fitness Council. AAHPERD president Barbara Lockhart moderated the meeting.

More Awards

John C. Mandel, former U.S. Olympic wrestling manager, past-AAU wrestling chairman and longtime fitness proponent received the PCPFS "Bob Stewart" Award at the 6th Annual Fitness Awards Dinner sponsored by the Downtown Athletic Club (DAC) in New York City last month.

The Bob Stewart Award is presented annually to an outstanding contributor to amateur sports and fitness in honor of the former PCPFS administrator. Stewart headed the Council from 1964-67.

1986 State Champion Schools

The following schools are winners of the 1986 State Champion Award, presented annually by the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). More than 400 schools entered the contest. The award is presented to three schools in each state, one in each of three enrollment categories that qualifies the highest percentage of students, ages 10-17, for the Presidential Physical Fitness Award. Enrollment categories are: I - student body of 1-100, II - student body of 101-500, III - student body of 500 or more. If you would like to know more about the program contact Glenn Swengros, PCPFS (202/272-3427).

ALABAMA			IOWA			NEW MEXICO		
I	C.M. Brewster School, Sheffield		II	Coolidge Elementary, Cedar Rapids		II	Zia Elementary, Clovis	
II	Chaffee Elementary School, Hunstville		III	North Scott Jr. High, Eldridge		III	Eisenhower Middle School, Carlsbad	
III	Oak Park Middle School, Decatur							
ALASKA			KANSAS			NEW YORK		
I	Willow Elementary School, Willow		I	West Elk Junior High, Howard		I	Sant Mary of the Assumption, Staten Island	
II	Sherrod Elementary, Palmer		II	Tonganoxie Middle School, Tonganoxie		II	St. Patrick Junior High School, Elmira	
ARIZONA			KENTUCKY			NORTH CAROLINA		
I	West Side Private School, Glendale		I	Eliahu Academy, Louisville		I	St. Egbert's School, Morehead City	
II	Aire Libre Elementary, Phoenix		II	Lincoln Elementary School, Fort Campbell		II	E.M. Holt Elementary, Burlington	
			III	Russell Middle School, Russell		III	Hill Middle School, Winston-Salem	
ARKANSAS			LOUISIANA			NORTH DAKOTA		
I	Pine Hanen Elementary School, Bauxite		II	Wedgewood Elementary, Baton Rouge		II	Ben Franklin Elementary, Grand Forks	
II	Shiloh Christian School, Springdale		III	Raceland Junior High, Raceland		III	L.E. Berger Middle School, West Fargo	
III	Conway High School, Conway							
CALIFORNIA			MAINE			OHIO		
I	The Evans School, La Jolla		II	Holy Cross School, Lewiston		I	Horace Mann Elementary, Springfield	
II	Cleo Gordon Elementary, Fairfield		III	Brunswick Junior High, Brunswick		II	Orchard Middle School, Solon	
III	Paradise Intermediate, Paradise					III	Clermont Northeastern Middle School, Batavia	
COLORADO			MARYLAND			OKLAHOMA		
I	Messiah Luthern School, Grand Junction		I	Willowbrook SDA School, Cumberland		I	St. John's Nepomuk School, Yukon	
II	Mesa Elementary School, Boulder		II	Broad Ford Elementary, Mount Lake Park		II	Carriage Hills Elementary School, Lawton	
			III	North East Middle School, North East				
CONNECTICUT			MASSACHUSETTS			OREGON		
I	Holmes Elementary School, Darien		I	Open Bible Academy, Burlington		I	Linwood Elementary School, Milwaukie	
II	Flanders Elementary School, Southington		III	Martinson Junior High School, Marshfield		II	Byrom Elementary, Tualatin	
III	Dr. C.E. Murphy Jr. High, Oakdale							
DISTRICT OF COLUMBIA			MICHIGAN			PENNSYLVANIA		
II	Bunker Hill Elementary, Washington		I	Pierce Elementary School, Birmingham		I	Locust Grove Elementary, York	
			II	Wilkinson Middle School, Madison Heights		II	St. Patrick School, York	
			III	Flint Northern High School, Flint		III	Glendale Junior/Senior High, Flinton	
DELAWARE			MINNESOTA			RHODE ISLAND		
II	St. Peter's R.C. School, New Castle		I	Corpus Christi School, Roseville		II	Western Hills Junior High, Cranston	
			II	Waconia High School, Waconia		III	Ponaganset Middle School, South Scituate	
			III	Richfield Intermediate, Richfield				
FLORIDA			MISSISSIPPI			SOUTH CAROLINA		
I	Howard Drive Elementary, Miami		I	Sacred Heart Elementary, Pascagoula		I	Waccamaw Elementary School, Conway	
II	Fort Caroline Elementary, Jacksonville		II	Nativity B.V.M. Elementary School, Biloxi		II	Crayton Middle School, Columbia	
III	Miami Southridge Senior High, Miami		III	Yazoo City High School, Yazoo City		III	Rawlinson Road Junior High, Rock Hill	
GEORGIA			MISSOURI			SOUTH DAKOTA		
I	Burkehaven Christian, Waynesboro		I	St. Ann's School, Carthage		I	Ipswich Elementary School, Ipswich	
II	Bethlehem Elementary, Bethlehem		II	Ellisville Elementary, Ellisville		II	Franklin Elementary, Sioux Falls	
III	Fountain Junior High, Forest Park					III	Whittier Junior High, Sioux Falls	
HAWAII			MONTANA			TENNESSEE		
I	Barber's Point Elementary, EWA Beach		II	Frenchtown Elementary, Frenchtown		I	Boyd Christian School, McMinnville	
II	Le Jardin Academy, Kailua		III	Bozeman Junior High, Bozeman		II	Whitwell Elementary School, Whitwell	
						III	Farragut Middle School, Knoxville	
IDAHO			NEBRASKA			TEXAS		
I	Stalker Elementary, Blackfoot		I	Dix Public School, Dix		I	Amarillo Adventist, Amarillo	
II	South Fremont Jr. High, Saint Anthony		II	Imperial Grade School, Imperial		II	Lakehill Prep School, Dallas	
			III	LaVista Jr. High, LaVista		III	Graham Junior High School, Graham	
ILLINOIS			NEVADA			UTAH		
I	Nativity B.V.M., East DuBuque		I	Eureka Elementary, Eureka		I	Ephraim Elementary School, Ephraim	
II	Germantown Elementary, Germantown		II	St. Viator School, Las Vegas		II	Altara Elementary, Sandy	
III	Eisenhower Middle School, Rockford					III	Churchill Junior School, Salt Lake City	
INDIANA			NEW HAMPSHIRE			NEW JERSEY		
I	St. Bernard School, Wabash		II	Stratham Memorial, Stratham		I	Interval School, Parsippany	
II	Boswell Elementary, Boswell					II	Rockaway Meadow School, Parsippany	
III	Honey Creek Junior High, Terre Haute					III	Shawnee High School, Medford	

(See STATE CHAMPS, page 6)

Tools "Cosby Kid" to Help Promote Youth Physical Fitness

Popular Sports in 1985

The PCPFS, the California Raisin Advisory Board (CALRAB) and Cosby Kid Tempestt Bledsoe will team up this fall in a national campaign to encourage improved fitness among America's youngsters. Called "The Great Raisin Fitness Challenge," the campaign aims to boost participation of school-age children in the Presidential Physical Fitness Awards Program.

The 13-year old Bledsoe, who plays Vanessa on television's top-rated "Cosby Show," will issue a challenge to kids to get, and stay, in shape. She will promote "The Great Raisin Challenge," an essay contest about "Why I am Raisin' My Fitness" for school-age children

who have qualified for the Presidential Physical Fitness Award. Winners will be chosen from six age categories by a panel of judges.

Essay contest winners will be awarded an all-expense paid trip to Washington, DC, with a parent and their physical education teacher. Winners will tour Washington and attend an awards ceremony in their honor.

For more information and contest rules contact York Onnen, RAISIN FITNESS CHALLENGE, PCPFS, 450 5th St., NW, Suite 7103, Washington, DC, 20001 (202/272-3427.)

Swimming, biking, camping and fishing drew the most participants in 1985 among 44 sports activities surveyed by the National Sporting Goods Association. The data, based on 75,000 Americans surveyed, was released in June.

Among team sports, softball ranked highest (21.6 million participants) and among all activities surveyed squash drew the fewest (.3 million participants.) Aerobic dance ranked 11th, with 23.9 million.

A participant is defined as someone seven years of age or older who played the sport more than once within the year. The 1985 NSGA Sports Participation Study measured the frequency of participation, the number of new participants during the current year and the number of individuals who participated in 1984 but not in 1985. In addition, respondent demographics are included according to sex, age, household income and region of the country.

For additional information contact the NSGA, 1699 Wall St., Mt. Prospect, IL, 60056 (312/439-4000).

Fall Physical Fitness Clinics Attract 600

Some 600 physical education and fitness professionals took part in the two fall regional clinics conducted by the PCPFS this fall.

In Phoenix, the Southwest Regional Clinic on Physical Fitness and Sports was held at Phoenix College in cooperation with the Arizona Governor's Council on Health, Physical Fitness and Sports, the State Department of Education and the Phoenix Union High School District. Dr. Larry Lamb, cardiologist and syndicated columnist, updated the audience on recent developments in exercise physiology in his opening address.

In Montana, the state's Association for Physical Education, Recreation and Dance (MAHPERD) hosted a PCPFS clinic as part of its 1986 annual convention. Held in cooperation with the State Department of Education, Helena Public School District and Carroll College, the event featured an "early-morning workout" followed by the keynote address by Dr. David Carmichael, an internationally-recognized cardiologist from San Diego.

Each clinic featured more than 20 sessions on activities such as weight training, creative physical education activities, aerobics and nutrition. The PCPFS regional clinic program is

designed to promote the teaching of fitness in the schools and communities.

Clinics are scheduled in Chattanooga, TN, and Fairfax, VA, for the spring of 1987. See the Calendar, page 11, for details. For information contact Glenn Swengros, PCPFS (202/272-3427).



Joseph H. Kanter, chairman of the First National Bank of Florida, recently donated a "Jogging and Fitness Center" to the Capital National Parks. It has been installed on The Mall at the corner of 4th and Independence Avenues, S.W. Kanter, a former Washingtonian and active fitness enthusiast, wanted to pay tribute to those who helped him with his fitness program through the years and contribute to fitness of future citizens and visitors of the Capital. The Parcourse Fitness Cluster is adapted so it can be used by both able-bodied and disabled persons at the same time.

Fall Council Meeting Update ●●●

PCPFS Council members met on September 10 in Washington for an update on Council activities and to chart direction for the coming year.

PCPFS Chairman George Allen led the meeting, which took place at the Interstate Commerce Commission (ICC). Council members heard reports from representatives of organizations that have worked cooperatively with the PCPFS over the past months to promote fitness, especially for youth.

Robert Windom, MD, Assistant Secretary for Health, brought greetings to the members from the Department of Health and Human Services, and Heather J. Gradison, ICC Chairman, welcomed the members to Washington.

Neal Pilson, executive vice-president, CBS Broadcast Group, and special advisor to the PCPFS, shared highlights of his network's nationwide 1985-86 "Eye on Fitness" campaign. The four CBS-owned stations in New York, Los Angeles, Philadelphia and Chicago led the way with public service announcements, news reports, and specials.

The stations also conducted off-air community projects to raise public awareness of the importance of keeping fit. These four stations reach 19.5% of

the country, or between 40-50 million homes.

The network's 205 affiliated stations joined the "Eye on Fitness" campaign from June 16 to September 22 reaching an estimated 15 million viewers per night. The national campaign was inspired by the work of WCAU-TV, the Philadelphia station, which conducted its own local fitness campaign in cooperation with the PCPFS last spring. Steve Cohen, general manager of that station, was also on hand at the Council meeting.

Also reporting to the Council were: Vice Admiral Carlson on the PCPFS/Navy Youth Fitness Program; Richard Keelor, chief executive officer of Living Well, Inc. on the National Fitness Classic; General Dean Tice, newly appointed executive director of the National Recreation and Park Association, on its fitness initiatives for 1986; and Herb Lister, president, Allstate, on the 1986 Healthy American Fitness Leader Program.

Looking toward the future, the Council decided to reemphasize its recommendation that daily physical education programs focusing on fitness be encouraged for all students K



Interstate Commerce Commission (ICC) Chairman Heather J. Gradison and PCPFS Chairman George Allen exchange greetings at fall meeting of the PCPFS, which was hosted by the ICC.

through 12th grade. The Council also approved plans to host an International Congress on Youth in 1988 and conduct a cooperative youth fitness testing exchange with the Soviet Union.

PCPFS members present at the meeting were Allen, George Armstrong, Don Cooper, Warren Giese, Jim Gilmore, Jr., Robert Levy, Frederic Malek, Mark Saginor, Harry Walters and David Werblin.

State Champs

(From page 4)

VERMONT

- I Dover Elementary School, East Dover
- II Stowe Junior/Senior High School, Stowe

VIRGINIA

- I Millboro Elementary, Millboro
- III Oak View Elementary School, Fairfax

WASHINGTON

- I Viewcrest Christian School, Mount Vernon
- II Holy Family School, Kirkland
- III Jefferson Middle School, Olympia

WEST VIRGINIA

- I Bible Center Christian School, Charleston
- II Wellburg Middle School, Wellsburg
- III Follansbee Middle School, Follansbee

WISCONSIN

- I Holy Trinity Elementary, Oconto
- II Luxemburg-Casco Junior High, Casco

WYOMING

- I Little Powder Elementary/Junior High, Weston
- II Torrington Middle School, Torrington
- III Central Junior High School, Sheridan



The 1986 meeting of the PCPFS Special Advisors was hosted by The Timken Company and the Pro Football Hall of Fame in Canton, OH, in August. PCPFS Chairman George Allen presented Suzie Timken, upper left, and Canton Mayor Sam Purses, with council commendations in recognition of their efforts to promote fitness. Suzie Timken co-founded the annual Community Corporate Cup, a three-day fitness event run by the Canton YMCA. This year's "Cup" involved 4,800 citizens at all fitness levels, up from 1,400 when the event first started in 1984. The Special Advisors are a group of business and industry executives that provide support for Council projects.

Elementary Education Report Supports Physical Education

"...An orderly program of health and physical education is a must" according to U.S. Secretary of Education William J. Bennett, author of the recently released report on elementary education, "First Lessons."

The report, issued September 2, is a result of a Department of Education initiative to examine the condition of elementary education during the 1985-86 school year, which was designated "The Year of the Elementary School." The last such report was done in 1953.

Based on his own observations and the input of a 21-member Elementary Education Study-Group, Secretary Bennett concluded that elementary education as a whole is "in pretty good shape." Included in his report are observations and recommendations on parenting, community responsibility, school policy and specific curriculum areas in relation to the educating of ele-

mentary age children.

The following is excerpted from his statements on health and physical education:

"Such programs belong in elementary schools not only because they promote health and well-being, but because they contribute tangibly to academic achievement.

...Best of all, most children like sports and look forward to a well-planned gym period or physical education class. Capitalizing on this youthful enthusiasm, San Diego has organized some of its elementary magnet schools with a dual focus on science/mathematics and physical education. The track meets and fitness programs draw some youngsters who then succumb to the science lab, too!"

Copies of the 83-page report are available through the Government Printing Office. Single copies are \$4.25



William J. Bennett, right, U.S. Secretary of Education, and James Miller III, Office of Management and Budget Director, recently ran in the Capitol Challenge (story below).

and 25 percent discounts are available for orders above 100. Make checks or money order payable to Superintendent of Documents, Government Printing Office, Washington, DC, 20402. Indicate stock number on order - S/N 065-000-00259-1.

500 Come Out For A Capitol Challenge

"Free Nick Daniloff," "No Guts, No Glory," "Taxation Without Hesitation" - Recent Washington Post headlines? Guess again. These slogans were some of the names of teams entered in the 1986 Nike Capitol Challenge, an annual 3-mile race around Washington designed to determine the fittest team in the government and the media.

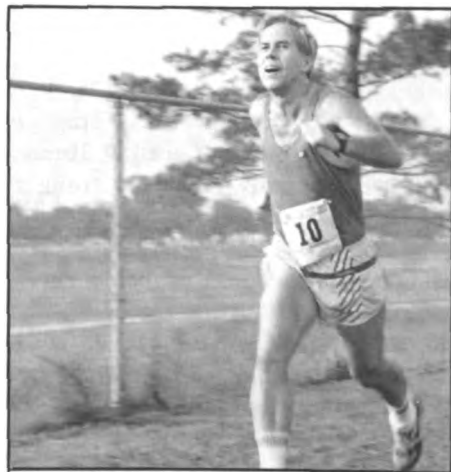
The overall winning team represented the Security Exchange Commission and was captained by Director of Market

Regulation, Richard Ketchum. "Slade's Striders," captained by Senator Slade Gorton (R-WA) finished first among Senate entries and "Byron's Bollweevils," led by Representative Beverly Byron (D-MD) topped the entries from the House. A total of 112 teams with more than 500 runners ran or walked the course.

Each team was captained by either a U.S. Senator, Representative, Cabinet member or sub-cabinet Presidential appointee, Federal Judge or Washington media person.

Fastest legislators were Sen. Max Baucus (D-MT) in 18:48, Sen. Nancy Kassebaum (R-KS), first woman Senator to enter, (she briskly walked the three miles in 46:10), Rep. David Bonior (D-MI) 18:21 and Rep. Claudine Schneider (R-RI) 27:18. Terrence Golden, Administrator of the General Services Administration was the first head of an agency to cross the line (21:31).

Overall individual winner Scott Celley, a legislative assistant with Sen. Gorton set a new course record breaking the



Sen. Richard Lugar (R-Ind.) heads for the finish.

"Bureaucratic red tape" held across the finish line in 14:06. Female winner Patty McGovern, also a congressional staffer, raced 15:57 for 9th overall.

The race highlights the fitness achievements of many of the Nation's busiest leaders and raises money for the Special Olympics.

For additional information contact Jeff Darmon, Nike Capitol Challenge, 507 Second St., NE, Washington, DC, 20002 (202/544-0970).



Rep. Claudine Schneider (R-RI), the fastest woman in Congress.

THE HEALTHY AMERICAN FITNESS LEADERS® for 1986



Kirk Bauer



Kathleen Beumel



C. Carson Conrad



Sister Marion Irvine



Lt. Susan Maggard



Lauve Metcalfe



Brad Parks



James C. Puffer



Ronald Reagan



Edward J. Shea

Winners Honored in Washington, DC (From page 1)

Instructors of America to teach both disabled and non-disabled people.

- **Kathleen M. Beumel**, 23, a student at the University of Hawaii at Honolulu, who recently recovered from a cheerleading accident which left her a quadriplegic. Two years later, after being told she would probably never walk again without the aid of braces, she walks unaided, competes in road races and works with people who have had neuro-muscular injuries to enhance their personal goal setting.

- **C. Carson "Casey" Conrad**, 75, who is president of Conrad Enterprises, a Sacramento-based health, fitness and sports medicine consulting firm. He served as executive director of the PCPFS for 14 years until his retirement in 1984. Conrad was California's chief of Health, Physical Education, Recreation and Athletics for 17 years prior to his appointment to the Council in 1970. An avid swimmer, he has received numerous recognitions at home and abroad for his work to promote physical fitness.

- **Susan G. Maggard**, 24, was cited for her development and management

of a special fitness program for the military and civilian personnel at Elgin Air Force Base in Florida, the world's largest military installation. An Air Force Lieutenant, Maggard serves with the 4486th Fighter Weapons Squadron and graduated with honors from the U.S. Air Force Academy with a degree in math and biology.

- **Lauve L. Metcalfe**, 31, is director of program development for the Campbell Institute for Health and Fitness, where she develops and implements the Campbell Employee Health/Fitness Program which reaches 50,000 employees. Prior to joining the Campbell Co., she administered an employee fitness program in Florida. She has been a volunteer coordinator for the local American Cancer Society Benefit Triathlon for the past few years.

- **Brad A. Parks**, 29, is founder and executive director of the National Foundation of Wheelchair Tennis. Ranked as the top wheelchair tennis player for the last nine years, Parks has developed and organized sport programs that promote health and physical fitness among thousands of disabled

people across the country. Last year he organized the first National Wheelchair Tennis Championships involving 250 handicapped players.

- **James C. Puffer**, 36, is chief of the division of family medicine at the UCLA School of Medicine. Recognized as one of the leading figures in sports medicine in the U.S., he was recently selected as the head physician for the U.S. Olympic Team that will compete in Seoul in summer of 1988. He is a member of the U.S. Olympic Committee Sports Medicine Council and the NCAA Special Committee on Drug Testing, among others.

- **Edward J. Shea**, 71, is past-president of the American Academy of Physical Education and has worked in the field of physical fitness and health for more than 45 years. Dr. Shea currently is professor emeritus of physical education at Southern Illinois University in Carbondale. As a member of the All-American Masters Swimming Team, he holds many U.S. and world competition swimming records including all long and short course backstroke event records.

So for In 85-86 . . .

FITNESSGRAM Scores Improve

A comparison of FITNESSGRAM test scores for the 1984-85 and 1985-86 school years, for students who had participated for two consecutive years in the program, found that second year scores improved over first year scores on all tests items for boys and girls, it was announced recently.

FITNESSGRAM is a computerized youth fitness reporting system for use in schools presented by the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance under the corporate sponsorship of Campbell Soup Company. The program was developed by the Institute for Aerobics Research in Dallas, TX.

Fitness test scores of 16,449 youth ages 10-17 improved significantly over the two-year period on the following tests - one mile walk/run, 600-yard walk/run, sit-ups, shuttle run, standing long jump. There was some improvement on pull-ups/flexed-arm hang, 50-yard dash, and 1.5 mile walk/run.

However, most of the 1985-86 scores were poorer than the national youth fitness scores from 1975. Out of 263 possible age/sex/test comparisons, 49% were poorer than the national mean and 26% were better.

"We all know that a healthy body is better able to house an active mind."

-Ronald Reagan

More than 2.3 million children participated in the FITNESSGRAM project during the 1985-86 school year, from 1,273 school districts in 50 states and several foreign countries. For additional information contact Marilu Meredith, Institute for Aerobics Research, 12200 Preston Road, Dallas, TX, 75230.

* * *



A team representing The Veterans Administration (top) won the "Secretary's Cup" at the fourth running of the semi-annual interagency 3-K race on October 3. With a time of 13:06, the six-member team beat 21 other federal agency teams to earn the coveted trophy from the U.S. Department of Agriculture (USDA). Scott Dunn, above left, representing Agriculture Secretary Richard Ling, presented the award to the team. The "FRB Road Ducks," below, represented the Federal Reserve Board to win the 3rd 3-K interagency walk with a time of 21:21. Eight other teams competed in this event, which is sponsored by the National Institute of Health's (NIH) Recreation Association. Presenting the NIH walking trophy is Frank Ribeiro, left, of USDA.



Education Level Linked To Positive Health Habits

The higher your education level, the more likely you are to exercise regularly, use seatbelts, be a non-smoker and follow other good health habits, a University of Michigan study indicates.

In an analysis of Health Risk Appraisals completed by a national sample of more than 90,000 working adults, the University's Fitness Research Center (FRC) found that persons who had not completed high school showed the high-

est health risks. All included in the current survey were employed, majority in the age range of 30-59 and 60 percent male.

As a result of the study, according to Dr. D.W. Edington, FRC director, health promotion specialists should direct more intense efforts toward the less-educated segments of the work force.

Disabled Veteran "Wheels" 112 Miles

Wannie "Ike" Cook, a recreation therapist with the Veterans Administration, recently "wheeled" from Washington, DC, to Richmond, VA, to raise public awareness of the abilities of those in wheelchairs. He was presented with a PCPFS certificate of recognition at his "send-off" ceremony by Executive

Director Ash Hayes.

A Vietnam veteran and world-class wheelchair athlete, Cook has won more than 60 gold medals and is one of six men to break the four minute metric mile in a wheelchair. He completed the 112-mile trek in five days.

Physical Fitness For Tomorrow's Astronauts

Today's young astronauts are learning the "right stuff" to compete on tomorrow's space frontier. The fall curriculum of The Young Astronaut Program, a national educational program for elementary and junior high school students, focuses on "fitness for young astronauts," and was developed in cooperation with the PCPFS.

The package includes a poster and brief instructional brochure for Young Astronaut chapter instructors and other teachers involved in the program and is currently being mailed to some 10,000 chapters throughout the country. The leader's guide includes an astronaut fitness challenge consisting of 10 activities young explorers are encouraged to do five times each week.

The Young Astronaut Program was conceived by columnist Jack Anderson and launched in 1984 by the White House Office of Private Sector Initiatives. The program, designed to promote the study of science, math and technological subjects, is conducted in chapters of up to 30 students set up in schools or community organizations. Chapters receive a variety of activity packages such as model rocket kits.

For more information contact The Young Astronaut Council, 1211 Connecticut Ave, NW, Suite 800, Washington, DC, 20036.

Advisor Swims to Gold

Dr. Jane Katz, PCPFS consultant and professor of physical education at Bronx Community College in New York, took home four gold medals in the First World Masters Swimming Championships held in July in Tokyo, Japan.

While setting a world record in the 800-meter freestyle (11:07.5), she also won the 200 meter individual medley (3:03.9), the 200-meter butterfly (3:10.6) and the 400-meter freestyle (5:28.6). Dr. Katz is the author of *The Wet Workout* and *Swimming for Total Fitness*.

Two New PCPFS Brochures



Two new publications are now available through the PCPFS office thanks to the generous support of the private sector. *Fitness in the Workplace, A Corporate Challenge*, left, is a handbook on employee fitness programs and was printed by Phillips Petroleum Company. *Everybody's Walking for Fitness*, a guide to walking as a fitness activity, was printed by Scholl, Inc. Single copies are available through the PCPFS office.

* * * * *



A new kit, *Guidelines for Mandatory Federal Physical Fitness Programs*, was recently presented at a meeting of the Task Force on Law Enforcement Physical Fitness hosted by the U.S. Marshals Service (USMS). The USMA recently launched a comprehensive national health and fitness program for law enforcement and support personnel. Pictured above are, from left: Stanley Morris; USMS Director; Carol Reynolds, USMS physical fitness specialist; York Onnen, PCPFS Director of Program Development and advisor to the Task Force; Teri Ellison, USMS supervisory personnel psychologist; and, Dene James, USMS fitness coordinator. The guidelines will be available to agencies with mandatory fitness requirements.

CALENDAR OF EVENTS

NOVEMBER

- 2 **11th Annual Marine Corps Marathon**, Washington, DC. Contact: York Onnen, PCPFS (202/272-3427).
- 1-11 **8th Panamerican Wheelchair Games**, Aguadilla, Puerto Rico. Contact: Humberto Cintron Aybar, Oficina Central, Isla Grande, Pda. 11, Marimar, Adtdo. 3207, San Juan, Puerto Rico, 00904

DECEMBER

- 3-5 **Third Regional Conference on Public Employee Fitness and Health Programs**, Andover, MA. Contact: Alice Wheaton, PCPFS, (202/272-2018) or Maureen Osolnik (617/565-1500).

1987 SPRING CLINICS

MARCH

- 20-21 **Southeast Regional Clinic on Physical Fitness and Sports**, TN. Contact: Dr. Robert Norred, Dept. of Health and Physical Education, University of Tennessee - Chattanooga, Chattanooga, TN, 37402 (615/755-4432).

APRIL

- 23-24 **National Capitol Area Clinic on Physical Fitness and Sports**, VA. Contact: Dr. Julien Stein, Dept. of Physical Education, George Mason University, 4400 University Drive, Fairfax, VA 22030 (703/323-2398).

More Than One Winner In Marine Corps Marathon

When the fastest runner crosses the finish line on November 2, completing the 26 mile 385-yard distance, the top winner of the 11th Marine Corps Marathon will be heralded. However, more than 325 other awards will be presented in categories ranging from 1st Military Finishers to fastest Embassy team.

This year's running of the annual "People's Race," no qualifying times are necessary to enter, marks the beginning of the second decade of the event. Sponsored by the U.S. Marine Corps in cooperation with the PCPFS the event offers no prize money yet attracts up to 11,000 runners. A majority of the runners are first-time marathoners.

The race begins and ends at the Marine Corps Memorial in Arlington, VA, and winds through many of the area's attractions including the Capitol, the White House, the Pentagon and the Lincoln Memorial. It is aptly nicknamed "The Marathon of the Monuments."

Team awards are presented to the first three teams in such categories as government, military, masters, high school and corporations. Each team receives a plaque and individual members who place for each team receive a medal.

For additional information contact Marine Corps Marathon, P.O. Box 188, Quantico, VA, 22134 (703/640-2225/2720).

A Special Marathon

The eleventh annual Special Olympics Mini-Marathon will be held on November 2 in conjunction with the Marine Corps Marathon, beginning at the Iowa Jima Memorial in Arlington, VA,

The two events, 5,000-meter and 10,000-meter races, will start at 9:30 A.M. and conclude with a Special Olympics Awards ceremony at 11:30 a.m. Qualifying time for the 5,000 is 30 minutes or less, 60 minutes or less for the 10,000.

For more information contact Jim Cole, Special Olympics, 4200 Wisconsin Ave, NW, Suite 419, Washington, DC, 20016 (202/244-1910).

Mid-Atlantic Team Wins Hershey Finals

The Mid-Atlantic Regional team defeated highly-touted teams from the North Central Region and Pacific Southwest Region to win top honors at the National Final of Hershey's National Track & Field Youth Program.

The Mid-Atlantic Regional team accumulated 235 points, 22 more than the North Central Regional team, the meet's runner-up. The national championship team was comprised of participants from Delaware, Maryland, New Jersey, New York, Pennsylvania and Washington, D.C.

The 480 boys and girls ages 9 to 14, from all 50 states and the District of Columbia, participated in the National Final. They earned their all-expense-paid trip to Hershey by competing in local, district and state meets held

across the country this summer.

Rafer Johnson, 1960 Olympic Decathlon Gold Medalist, served as grand marshal at the National Final. Michael Jordan, NBA All-Star player for the Chicago Bulls, was the guest celebrity athlete.

Hershey's National Track & Field Youth Program is conducted annually in cooperation with the National Recreation and Park Association and the PCPFS. Hershey Foods Corporation is the funding sponsor of the program including the trip to the National Final for the youngsters, coaches and chaperones.

The Hershey Youth Program is one of the largest youth programs of its kind in the United States. Its goal is to introduce children to physical fitness through basic track and field events.

BULLETIN BOARD

• **First Lady Nancy Reagan** is the honorary chairman of the National Federation of State High School Association's new **TARGET** program. **TARGET** provides training programs that promote the prevention of drug and alcohol abuse among school-aged youth. Among its services, **TARGET** offers computerized referrals about specialized information on a variety of subjects related to chemical abuse. **TARGET** is also working to develop student health-promotion programs to be administered by a skilled cadre of student leaders. For more information contact the Federation at 11724 Plaza Circle, P.O. Box 20626, Kansas City, MO, 64195 (816/464-5400).

• **Sen. Richard G. Lugar (R-Ind.)** and Rep. Lee H. Hamilton (D-Ind.) have introduced identical resolutions in the Senate and House asking that Congress designate 1987 the "National Year of the Americas" in recognition of the Tenth Pan American Games to be held in Indianapolis next year. The resolution, according to Mark D. Miles, Games president, would underline the fact that the United States as a whole is host to all the people who will come here, not just Indianapolis. The 1987 Pan Am Games will be the first to be held in this country since 1959.

• **The Women's Sports Foundation** has appointed Deborah Anderson as its new executive director. Formerly vice president, account management, with the New York advertising agency of Laurence, Charles, Free and Lawson, Ms. Anderson holds an MBA from the University of Maryland and worked with the parks and recreation departments of Eugene, OR, and Oakland, CA. One of her first tasks as executive director will be the organization of the WSF's new headquarters in New York. Their address is 625 Madison Ave., 11th Floor, New York, NY, 10011 (212/872-9426).

• **The Girls Clubs of America (GCA)** recently published a booklet called *Ten Principles of Girls' Sports Participation* and an accompanying poster to open the second stage of their three-year Sporting Chance program. The program encourages sports awareness and participation of girls ages 6-18 as a route to lifetime fitness. The booklet and poster are the first elements of a Sports Resource Kit being created to help communities develop or expand sports programs for girls. Copies of the booklet are \$3.50 each; poster is \$5.00. To order write GCA National Resource Center at 441 West Michigan St., Indianapolis, IN, 46202. For more information contact GSA, 205 Lexington Ave, New York, NY, 10016 (212/689-3700.)

• Although Americans have progressed in their practice of some health and safety habits over the last three years, the percentage of those who engage in strenuous activity on a regular basis has dropped, according to the **1986 Prevention Index** conducted for **PREVENTION** magazine by Louis Harris and Associates. In 1983, 33% of those surveyed reported exercising strenuously three days per week or more as compared to 30% in 1985. For more information contact Tom Dybdahl, Project Manager, Prevention Index, Rodale Press, 33 East Minor St., Emmaus, PA, 18049 (215/967-5171).

• More than 4,840 athletes participated in the **1986 AAU/USA Junior Olympic Games** in August, the most ever to compete for national titles in 15 different sports. Seven guest athletes, including Willye White and Rowdy Gaines, were present at the XXth edition of the event. Syracuse, New York, will be the site of the XXI AAU/USA Junior Olympic Games, to be held at Syracuse University August 9-16, 1987.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

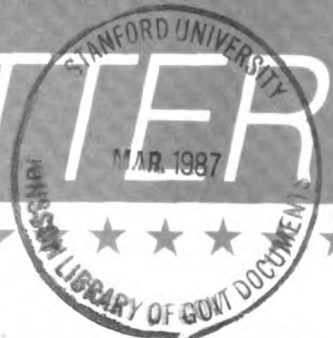
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NEWSLETTER



JANUARY/FEBRUARY VOL. 87, No. 1

AAU to Administer Presidential Sports Award

The PCPFS has named the Amateur Athletic Union as the administrator of its nationwide Presidential Sports Award program, which involves 43 sports and physical fitness activities.

said George Allen, Chairman of the President's Council. "The diversity of audience in the AAU qualifies it as unique among sports agencies in the U.S. today. There is no doubt in my mind

that the AAU will help us produce greater participation in the Presidential Sports Award program."

Officials of the AAU agreed. "The AAU has worked with the President's Council for several years in an effort to find an area where we can be truly helpful to the American public in providing a system of awards for outstanding accomplishments in sports," said Mason Bell, Assistant to the President of the AAU. "This program will provide us with that opportunity. We're honored by the recognition from the President's Council."



"The Presidential Sports Award was established in 1974 with the goal of motivating individuals to participate in sports and exercise programs on a consistent, long-term basis," said Ash Hayes, PCPFS Executive Director.

"We're delighted to have the AAU, with its great networking system, join us in this exciting program that could lead millions of Americans to improved fitness and a healthier, more vigorous lifestyle."

Under the agreement, the AAU will use its National Headquarters in Indianapolis as the fulfillment address for the award. When an individual meets the specified requirements in a particular sport, that person will mail a log sheet to the AAU where it will be processed and awards issued.

Anyone 15 years of age and older is eligible to participate in the program by writing to the AAU for the log sheet and then keeping a record of activity. When the requirements for a particular sport are met, the individual is eligible to receive a Certificate of Achievement signed by the President of the United States and a Presidential Sports Award emblem.

The wide range of sports run alphabetically from archery to weight training. Included are traditional sports such as cycling, jogging, basketball, racquetball, soccer, swimming and tennis. And less traditional such as orienteering, skeet-shooting and rifle.

"The AAU originated in 1888 with the purpose of providing amateur sports and fitness programs for all people,"

Fitness in 1986, Year in Review

1986 . . . the 30th anniversary of the PCPFS and one year closer to the Council goal of providing all Americans with the information, opportunity and encouragement to improve their fitness through regular participation in physical fitness and sports activities.

In 1986 the Council was expanded to 18 Presidential appointees. George Armstrong, Jim Gilmore, Frederick Malek, Pam Shriver and Harry Walters joined the Council to serve as advisors to the President, Secretary of Health and Human Services and the Council Chairman.

George Allen continued as Chairman, traveling to Russia and Czechoslovakia, among other countries, to encourage cooperative physical fitness projects and programs that would promote international goodwill among all people. He appeared on numerous television shows, speaking primarily on youth fitness, and appeared on Council public service announcements for the CBS television and radio networks.

1986 may well be remembered in Council history as the year youth fitness took a giant leap forward. The results of the 1985 School Fitness Survey, conducted by the Institute for Social Research at the University of Michigan and funded by the PCPFS, were released at a New York City press conference in March and what followed was a renewed interest in the physical fitness and health of our most precious resource...our youth.

Nearly 19,000 boys and girls, ages six through 17, were tested on a battery of fitness measurements and their performances were compared to past studies. Their scores showed that the "physical fitness of American public school children has shown virtually no improvement in the last 10 years and in some cases has greatly deteriorated." Overall performance, as assessed by experts, was considered poor.

What followed was an avalanche of inquiries from the media and the general

(See 1986, page 7)

PCPFS in the Media

• The coverage of the PCPFS and its many activities continues heavily in the nation's press. Since March, when the 1985 School Population Fitness Survey was announced, there have been a documented 384 stories on the PCPFS and youth fitness in publications with a combined circulation in excess of 98,577,000.

The latest scheduled stories will be a couple of genuine heavyweights. Both Reader's Digest and TV Guide, the two largest magazines in the country, are working with the PCPFS on major youth fitness stories for publication soon.

The coverage of adult, senior and general fitness topics also is on the rise. Since March, there have been an additional 270 articles dealing with these specific topics in publications with a combined circulation of 56,729,000.

* * *

• PCPFS consultant Bob Wieland, whose legs were destroyed on a Vietnam battlefield 17 years ago, showed his courage and fitness when he completed the New York City Marathon on his arms. Wieland finished in four days, two hours, 48 minutes and 17 seconds — the slowest time ever — to heart-warming cheers and tremendous television and press coverage.

Wieland cited three specific reasons for undertaking his accomplishment: to show his born-again Christian faith, to test his conditioning and to promote the President's Council on Physical Fitness and Sports.

"Success is not based on where you start," he said. "It's where you finish, and I finished."

* * * *

• Fitness messages by baseball greats Mickey Mantle, Steve Garvey and Wally Joyner, along with a motivational message by Chairman George Allen, were produced by Mike Radford of Whittier, CA, as public service announcements for the President's Council . . . An article by Allen on the need to improve youth fitness will be in the next issue of PTA TODAY, the national magazine of the Parents and Teachers Association.

* * * *

From the Chairman

It's the start of a brand new year, and that always means a time for planning and goal setting. And making resolutions in our personal and professional lives to be carried out over the next 365 days.

As you chart your course for the new year I hope you include in it plans to invigorate and revitalize the physical fitness programs with which you are involved, setting realistic goals that you will be able to reach and you will enjoy reaching.

First, take a good look at your own personal fitness plan. Are you achieving the results you want? If it's to trim down, are you seeing changes? If it's to compete are you improving? And, most important, are you enjoying your workouts?

Set at least one goal for yourself and write it down. You might consider trying a new activity, adding one more day of exercise to your weekly program, or signing up for a fun/ run or similar weekend challenge. Don't set a goal that you know you'll never attain but make it a meaningful test of your ability and determination.

Second, set a goal to improve the program that you supervise or are involved with. If you are a physical educator, write down some new activities to try with your students. Or, set an individual goal for each, a contract of sorts and work hard with each student to help them realize these goals.

• Television station WIVB of Buffalo produced a three-part youth fitness special in cooperation with the PCPFS in which viewers were invited to call an 800 number for the PCPFS booklet "Physical Education — A Performance Checklist" . . . More than 60,000 copies of the PCPFS booklet "Everybody's Walking for Fitness" already have been distributed. It was printed as a public service by Dr. Scholl's and distributed, among other places, through the Consumer Information Center in Pueblo, CO., under a grant by the Office of Consumer Affairs. The booklet is scheduled to be reprinted shortly.

If you're a recreation professional, set a goal for your community such as increasing the number of people who visit your facility. Or make that improvement in the weight room you've been wanting to do.

You can begin planning an activity to celebrate Fitness Month (May). The options are endless.

Lastly set one goal that will help another person, say a family member. As professionals in fitness, recreation and physical education you have the skills and ability to reach out and help others improve their lives by becoming fitter and healthier.

This goal could be anything from providing another person with a personal fitness evaluation or sharing some motivational resources with them. Or you can just encourage someone to join you on your daily run or swim. There is power in numbers and some of the most successful exercisers are those who exercise with a friend.

Those are just three goals for the year. Write them down and stick to them. And have a happy, healthy 1987!



GEORGE ALLEN



VOL. 87, NO. 1

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Council members are: George H. Allen, Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald I. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick A. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Sagner, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters, and David A. Werblin.

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Editor: Lisa Kanner.

SPOTLIGHT: Jim Gilmore, Jr.

Editor's Note: The following profile is the seventh in a series highlighting the members of the PCPFS.

To visit Kalamazoo, Michigan, is to know Jim Gilmore Jr., newly appointed member of the PCPFS. Born in this city in 1926, Gilmore has become a leader in Kalamazoo's business, sports, political and public service circles and his impact is felt throughout the city and beyond.

Kalamazoo is the base of Jim Gilmore Enterprises, an operation that includes seven radio stations around the country, an industrial farm in Richland, MI, and several automobile dealerships, with two additional offices in Miami and Washington, DC.

In addition, Gilmore is actively involved in some ten other business affiliations including chairman and president of the Gilmore Racing Team, Inc, which sponsors four-time Indianapolis 500 winner A.J. Foyt, Jr. He is also president and director of the International Hockey League team in Kalamazoo.

Gilmore got his start as a 13-year old working in his family's department store, Gilmore Brothers. It is the largest department store in Kalamazoo and still going strong, according to Gilmore. "I was guided by parents who preached that dedication to work is essential," he said.

An enterprising teenager, he worked with "mentors" much older than he building model airplane engines and small race cars. Gilmore enjoyed working with his hands and helped develop the first radio-controlled airplane. This small model plane now occupies a place in the Smithsonian Institute and served as a prototype for today's more sophisticated radio-operated systems.

He attended Culver military Academy, Western Michigan University and Kalamazoo College. His college years were interrupted by a tour of duty in the army where he served in the Army Air Corps. He returned to Kalamazoo, to his family's store, after three years overseas.

Ten years later he left Gilmore Brothers to start his own advertising agency, known today as William R. Biggs/Gilmore Associates, Inc. At the age of 33,

he ran for mayor of Kalamazoo in his "spare time" and won. It was his first bid for a political office and he held that post during 1959-61.

Gilmore's public service activities are many and he is driven by the belief that God has given him the motivation to succeed. He also believes that he can return this gift by giving to others. He and his family (he is married and has nine children) give of their time, money and advice to countless community organizations.

He has been an advisor to two former Presidents, serving on the National Advisory Cancer Council and the Citizens Advisory Committee on Environmental Quality. He was associate director of the Boys' Clubs of America and past chairman of the Kalamazoo County United Fund Campaign.

Despite his busy schedule which includes many days traveling, Gilmore keeps fit by following a walking program. "It is absolutely essential for good mental and physical health, and for better decision making, that exercise be a daily part of my life," he said.

He believes, also, that "physical fitness isn't always 'dollars and cents.' It's an attitude. We have to convey the belief that exercise is important and this



PCPFS member Jim Gilmore, left, with Gen. Chuck Yeager, center, test pilot, and A.J. Foyt, Jr., four-time winner of the Indianapolis 500.

will carry over to others."

As for what the Council itself can do: "The more we can do to create and maintain awareness at the national level, the more the American people will come to know how important our program is. Successful communications is the key, on radio, television and in print."

Recipient of countless awards and honors, Gilmore's personal success is evident and reflects his motto: "Don't stop, continue to do better." He tries to keep the quality of his work high and judges his overall success by day to day accomplishments, and a 'gut feeling' at the end of the day that he has done what he set out to do.

Spring Regional Fitness Clinics Announced

The PCPFS has announced its regional physical fitness and sports clinic schedule for spring 1987.

The Southeast Regional Clinic will be held on March 20-21 at the University of Tennessee-Chattanooga and the National Capital Regional Clinic on April 23-24 at George Mason University, Fairfax, VA.

Each clinic is expected to attract some 800 physical education, sports and fitness professionals from the host and bordering states. A team of expert clinicians in more than 20 subject areas, including weight training, aerobic exercise, stress management, soccer and other fitness activities will present workshops throughout the two-day event.

The clinics begin with a general address by a prominent speaker representing a physical fitness or sportsmedicine

discipline. George Sheehan, MD, and Larry Lamb, MD, will be the keynote speakers for the Southeast and National Capital clinics, respectively.

Attendees are then free to choose from concurrent sessions, most designed for active participation, which run through the following afternoon.

The clinics are held in cooperation with the Governor's Council on Physical Fitness and Sports and the Department of Education of that state.

For local information contact Dr. Robert Norred, Dept. of HPER, University of Tennessee-Chattanooga, Chattanooga, TN, 37403 (615/755-4323); Dr. Julien Stein, Dept. of Health, Sport, Leisure Studies, George Mason University, 4400 University Drive, Fairfax, VA, 22030 (703/323-2398.)

National Contest Raises Student Fitness Awareness

Ninth-grader Donna Dunn had a dismal day . . . and across the country thousands of schoolchildren are trying to figure out why. "Donna Dunn's Dismal Day" is part of the "Feeling Fit Forever" educational packet distributed to schools in conjunction with "The Great Raisin Fitness Challenge," a project created by Ketchum Public Relations and presented by the PCPFS and the California Raisin Advisory Board (CALRAB.)

The PCPFS and CALRAB teamed up again this fall to help promote youth fitness by launching a pilot national campaign encouraging students to take part in the Presidential Physical Fitness Award Program and to lead healthy, active lifestyles. Physical education teachers in ten major markets were mailed a promotional packet that included a poster, "Feeling Fit Forever" activity kit and an entry form for "The Great Raisin Fitness Challenge Contest." Some 25,000 packets were distributed.

The activity kit offers tools to help teach students about the importance of

Employees Energize At U.S. Energy Agency

Judging from the results of its new fitness center, the U.S. Department of Energy is more than living up to its name.

The new fitness facility at the Forestal Building in Washington opened in September with 491 members. In less than three months, that total has increased to nearly 700 members.

Primarily responsible for the facility is Secretary of Energy John Herrington, a former Golden Gloves boxer, and Undersecretary Joseph Salgado. Renovating space used by building and maintenance workers, the fitness center includes, among other things, stationary bicycles, a heavy punching bag, weight machine, treadmill and an exercise room.

The fitness center is employee-funded and non-profit. Those who belong pay on a sliding scale according to salary.

leading a healthy lifestyle. For example, activity one presents "Donna's Dismal Day," a day filled with poor lifestyle habits including inactivity. Students are asked to discuss what they think is wrong with Donna's lifestyle and how it can be improved. Other activities cover exercise and nutrition concepts.

The contest deadline has been extended. Entries must be postmarked no later than February 16, 1987, and received by February 24.

The kit encourages teachers to start a program that will get their students in shape to try for the Presidential Physical Fitness Award. Any student who takes the test for the award can then take part in the "Fitness Challenge" by submitting an essay entitled "Why I am Raisin' My Fitness." (Students in grades one and two submit drawings of themselves or their families participating in some fitness or sport activity.)

Winning students, a parent and their physical education instructor will be flown to Washington, DC, in April for an awards ceremony and a tour of the nation's capital. There are still kits available and time to enter the contest.



Promotional poster for "The Great Raisin Fitness Challenge" featured Cosby Kid Tempestt Bledsoe. Tempestt traveled to ten cities talking to students about the importance of being in shape. She is in training to try for the Presidential Physical Fitness Award.

Entries must be postmarked no later than February 16, 1987. For more information contact York Onnen, Fitness Challenge, PCPFS, 450 5th St., NW, Suite 7103, Washington, DC, 20001.



PCPFS Chairman George Allen, left, and John Herrington, Secretary, U.S. Department of Energy, "pound out" some important physical fitness issues in the Department's new fitness facility.

PCPFS and 4-H End '86 in Chicago

The PCPFS and the National 4-H ended their 1986 cooperative program at the 65th National 4-H Congress in Chicago in late December. PCPFS representatives conducted five fitness workshops for the 1700 young delegates to the Congress and their chaperones.

"To be physically fit means that everything is in balance. You eat the right things and get the right kind of exercise. It's hard for college kids to take time to exercise. It's important for health, and it makes you feel good and look better."

— Jodi Musselman, 17, Kansas

Sessions on aerobics and flexibility, strength development, self-defense, nutrition and fitness and sports medicine were held concurrently one day during the Congress and the delegates were free to attend a session of their choice.

All workshops were received enthusiastically by the delegates, who represented the top achievers in the national 4-H program. They were in Chicago for a week of meetings, awards presentations, workshops and sight-seeing.

"When I go into shopping malls I see a lot of overweight people. I never want to be like that."

— Kandilyn Dowd, 15, Colorado

The fitness sessions were conducted by Kim Oxsen, Universal Gym Equipment; Dr. Harold Lubin, American Medical Association; Roger Nielson, Thomas Dillon and Daniel Dzwilewski, FBI special agents; Robert Gajda and John Blievermicht, Gajda Sports Rehab Network; and York Onnen and Lisa Kanner, PCPFS staff.

"When I was in high school, gym was mandatory. And, we warmed-up with aerobics before volleyball practice. We had less injuries on the team when we were doing that."

— Sarah Cable, 18, Nebraska

This was the second time that the PCPFS presented a physical fitness program at this national event, and plans are underway for continued emphasis on fitness through cooperative 4-H and PCPFS projects in 1987.

"Fitness is Feeling Great!" . . .

New PCPFS Ad Campaign Slogan

Starting in January, the slogan "Fitness is Feeling Great!" will appear on PCPFS public service announcements, including print, radio and broadcast ads.

The slogan was selected to summarize all the benefits of being physically fit into one - they make you feel "Great!"

The first phase of the new PCPFS public service campaign, under the direction of the Boston-based advertising agency Professional Media Services, Inc., will be distributed during January. A television commercial directed towards teen-age girls has been produced in 30,

20, and 15-second versions. It will be distributed to 320 television stations in the country's top markets.

The announcements deliver the message that exercise can be a way to reduce the stresses of youth. They are produced in an upbeat music-video type format.

To support the television ads, a print and radio campaign is now being developed to promote regular exercise for teenagers. One finding of the 1985 School



A scene from the new PCPFS youth fitness public service announcement which encourages regular exercise for teen-agers. The PSA is scheduled for January release.

Population Fitness Survey showed that teenage girls in particular exhibit low levels of fitness.



Presenting the new PCPFS school poster for 1987, from left, PCPFS Executive Director Ash Hayes, Linda Janower, president, Professional Media Services, Inc. (PMSI), and Steve Guback, PCPFS Director of Information. The poster, developed by PMSI and featuring the new PCPFS slogan "Fitness is Feeling Great!" will be included in this year's school mailing.



PCPFS member Warren Giese, left, recently discussed the future plans of Washington State's new Governor's Council on Physical Fitness, Health and Sports, with Michael Lawrence, manager, Richland Operations of the U.S. Department of Energy, Richland, WA. Richland Operations hosted a luncheon to announce the formation of the new Governor's Council.

PCPFS To Cosponsor Annual Spring Event

The PCPFS will cosponsor the Fourth Annual Spring Symposium of the Sports and Cardiovascular Nutritionists (SCAN) Practice Group in Washington, DC, April 26-28, 1987.

This year's program will focus on health and fitness promotion programs in the corporate setting and some 300 SCAN members and other fitness professionals are expected to attend. SCAN members are primarily registered dietitians with expertise in sports nutrition, health promotion or cardiovascular nutrition.

"We are pleased to cosponsor this event," said PCPFS Executive Director Ash Hayes, Ed.D. "Nutrition professionals can play an important part in promoting physical fitness and exercise. We hope that those in attendance become more aware of PCPFS programs and initiatives through our role as cosponsor."

Hayes will be joined by C. Wayne Calloway, director of the obesity clinic at George Washington University Medical Center, as featured speakers on April 27. Hayes will discuss fitness testing for children and present the results of the 1985 School Fitness Survey.

For more information contact Maureen Smith, Conference Co-Chair, Westin Fitness Center, 2401 M Street, NW, Washington, DC, 20005 (202/457-5070).

Wrap-up: 1986 Marine Corps Marathon

A first-time marathoner and a first-time repeat winner topped the field of nearly 10,000 runners at the 11th annual Marine Corps Marathon on November 2.

Brad Ingram, 31, won his second Marine Corps Marathon with a time of 2:23:13, less than one minute in front of his closest competitor. Ingram, a former Marine artillery officer, won the race in 1984 with a personal best time of 2:19:40.

In the women's division, social worker Kathleen Champagne, 24, turned in a 2:42:59 to win almost six minutes ahead of her closest female competitor. This was her first marathon.

The race was marked by a tragedy when a 32-year old Marine collapsed at about the 15-mile marker one hour and forty minutes into the race. He died shortly after, without having regained consciousness.

Sgt. Martin A. Wurst Jr., from Willow Grove, PA, was serving as a helicopter mechanic at the Naval Air Station in Willow Grove. He had completed two marathons and was a runner since high school.

A severely blistered hand did not stop Kenneth Archer from topping the field

of 13 wheelchair participants as he pushed his way across the finish line with a time of 2:10:21. Archer, 37, has won five of the seven Marine Corps marathons he has entered. A worn area in the special gloves he wears for racing caused the severe blister on his hand.

Archer lost his leg above the knee in an auto accident 16 years ago and has always been athletic. He trains year-round, focusing his training schedule on speed and endurance. "To improve, I will train for speed one day and for distance another," he stated.



Brad Ingram, front center, battled heat and humidity, to win his second Marine Corps Marathon with a time of 2:23:13. He last won the race in 1984.

Photo by Sgt. Michael Lindee



Curtis S. Wilbur, Ph.D., second from left, director of marketing, Johnson & Johnson, was the featured speaker at the fall meeting of the Federal Interagency Health/Fitness Council (FIHFC). He presented his company's successful "Live for Life" employee fitness program. Also pictured, from left, Randy Schools, newly-elected FIHFC chairman; Ash Hayes, Ed.D., PCPFS Executive Director; and Thomas J. Simon, Associate Director for Administration, Office of Personnel Management (OPM).

(From page 1)

public. USA Today devoted an entire editorial page and other articles to the issue. People Magazine, the Los Angeles Times and other major publications ran full-length articles on the subject. Some 384 documented stories in newspapers, magazines, trade journals and other publications ran articles on youth fitness in which the PCPFS was mentioned—a combined circulation in excess of 98 million.

All three major television networks and countless television and radio stations covered the youth fitness story. ABC's World News Tonight, Good Morning America, The Today Show and Hour Magazine ran features on the health and fitness of America's youth.

CBS television network conducted a nationwide "Eye on Fitness" campaign and designated May as Youth Fitness Month. Public service announcements, news reports and specials focused on fitness throughout the year and the four CBS-owned stations conducted off-air community projects to inform their audience of the importance of keeping fit. PCPFS Chairman George Allen and stars from the CBS fall lineup of shows delivered 10-second public service messages on prime time between 8 and 8:30 pm nationwide.

WCAU-TV, the CBS station in Philadelphia, conducted Fitness Festival '86 in May at Villanova University. More than 3,000 area high school students took part in a spirited celebration of fitness cosponsored by the PCPFS and Campbell Soup Company. All in all, the PCPFS estimates that the message of youth fitness reached 200 million Americans through coverage in the media.

The results of the Youth Fitness Survey also triggered new projects designed to encourage youngsters to exercise regularly. The PCPFS teamed with the American Academy of Family Physicians (AAFP) and Hallmark Properties to develop the Rainbow Brite "I'm a Fit Kid" coloring book. The book was distributed to two million boys and girls, ages 3-6, through pre-schools, day care centers, public school systems, family doctors' offices, and the PCPFS.

CALENDAR OF EVENTS

HAPPY NEW YEAR!

JANUARY

- 17-18 National Track and Field, Coaches Clinic, Anaheim, CA.** Contact: Bob Gaughran, Track and Field, Dept. of Athletics, Rancho Santiago College, Santa Ana, CA, 92706.

MARCH

- 12-13 1987 National Association of Governors' Councils on Physical Fitness and Sports National Meetings, Colorado Springs, CO.** Contact: Shellie Pfohl, NAGCPFS, One Franklin Square, Springfield, IL, 62713 (217/528-1777).
- 20-21 Southeast Regional Clinic on Physical Fitness and Sports, Chattanooga, TN.** Contact: Dr. Robert Norred, Dept. of Health and Physical Education, University of Tennessee-Chattanooga, Chattanooga, TN, 37403 (615/755-4323).

APRIL

- 13-17 1987 AAHPERD National Convention and Exposition, Las Vegas, NV.** Contact: Gladys Merrick, American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), 1900 Association Drive, Reston, VA, 22091 (703/476-3466).
- 23-24 National Capitol Area Clinic on Physical Fitness and Sports, Fairfax, VA.** Contact: Dr. Julien Stein, Dept. of Physical Education, George Mason University, 4400 University Drive, Fairfax, VA 22030 (703/323-2398).
- 26-28 Fourth Annual Sports and Cardiovascular Nutritionists Annual Spring Symposium, Washington, DC.** Contact: Maureen Smith, Westin Fitness Center, 2401 M Street, NW, Washington, DC, 20037 (202/457-5070).

MAY

NATIONAL PHYSICAL FITNESS & SPORTS MONTH

- 27-30 American College of Sports Medicine Annual Meeting, Las Vegas, NV.** Contact: ACSM Headquarters, 401 West Michigan St., Indianapolis, IN, 46202 (317/637-9200).

Cosby Kid Tempestt Bledsoe issued a challenge to kids to get in shape as she traveled to ten cities to promote the "Great Raisin Fitness Challenge," an essay contest for school-age children.

The fall curriculum of the Young Astronaut Program, a national educational program for elementary and junior high students, focused on "fitness for young astronauts" and was developed in cooperation with the PCPFS.

Ongoing youth projects involving the

Council were broadened as a result of the study. The "Fun and Fitness Program" of the Navy extended into 26 Naval sites reaching millions of dependent and civilian youth and families. The National 4-H Council continued its emphasis on fitness by conducting several fitness workshops throughout the year, and the FITNESSGRAM project, a computerized fitness reporting program

(See 1986, page 8)

1986, The Year in Review (From page 7)

presented by the PCPFS, AAHPERD, Campbell Soup Company and the Institute for Aerobics Research reached 2.3 million students and extended into several foreign countries.

Revised Program

But, perhaps the biggest program to expand as a result of the 1985 survey was the Presidential Physical Fitness Award (PPFA) Program itself. For the first time in the 20-year history of the program, youngsters ages six through nine can qualify for the award. The test items were revised using data from the survey and new norms were established for all ages.

The PPFA battery of test items now includes a one-mile run for cardiorespiratory endurance; pull-ups for upper body strength and endurance; curl-ups for abdominal strength and endurance; V-sit reach for flexibility; and a shuttle run for leg strength and endurance. Boys and girls are required to score at the 85th percentile or above on all five test items to qualify for the PPFA.

National awards went to outstanding teams and individuals throughout 1986. President Reagan received a Healthy American Fitness Leader Award along with nine other fitness leaders; former-President Richard Nixon and IBM chief John Akers received National Honor Awards; George Allen was presented with the 1986 "Man of the Year" award from the Association of Physical Fitness Centers; Campbell Soup Company

won the 1986 National Fitness Classic; the PCPFS "Bob Stewart" award went to John Mandel; youngsters from the Mid-Atlantic States won the National Final of Hershey's Track and Field Youth Program; and 125 schools received State Champion Awards.

Fitness got an extra boost at the federal worksite when the Office of Personnel Management and the General Services Administration issued statements in support of exercise facilities at government agencies. Three regional conferences on "Public Employee Health and Fitness" were conducted by the PCPFS in Seattle, Los Alamos and Boston on how to improve employee fitness and manage fitness facilities in the public workplace.

Capital Events

In Washington, teams of federal employees ran and walked for fitness to compete for the USDA "Secretary's Cup" and the National Institute of Health's "Walking Trophy," and Brad Ingram won his second Marine Corps Marathon.

Montana and Arizona hosted regional physical fitness and sports teacher training clinics and The Center for the Study of Aging sponsored the 14th Annual Fitness After Fifty Workshop.

With the help of the private sector, two additional publications were made available to the American people — Phillips Petroleum Company sponsored a new pamphlet on corporate fitness

programming, "Fitness in the Workplace," and Dr. Scholl Inc. sponsored "Everybody's Walking for Fitness," booklet designed to get adults off and walking on a regular basis.

The most active month of 1986 was May, National Physical Fitness and Sports Month. Working to help "Shape Up America," citizens of all ages participated in organized events to celebrate physical fitness and an active, healthy lifestyle. The campaign kicked-off in Washington, DC, and continued around the country at hospitals, schools, community recreation centers, spas, fitness resorts, and companies involving millions of people. Americans really did "get physical" in 1986.

* * * * *

New Resource

A new health resource is now available from the Office of Disease Prevention and Health Promotion. The 1990 Health Objectives for the Nation: A Midcourse Review is an assessment of how the Nation is faring in its strategy to improve the health status of its citizens and reduce health risks.

The PCPFS served as the lead agency for the area of physical fitness. Single copies of A Midcourse Review are available for a handling fee from the ODPHP Health Information Center, P.O. Box 1133, Washington, DC, 20013-1133 (800-336-4797; in Washington, DC, 202/429-9091.)

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER



MARCH/APRIL VOL. 87, No. 2

U.S., Soviet Union Sign Youth Fitness Exchange

The Soviet Union and the United States have signed an historic agreement to exchange youth physical fitness tests and to participate in an exchange of programs for mass physical culture.

"Our motto is 'Better Understanding Through Youth Fitness,'" said George Allen, PCPFS Chairman. Allen and Marat Gramov, Chairman of the Committee for Physical Culture and Sports and President of the Olympic Committee of the USSR signed the agreement in ceremonies on February 9 at the National Press Club in Washington, DC.

Also participating in the ceremonies were Soviet Ambassador to the U.S. Yuriy Dubinin; Vyacheslav M. Gavrilin, Deputy Chairman of the USSR State Committee for Physical Culture and Sports and Vice President of the USSR Olympic Committee; Ambassador Stephen H. Rhinesmith, coordinator of the President's U.S.-Soviet Exchange Initiative; and Ash Hayes, PCPFS Executive Director.

Youth Fitness Motivation

"The purpose of this agreement is to motivate all youth to improve their physical fitness," said Allen. "This program will also promote improved relations and understanding among the people of all ages in both countries."

The agreement calls for youngsters in the United States to take a Soviet youth fitness test. In exchange, Soviet youth will take the U.S. youth fitness test used in the Presidential Physical Fitness Award program.

"This is another step in mutual understanding following the Goodwill Games in Moscow," said Gramov. "We believe some positive aspects will come from this. Youth fitness is not just a problem for the U.S. and the Soviet Union. It is a problem in the world."

Clinics, Research

The agreement also calls for an exchange of physical education literature, teachers, youth delegates, sports medicine and physical fitness research data, and the organization of clinics for leaders of physical fitness programs for the people of both countries.

The agreement also states that the State Committee on Physical Culture and Sports of the USSR and the

(See Fitness, page 2)



PCPFS Chairman George Allen, left, and Marat Gramov, Chairman of the Committee for Physical Culture and Sports and President of the Olympic Committee in the USSR, after signing an agreement to strengthen youth fitness in both countries through an exchange program.

Physical Education Week Moves to May To Join PCPFS Fitness Month Campaign

National Physical Education and Sports Week has moved to May, National Physical Fitness and Sports Month, in an effort to unify the annual observance of the importance of physical fitness and sports participation for all Americans.

The week long celebration, sponsored by the National Association for Sports and Physical Education (NASPE), will take place May 1-7. NASPE is a member organization of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD.)

This year's Fitness Month campaign

materials have been distributed to some 10,000 community fitness and recreation centers and schools around the country. The packet includes a poster and numerous brochures offering guidelines on conducting special events during May.

The packet materials are:

POSTER - printed as a public service by the Roller Skating Rink Operators Association (RSROA) with design donated by James Lienhart Design. Features photos contributed by Bicycling Magazine, RSROA and Scholl, Inc.

(See Fitness Month, page 3)

PCPFS in the Media

• More than 70 persons, including representatives from Tass, Voice of America, USA TODAY, The Washington Post and Turner Broadcasting, just to mention a few, attended the press conference at the National Press Club announcing the historic Soviet-US Youth Fitness Exchange.

The photographers in particular had an unexpected delight when George Allen flipped a ceremonial "game ball" to Vyacheslav M. Gavrilin and the Deputy Chairman of the USSR State Committee for Physical Culture and Sports nearly tumbled backward trying to make a one-handed catch. Gavrilin got even moments later when he jokingly knocked the ball out of Allen's hands, forcing a fumble from the former football coach during another photo session.

Marat V. Gramov, the president of the USSR National Olympic Committee and Chairman of the USSR Committee for Physical Culture and Sports, caught the spirit of the event. Lifting a ceremonial hand weight high over his head, Garmov remarked to laughter: "I have passed the first (exchange) test."

* * *

• The nation's press also has captured the spirit of fitness, responding with a new wave of information for the public. Life Magazine devoted virtually all of its 84-page February issue to a "Special Report: The American Way of Fitness." It included major articles on everything from the rigors of triathlon training to help for heavy teens.

Time Magazine with its 4.8 million circulation devoted almost two pages in its January 26 issue to an article on youth fitness entitled "Getting an F for Flabby" which pointed out that many U.S. youth come up short on endurance, strength and flexibility.

PTA TODAY, the magazine of the National Parents and Teachers Association, used fit and healthy children as the theme for its 90th birthday issue. The lead article by George Allen was entitled "Why We Need To Improve Youth Fitness." The magazine devoted 29 pages to youth fitness.

Joining the parade was PennyPower, a magazine basically directed at youngsters between 9 and 14 years of age, which began a series of fitness articles and exercises developed by the President's Council with a two-page spread entitled "Are You Fit For Life?"

Military Lifestyle came out with a 66-page issue devoted almost entirely to youth and family fitness, starting with a lead article entitled "Fitness on the Home Front." Scripps-Howard News

Service also launched an 11-part series on fitness for all its publications.

* * *

• A series of nine public service advertisements for youth produced by the PCPFS and Professional Media Services, Inc., of Wellesley Hills, MA, soon will be hitting the radio airwave. Ranging from 15 to 60 seconds, the spots include the "Fitness Is Feeling Great" jingle, a rap session, a takeoff on

the Twilight Zone and mini-dramas on exercise as a help in weight control and teenage stress reduction. The spots have been sent to the top 2,000 radio stations nationwide.

* * *

• "Getting Fit with Denise Austin," PCPFS consultant and fitness expert, premiered January 5 on ESPN. The half-hour exercise program airs 6:00 am and 12:30 pm Monday through Friday.



Allen presents a ceremonial "game ball" to Gramov, left, and Soviet Ambassador to the U.S. Yuriy Dubinin. The football has the motto "Better Understanding Through Youth Fitness" inscribed in Russian.



Gramov, right, and Allen sign youth fitness exchange agreement. PCPFS Executive Director Ash Hayes, left, looks on.

Fitness Exchange

(From page 1)

PCPFS will support the Memorandum on Sports Cooperation and Mutual Understanding signed by the National Olympic Committee USSR and the National Olympic Committee USA in 1985. An exchange of coaches, referees and specialists in various sports, demonstrations of baseball and softball in the USSR and gorodki and sambo in the U.S. also will be encouraged.

The agreement will be in effect until December 31, 1988. Schools and youth-serving organizations will participate on a voluntary basis.

Some 75 representatives of the media and organizations interested in youth fitness and international relations attended the signing ceremony, which was sponsored by Campbell Soup

Company.

May Fitness Month Campaign Begins

(From page 1)

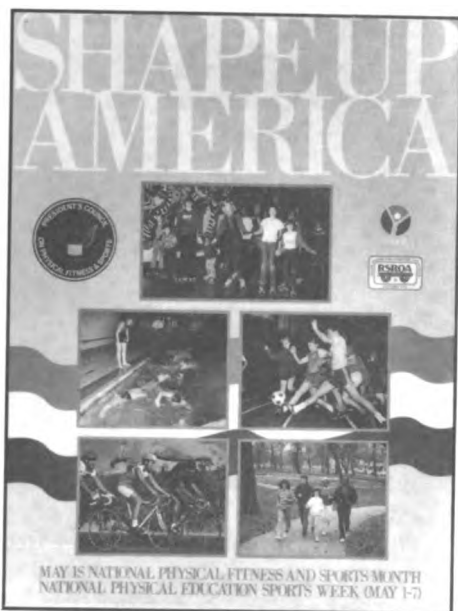
FITNESS MONTH BROCHURE: Offers guidelines on how to develop, promote and conduct special events during Fitness Month. Designed and printed by the PCPFS.

PROMOTIONAL BROCHURES: Provided as a public service by the ASROA, U.S. Tennis Association and Volkspoint of America.

A cover letter from PCPFS Chairman George Allen completes the package.

Among the many events likely to take place during May are fitness fairs, lectures, and fun runs and walks. Many community organizations choose this time to launch Presidential Sports Award programs. Schools may choose to conduct their annual fitness testing or the Presidential Physical Fitness Award Program during this month.

Coordinators are encouraged to send news clippings, releases and summary reports on activities and number of participants to the PCPFS office. For more information contact Dr. Matthew Guidry, PCPFS, 450 5th St., NW, Suite 7103, Washington, DC, 20001 (202/272-3424).



New 1987 poster for National Physical Fitness and Sports Month printed by the Roller Skating Rink Operators Association.

Spring Clinics

The Southeast Regional Clinic will be held on March 20-21 at the University of Tennessee-Chattanooga and the National Capital Regional Clinic on April 23-24 at George Mason University, Fairfax, VA.

Each clinic is expected to attract some 800 physical education, sports and fitness professionals from the host and bordering states. A team of expert clinicians in more than 20 subject areas will present sessions throughout the two-day event.

The clinics begin with a general address by a prominent speaker representing a physical fitness or sportsmedicine discipline. George Sheehan, MD, and Larry Lamb, MD, will be the keynote speakers for the Southeast and National Capital clinics, respectively.

The clinics are held in cooperation with the Governor's Council on Physical Fitness and Sports and the Department of Education of that state.

For local information contact Dr. Robert Norred, Dept. of HPER, Uni-

Federal Fitness Day

The Federal government will kick-off National Physical Fitness and Sports Month on April 30, "Federal Fitness Day." The PCPFS and the Federal Interagency Health/Fitness Council (FIHFC), Federal Fitness Day sponsors, encourage Federal agencies to conduct special events to kick-off Fitness Month.

In Washington, DC, teams of federal employees will vie for the U.S. Department of Agriculture's "Secretary's Cup" (running) and the NIH Recreation and Welfare Trophy (walking). A special award will be presented to the agency with the most teams entered in both events.

Corporate Fitness News . . .



PCPFS Executive Director Ash Hayes, left, congratulates Richard McLaughlin, Executive Vice President, The Travelers Insurance Company, at the grand opening of The Travelers Taking Care Center. The 48,000 square-foot health and fitness facility for use by Travelers' employees will offer programs in physical fitness, nutrition, stress management and other health promotion areas.

versity of Tennessee-Chattanooga, Chattanooga, TN, 37403 (615/755-4323); Dr. Julien Stein, Dept. of Health, Sport, Leisure Studies, George Mason University, 4400 University Drive, Fairfax, VA, 22030 (703/323-2398.)



VOL. 87, NO. 2

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001.

Council members are: George H. Allen, Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald I. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters, and David A. Werblin.

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Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1987.

May is National Physical Fitness and Sports Month

Racket Drive Helps Bring Tennis to Youth

More than 30,000 tennis rackets have been collected in a nationwide used tennis racket collection drive conducted by the U.S. Tennis Association (USTA) in cooperation with the PCPFS. The collection, which began last May during National Physical Fitness and Sports Month, is helping to offset the need for tennis equipment in the community.

"The biggest obstacle to overcome in the development of community and school tennis programs is the need for equipment," said Larry Tabak, director of the USTA Schools Programs. The used rackets, and some 30,000 additional rackets donated by the USTA, are being distributed as part of the Schools Program on an ongoing basis to schools, parks and recreation departments, tennis camps and other programs where there is a need.

The campaign supports the objectives of National Physical Fitness and Sports Month, an annual PCPFS campaign that encourages new fitness programs and services and acquaints people with fitness opportunities available in the community.

Special boxes provided by the USTA have been displayed at such locations as tennis centers, clubs, and National Physical Fitness and Sports Month events. After the boxes are filled with donated rackets, a USTA sectional director picks up the box and distributes the rackets throughout the community. There are 17 sectional school program directors throughout the country.

To participate call the USTA toll free at 1-800-223-0456 and ask for the USTA Schools Program.



The U.S.T.A. Schools Program is working to bring tennis into more physical education programs.

Navratilova Honored on Women in Sports Day

Sen. Bob Packwood (R-OR) presented the Women's Sports Foundation (WSF) "Flo Hyman Memorial Award" to Martina Navratilova in a ceremony celebrating National Women in Sports Day, February 4.

The award, to be presented annually, honors Hyman, a member of the Olympic volleyball team who died of Marfan's Syndrome on January 24, 1986 in Japan. In presenting the award Packwood said it honored the female athlete who represents "a conviction to excellence."

Packwood introduced the resolution that created Women in Sports Day, which recognizes the contribution women have made to sports and celebrates the value of sport as an integral part of every girl's and woman's education.

The awards ceremony was hosted by Senators Edward M. Kennedy (D-MA) and Ted Stevens (R-AK) and attended by several athletes, members of Congress and others. Among the athletes in attendance were PCPFS member Pam Shriver, PCPFS consultants Kathrine Switzer and Willye White, and WSF founder Billie Jean King.

The WSF is a national, non-profit organization dedicated to heightening

public awareness of the value of sports for all girls and women and providing opportunity for their participation.

For additional information contact WSF, 342 Madison Avenue, Suite 728, New York, NY, 10017 (212/972-9170).

AWARD PROGRAM

The 1987 Healthy American Fitness Leader Awards will be presented on September 26 in Long Beach, CA. The program is cosponsored by the PCPFS, U.S. Jaycees and Allstate Life Insurance Company. Nomination forms are available through PCPFS office.



Martina Navratilova, second from left, displays her "Flo Hyman Award" on National Women in Sports Day. Joining her are, from left, Billie Jean King, and Senator Bob Packwood and Bill Bradley.

Fitness Foundation Presents 1987 Awards

The Honorable James A. Baker III, U.S. Secretary of the Treasury, received the 1987 National Fitness Foundation (NFF) Public Service Award at the Annual NFF Award Dinner on March 1 at the Waldorf Astoria Hotel in New York City.

John B. Carter, president and chief executive officer, The Equitable, was awarded the NFF Corporate Award for his contributions to employee fitness. The black tie affair was attended by 700 prominent members of business and industry, the media and the fitness professions.

PCPFS Chairman George Allen presented a Five-Star Award for Excellence to Stan Musial, former baseball



James A. Baker, III

Tennis Sports Award

Some 100,000 tennis players were challenged to earn the Presidential Sports Award in tennis in the January edition of Resource Cards for the Tennis Player.

Published and distributed by SMS Publications, Inc, of Evanston, IL, the cards are sent in packets of 40-50 to the home addresses of active tennis players. SMS Publications printed a resource card with information on the Presidential Sports Award as a public service.

Track Star Wins Award

The Amateur Athletic Union (AAU) awarded the 1986 James E. Sullivan Memorial Award to Jackie Joyner-Kersey.

Winner of the Silver medal in the Heptathlon at the 1984 Summer Olympics, Joyner-Kersey broke the world heptathlon record twice in 1986.

Established in 1930 in memory of past AAU president James E. Sullivan, the trophy is presented annually.

within the Agency Operations Division before being named executive vice president and chief agency officer in 1977. He became chief executive officer in 1983.

A veteran of the U.S. Navy, he has held numerous directorships including chairman of the United Way of Tri State, the Child Care Action Campaign and commissioner of the Statute of Liberty and Ellis Island Foundation.

The National Fitness Foundation is a non-profit organization based in California working to promote fitness and sports participation through projects funded by the private sector.



Former PCPFS consultant and all-time St. Louis Cardinal slugger Stan Musial advises an aspiring baseball hopeful in the early 60s.

great, who served as physical fitness consultant to the White House from 1964-67. The Five-Star Award was created by Allen in 1984 to honor past PCPFS leaders and others who have made significant contributions to the administrative history of the Council.

Former chairmen Jim Lovell (1970-78) and Bud Wilkinson (1961-63), and former executive director C. Carson Conrad (1970-84) have received the Five-Star award in the past.

Baker became the 67th Secretary of the Treasury on February 3, 1985. Prior to this he served as President Reagan's

Chief of Staff, a position he held from January 1981 through January 1985. While at the White House he was a member of the National Security Council of which he remains a member.

A native Houstonian, Baker has a long and distinguished career in government and served President Ford as Under Secretary of Commerce. He served in the U.S. Marine Corps and practiced law from 1957 to 1975 before joining the Ford Administration.

John Carter joined The Equitable in 1969 as an agent and held a succession of sales and management positions



John B. Carter

School Days

The PCPFS will once again conduct special projects at Brent Elementary School in Washington, DC, as part of the Reagan Administration "Adopt-A-School" program.

During the spring, the PCPFS staff will assist Ami Dorsey, 11, in her science project on the flexibility differences between boys and girls, men and women, and before and after a three-minute warmup. The project will be entered in a city-wide science contest.

Also, PCPFS intern Tom Klein, a master-degree student at the University of Maryland, will conduct a one-hour workshop entitled "Stress Management Through Exercise" for the Brent teaching staff. In May, a special assembly will be called to celebrate National Physical Fitness and Sports Month.



Brent elementary students enjoy last year's Fitness Month assembly.



The Third Regional Conference on Public Employee Fitness and Health was held recently in Andover, MA. It was presented by the PCPFS in cooperation with OPM, the Boston Federal Executive Board and Federal agencies. Pictured at the opening ceremonies are, top row, from left: Tom Simon, Associate Director, OPM; Rear Admiral Sam Yow, U.S. Navy; PCPFS Executive Director Ash Hayes; Major Chaplain David Crocher, U.S.A.F.; Dr. Tom Collingwood, Center for Aerobics Research; Dr. Rob Roy McGregor, Chair, Massachusetts Governor's Council on Physical Fitness and Sports; Alice Wheaton FIHFC coordinator. Bottom row, from left: PCPFS Special Advisor Tenley Albright; Clairia Monier, HHS Region I Director, Boston; Louis Roberts, Vice Chairman, Boston Federal Executive Board; Randy Schools, FIHFC Chairman.



Senior exercise programs are growing in popularity. In Reno, Nevada, The Super Seniors of Reno, a group of fifty adults ages 50 to 90 years old, participate in regular sessions of "smooth, easy exercises" twice weekly at the Reno-Sparks YWCA. Led by 74-year old Myra McCue, the group performs demonstrations throughout the state and beyond, and schedules regular award ceremonies throughout the year to recognize long-time attendance.

Oregon Meeting On Women's Fitness

Oregon will present its second Women's Conference on Health and Fitness on May 28-30 at the Red Lion Inn in Portland.

Last year's conference attracted some 400 individuals interested in pursuing information on the health and fitness of women as well as exploring ways in which women can be instrumental in promoting healthier lifestyles at home, in the community and at the worksite.

Sponsored by the Oregon Governor's Commission on Physical Fitness and Sports, the conference is one in a series of regional programs conducted as followup events to the National Women's Leadership Conference on Fitness held in Washington, DC, in 1984.

For more information write Oregon Council for Health, Fitness and Sports, Inc., 4226 Woodside Circle, Lake Oswego, OR, 97034.

CALENDAR OF EVENTS

MARCH

10-21 **Southeast Regional Clinic on Physical Fitness and Sports**, Chattanooga, TN. Contact: Dr. Robert Norred, Dept. of Health and Physical Education, University of Tennessee - Chattanooga, Chattanooga, TN, 37402 (615/755-4432).

APRIL

13-17 **1987 AAHPERD National Convention and Exposition**, Las Vegas, NV. Contact: Gladys Merrick, American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), 1900 Association Drive, Reston, VA, 22091 (703/476-3466).

23-24 **National Capital Area Clinic on Physical Fitness and Sports**, Fairfax, VA. Contact: Dr. Julien Stein, Dept. of Physical Education, George Mason University, 4400 University Drive, Fairfax, VA 22030 (703/323-2398).

26-28 **Fourth Annual Sports and Cardiovascular Nutritionists Annual Spring Symposium**, Washington, DC. Contact: Maureen Smith, Westin Fitness Center, 2401 M Street, NW, Washington, DC, 20037 (202/457-5070).

30 **Federal Fitness Day**. Contact: Matthew Guidry, PCPFS (202/272-3424).

MAY

National Physical Fitness and Sports Month

1-7 **National Physical Education and Sport Week**. Contact: NASPE, 1900 Association Drive, Reston, VA, 22091 (703/476-3400)

26-29 **Indian Health Promotion Conference**, Denver, CO. Contact: Billy Rogers, Urban and Community Programs, University of Oklahoma, 555 Constitution, Norman, OK (1-800-523-7363).

27-30 **American College of Sports Medicine Annual Meeting**, Las Vegas, NV. Contact: ACSM Headquarters, 401 West Michigan St., Indianapolis, IN, 46202 (317/637-9200).

JUNE

14-17 **1987 National Athletic Trainers Association 38th Annual National Meeting and Clinical Symposium**, Columbus, OH. Contact: NATA, 1001 East Fourth St., Greenville, NC, 27858.

AUGUST

7-23 **Tenth Pan American Games**, Indianapolis, IN. Contact: PAX/Indianapolis, 4475 Allisonville Road, Indianapolis, IN, 46287 (317/238-1987).

15 **1987 Hershey Track and Field Finals**, Hershey, PA. Contact: Jim Johnson, Hershey, P.O. Box 814, Hershey, PA, 17033-0814 (717/534-7636).

PCPFS to Cosponsor Annual Spring Event

The PCPFS will cosponsor the Fourth Annual Spring Symposium of the Sports and Cardiovascular Nutritionists (SCAN) Practice Group in Washington, DC, April 26-28, 1987.

This year's program will focus on health and fitness promotion programs in the corporate setting and some 300 SCAN members and other fitness professionals are expected to attend.

"We are pleased to cosponsor this event," said PCPFS Executive Director Ash Hayes, Ed.D. "Nutrition professionals can play an important part in promoting physical fitness and exercise. We hope that those in attendance become more aware of PCPFS programs and initiatives through our role as cosponsor."

Hayes will be joined by C. Wayne Calloway, director of the obesity clinic at George Washington University Medical Center, as featured speakers on April 27. Hayes will discuss fitness testing for children and present the results of the 1985 School Fitness Survey.

For more information contact Maureen Smith, Conference Co-Chair, Westin Fitness Center, 2401 M Street, NW, Washington, DC, 20005 (202/457-5070).

Indian Youth Fitness

The Indian Health Promotion Conference will take place May 26-29 in Denver, CO. The event is sponsored by the Urban and Community Programs at the University of Oklahoma and the Indian Health Service in cooperation with the PCPFS.

The conference will focus on the spiritual, physical and mental fitness of Indian youth. Conference topics include youth risk reduction strategies, stress and the teenager, promoting health in the Indian family and fitness/recreation program development for wellness and health.

For more information contact Billy Rogers, Urban and Community Programs, University of Oklahoma, 555 Constitution, Norman, OK, 73037 (405/325-1711.)

BULLETIN BOARD

• Alabama residents' major source of information about how to exercise is television, according to a recent survey of attitudes toward physical education conducted by **Jacksonville State University**. In 1985, a random sample of 532 people age 20 and over were telephoned to gather information to help Alabama chart the direction of physical education programming in that state. Physical education ranked third as a source of exercise information. However, 96 percent of the respondents felt there was a need for physical education in the educational system. Some 53 percent indicated that their experiences in school gym programs were helpful in stimulating them to be physically active in adulthood. For more information contact G. McKenzie Gillam, Dept. HPER, Jacksonville State University, Jacksonville, AL, 36265.

• **Big Foot High School** of Walworth, WI, was the big winner in the 1986 LiftAmerica campaign conducted by the National Strength and Conditioning Association (NSCA). Big Foot submitted pledges totalling \$14,776, number one in the nation. Eighty-one percent of the 1986 pledge income of nearly \$170,000 has been collected, according to NSCA director of public relations Gary Goranson. The average dollar amount collected for the 2,700 participants was more than \$62.50, the highest since the program's inception in 1984. LiftAmerica participants collect pledges for their performance in a strength, endurance or "perseverance" activity. Partial proceeds go to the Special Olympics. For more information contact NSCA, LiftAmerica, P.O. Box 81410, Lincoln, NE, 68501.

• **The Road Runners Club of America (RRCA)** and Nike recently announced the Nike-RRCA Children's Development Program to enhance youth fitness. The program will be administered by the RRCA through local chapters and be funded by Nike. From four to six grants will be awarded this first year to local RRCA clubs to develop children's fitness programs using running as a means of gaining fitness. For more information contact Henley Gibble, RRCA president, 8208 East Boulevard Drive, Alexandria, VA, 22308 (703/768-0545.)

• A new health resource is now available from the Office of Disease Prevention and Health Promotion. The **1990 Health Objectives for the Nation: A Midcourse Review**, an assessment of how the nation is doing in its strategy to improve the health status of its citizens and reduce health risks, summarizes the progress being made to achieve 226 health objectives in 15 priority areas by 1990. The PCPFS served as the lead agency for the area of physical fitness. Single copies of *A Midcourse Review* are available for a handling fee from the ODPHP Health Information Center, P.O. Box 1133, Washington, DC, 20013-1133 (800-336-4797; in Washington, DC, 202/429-9091). It is also for sale from the Government Printing Office, Superintendent of Documents, Washington, DC, 20402

• **Coalition Index, A Guide to School Health Education Materials** has been developed by the American School Health Association under a grant from the Center for Health Promotion and Education at the Centers for Disease Control. The purpose of the guide is to raise awareness of the 1990 Objectives for the Nation among school health personnel and assist them in obtaining low cost or free materials developed by national organizations for use in school programs. Resources are listed by category, such as community health, family life and fitness and exercise. For more information contact the American School Health Association, P.O. Box 708, Kent, OH, 44240.

• Although Americans have progressed in their practice of some health and safety habits over the last three years, the percentage of those who engage in strenuous activity on a regular basis has dropped, according to the **1986 Prevention Index** conducted for PREVENTION magazine by Louis Harris and Associates. In 1983, 33% of those surveyed reported exercising strenuously three days per week or more as compared to 30% in 1985. For more information contact Tom Dybdahl, Project Manager, Prevention Index, Rodale Press, 33 East Minor St., Emmaus, PA, 18049 (215/967-5171).

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

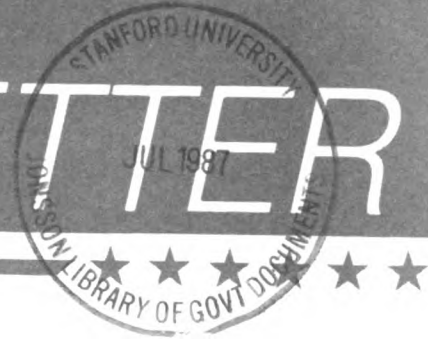
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Fitness Month Kicks-Off in Nation's Capital

Federal Fitness Day, April 30, launched National Physical Fitness and Sports Month with an awards breakfast and a series of "fun races," all of which reflected a strong commitment to health and fitness in the Nation's Capital.

To kick-off the celebration, the Westin Hotel and the Kellogg Company hosted an awards breakfast sponsored by the PCPFS honoring eight key supporters of efforts to promote fitness and sports participation in America. Some 75 area fitness and health enthusiasts attended the ceremony.

Presented with PCPFS commendations were: Sen. Jeff Bingaman (D-NM) for his state's health and physical fitness campaign, "HealthNet;" Rep. Jim Bunning (R-KY), former professional baseball pitcher and member of the PCPFS under Richard Nixon, for his work with Special Olympics; Phil Chenier, former Washington Bullet, for his leadership in promoting fitness and sports among Washington, DC, youth; Constance Horner, Director, Office of Personnel Management, for her support of federal fitness programs; and Rep. Tom McMillen (D-MD), former player for the Washington Bullets and the Atlanta Hawks and Council member under President Nixon.

Also presented with awards from the PCPFS were the Kellogg Company and Westin Hotel for their public service contributions to Council programs.

Following the breakfast some 1,600 federal employees (176 walking teams and 72 running teams) convened on the Mall in front of the U.S. Department of Agriculture to participate in one of two "fun races:" the Secretary's Cup,



Receiving PCPFS Commendations at a breakfast to kick-off National Physical Fitness and Sports Month are, from left: Tom Gurtner, General Manager, Westin Hotel; Phil Chenier; Joe Stewart, Vice President/Public Affairs, Kellogg Company; Rep. Jim Bunning; Sen. Jeff Bingamon; Rep. Tom McMillen; Constance Horner, PCPFS Executive Director Ash Hayes, right, presented the awards.

awarded to the winning team in a 3K run, and the National Institute of Health's Recreation and Welfare Walking Trophy, for winning a 3K walk.

OPM Director Constance Horner led 60 teams from her department to the starting line, giving OPM the distinguished honor of having the greatest number of teams entered in either race. Organized by the Federal Interagency Health/Fitness Council, the Secretary's Cup and NIH Walking Trophy have been awarded twice a year since 1984.

Across the nation, fitness clubs, recreation groups, schools and other organizations are celebrating National Physical Fitness and Sports Month in many ways. This annual observance calls attention to the importance of leading an active lifestyle while promoting community-based fitness programs.

A Sampling of Fitness Month Events:

*Arizona: Vanity Fair to sponsor Fitness Fairs in three of their shopping malls;

*Georgia: Atlanta Regional Conference on Public Employee Health and Fitness;

*Colorado: Indian Health Promotion Conference;

*Maryland: "Fifty Plus and Feeling Fine" Senior Fitness Conference sponsored by the Maryland Commission on Physical Fitness;

*New Jersey: PCPFS Mini-Clinic on Physical Fitness and Sports at Glassboro State College;

*U.S. Navy: "Fun and Fitness" Campaign conducted in Naval institutions with focus on family fitness. Youth fitness testing days at 26 Naval installations.

PCPFS in the Media

• The PCPFS's new youth television public service announcement, which promotes exercise as a way to help reduce teenage stress, is a hit with the nation's TV stations. The spot already has generated \$1.4 million in comparative advertising costs.

With an upbeat, musical message that "Fitness Is Feeling Great," the spot is being played an average 528 times a week in 70 major markets. Additionally, it has been approved for airing by the CBS, NBC and ABC networks and already is being played by four major cable networks, including Cable News Network.

* * *

• Helping to promote May as National Physical Fitness and Sports Month, a series of 31 live announcer fitness tips have been sent to 4,285 radio stations nationwide. The idea is for the radio stations to have their disc jockeys, drive-time announcers, sports commentators or station personalities read one of the fitness tips each day during the month.

The campaign was started last year and had outstanding success. A message from chairman George Allen accompanies the package.

* * *

• CBS Evening News with Dan Rather contrasted the adult fitness boom with the lack of fitness among youth on its April 20th national telecast which included an appearance by chairman George Allen . . . The Health Show, the new ABC television series which features Kathleen Sullivan, had a segment on youth fitness in which Allen also appeared . . . Executive director Ash Hayes spoke on walking as an exercise activity for a telecast by the United States Information Agency . . . USA TODAY devoted an entire section of its April 27th issue to Health and Fitness, including a plug for National Physical Fitness and Sports Month.

* * *

• Penny Power, a magazine directed chiefly at youngsters between the ages of 9 and 14, joined with the PCPFS to do a feature on warmup exercises and stretching . . . The Weekly Reader, which goes to school children and teachers nation-

SPOTLIGHT: Pam Shriver

Editor's Note: The following is the eighth in a series of profiles highlighting members of the Council.

Pam Shriver, newcomer to the President's Council, has packed a lot into her 24 years. The youngest member of the Council, she burst onto the international sports scene in 1978 when she became the youngest finalist in the U.S. Open, defeating Martina Navratilova at the age of 16. Her professionalism and hard work have taken her from Wimbledon to the White House. But first . . . the tennis.

As tennis history would have it, she and Martina teamed up to become a powerful force in women's doubles, winning two consecutive Grand Slams (1984-85) and compiling the longest match winning streak in history (109 consecutive contests from April 1983 to July 1985). The two are in pursuit of their third Grand Slam in 1987 (they won the Australian Open in January).

In addition, Pam has won 13 singles titles prior to 1987, and 10 doubles titles in 1986 including Wimbledon and the U.S. Open. Her record over the last nine years consistently places her among tennis' elite top five.

Although she doesn't plan on retiring from tennis for four or five years (possibly for a new career in business, public relations, or as a television commentator) she's covered a lot of ground on and off the court.

wide, challenged youngsters with a two-page feature titled: "Are You in Better Shape than Soviet Kids?" The article explained the US/Soviet Union youth fitness exchange program and gave George Allen's three-point game plan for youngsters trying to get in shape.

* * *

• Better Homes and Gardens came out in its May issue with a three-page article titled: "25 Ways to Help Your Child Get Fit" . . . "Trailblazer," a publication for the 90,000 families associated with the Thousand Trails recreation preserves, had a bylined George Allen article in its May issue promoting the PCPFS programs and National Physical Fitness and Sports month.

"If it all (tennis) ended right now, the strongest memories would be all the people I've met and the places I've been," said Pam, in Washington, DC, for her first Council meeting. "There isn't one special victory that stands out in my mind as the most important one."

However, her personal record and dedication to tennis do stand out. She owns a racquet club near her home in Lutherville, MD. "We have a few major projects throughout the year that keep us busy, including a fund raiser for cystic fibrosis and a tennis camp. I try to spend as much time at the club as I can whenever I'm home."

She has served on the Women's International Tennis Association (WITA) Board of Directors since 1981 and in 1986 was elected vice president of the Women's Tennis Association.

And, she has some pretty sensible ideas about how to help "shape up" America's kids. "Kids admire the people they see on television," she said. "So television can play a crucial role. Why not have fitness questions in game shows? If The Cosby Show focused on fitness I bet a lot of kids would pay attention. And, Bill Cosby is a good tennis player."

(See Shriver, page 6)



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Editor: Lisa Kanner.

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PCPFS Spring Meeting Charts Active Course for 1987

The spring meeting of the PCPFS set the stage for a year that should prove to be filled with new projects and program developments.

Thirteen of the eighteen Presidential appointees, chaired by George Allen, met in the Rayburn House Office Building to advise on an exciting array of new and expanded fitness projects.

Among the new programs presented to the Council was a proposal by Cynthia Bostick and Tonya Hinch of Proctor and Gamble/Citrus Hill Division. P&G and the PCPFS will launch a new campaign in 1987 encouraging regular exercise for young adults. The proposed campaign will include calendars, free informational booklets and public service announcements to air during shows sponsored by various P&G product lines.

Scheduled to take place during the summer of 1987 is the Pitch, Hit & Run Contest, sponsored by the Kellogg Company in cooperation with the PCPFS. Open to boys and girls ages 8 through 15, the program will encourage the development of skills essential to baseball; pitching, hitting and running. (see page x)

A highlight of the meeting was a gathering attended by some 100 local supporters of fitness to formally

announce the recent agreement between the Amateur Athletic Union (AAU) and the PCPFS to work cooperatively on the Presidential Sports Award Program.

Sen. Richard Lugar of Indiana, home of the AAU, applauded the efforts of the Council and the AAU stating that "each one of us now has the chance to take part in a national program of achievement." Winners of the Presidential Sports Award must meet criteria established in one or more of 43 fitness activities within a four month period.

"We are delighted and excited about this new challenge for the AAU," said Richard Harkins, AAU president. "We will use our network of AAU organizations in all 50 states, high schools, colleges and the armed forces and do all we can to make this program grow."

John O. Marsh, Jr., Secretary of the Army, gave a presentation on the U.S. Army's fitness program. Since 1982, the Army's "Year of Physical Fitness," the focus has shifted to emphasize nutrition, exercise, stress control, smoking cessation and freedom of alcohol and drug addiction. The Army's Master Fitness Trainer Program trains 1,200 fitness leaders each year to implement the program.



Sen. Richard Lugar (R-IN), sixth from left, helped launch the new Presidential Sports Award Program at a luncheon on Capital Hill. Joining him are, from left, Council members Bernard Cahill, MD, Harry Walters, Bob Levy, Mark Saginor, MD, George Armstrong; PCPFS Chairman George Allen; Council member Jim Gilmore, Jr.; Amateur Athletic Union President Richard Harkins; Council members Pam Shriver, Don Cooper, MD, Jere Thompson, David (Sonny) Werblin; PCPFS Executive Director Ash Hayes; Council member Donn Moomaw.

Revised materials for the Presidential Sports Award Program include a new flyer listing the sports and qualifying standards (right). A certificate and sport-specific emblem are awarded to those who fulfill the requirements for a particular sport within a four-month period. The program is administered by the PCPFS and the Amateur Athletic Union.

* * *

Program Promotes Fitness, Baseball Skill

Kellogg Company announced its sponsorship of the 1987 Pitch, Hit & Run competition for young people attending summer camps at the PCPFS awards breakfast held to kick-off National Physical Fitness and Sports Month. Kellogg Company was among those being honored for their public service contributions and commitment to projects that promote a healthy lifestyle.

Cosponsored by the PCPFS, the Pitch, Hit & Run program tests the skills of participating campers in areas essential to good baseball performance: pitching, hitting and running. The program is open to boys and girls between the ages of 8 and 15.

The twelve highest scoring participants, two in each of six age groups, will receive a trip to Wrigley Field in Chicago to compete in the finals which will be staged before the Chicago Cubs/St. Louis Cardinals game on September 26. Camps across the nation will be implementing this program this summer.

From the Executive Director



Ash Hayes

As many of you may already know, the Presidential Physical Fitness Award Program has recently been revised. New norms were generated in 1985 for ages six through 17, and five items are now included in the test battery instead of six. The revised program, the "President's Challenge," includes a one mile run, shuttle run, pull-ups, curl-ups, and V-sit reach or sit and reach flexibility test.

Changes

The Michigan Study, plus extensive review of research and input from more than 400 researchers, administrators and teachers resulted in an extension of the awards program to include ages 6 through 9, and new test items. The new items were chosen to reflect current thinking on what should constitute a minimum field testing battery for the assessment of health and performance related fitness.

The Council has decided to allow an additional year with both the 1976 AAHPERD youth fitness test and the new "President's Challenge" acceptable for qualifying students for the Presidential award. Starting with the 1988-89 school year, only the "President's Challenge" protocol may be used.

Future Plans

The PCPFS is currently working with AAHPERD on an expanded youth fitness awards program. The details are not yet in place. Since there are varying opinions in the field as to what constitutes an adequate and effective fitness testing program for children, the process for implementing a new cooperative program is time-consuming. Whatever decisions are made will be made with the best interests of boys and girls in mind.

The PCPFS is interested in hearing your views on youth fitness testing and awards. Specifically, we would like your opinion on these three areas:

- How to define physical fitness for children and youth;

- What items should be included on a national field test for use by physical educators, recreation leaders and other youth program leaders to measure physical fitness;

- What awards should be included in a national fitness testing program to motivate and recognize fitness achievement for boys and girls at all levels of fitness.

Your comments will contribute to future review and changes in our youth fitness programs and projects. Please keep your responses to two type-written pages. We will not be able to return or individually respond to your letters.

Please address your correspondence to Lisa Kanner, PCPFS, 450 5th St. NW, Suite 7103, Washington, DC, 20001.

On behalf of the PCPFS, best wishes for an enjoyable, active and productive summer.



The new Presidential Physical Fitness Award Program (PPFA) Instructor's Guide.



"Health's Angels," above, representing the National Institute of Health, won the "Secretary's Cup" on Federal Fitness Day. John J. Franke, Assistant Secretary for Administration, Department of Agriculture, made the presentation. Below, Randy Schools, left, chairman of the Federal Interagency Health/Fitness Council, presents the Federal Reserve Board "Road Ducks" with NIH's Walking Trophy.



A Capital Event

* * *

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Some 600 physical educators, fitness specialist and recreation leaders attended the second National Capital Regionl Clinic on Physical Fitness and Sports, at George Mason University, Fairfax, VA. Clockwise from top left; Clinician John Pancott, Nissen Company, and gymnast Dwayne Holland conduct a session on proper gymnastic teaching techniques; PCPFS Executive Director Ash Hayes, right, presents a special commendation to Julian Stein for his work as clinic director; clinician Joan Sullivan, Portland Community College, leading a session on "aerobic alternatives;" Lynn Black, National Sales and Education Director, Universal Gym Equipment Co., discussing weight training for women. Nissen and Universal were among the many companies and organizations sponsoring clinician's as a public service for the PCPFS.



George Allen Runs in Thorpe Memorial Race

George Allen, PCPFS Chairman, ran in the Jim Thorpe Memorial race honoring Thorpe's 100th birthday on May 23, in Yale, Oklahoma. May 17-27 has been declared as Jim Thorpe Week throughout Oklahoma.

Allen, who has been chairman of the Council since 1981, maintains a consistent routine of 5 and 10K runs throughout the year. He recently completed his first marathon in Los Angeles.

Jim Thorpe was the first and only man in history to win both the pentathlon and decathlon events of the Olympic Games. He is recognized, also, as one of college and professional football's greatest stars and is enshrined in the Pro Football Hall Of Fame.



General Alexander M. Haig, Jr., former Secretary of State and Chief of Staff to former presidents Nixon and Ford, presented the Touchdown Club's Board of Governors Award to PCPFS Chairman George Allen at the Club's recent annual awards dinner in Washington, DC. Allen was recognized for his contribution to sports.



Actress Rita Moreno, right, honorary chairperson for Sanka National Walking Week, presents PCPFS Director of Community Services Matt Guidry with a "Leader of American Walkers" award.

Walking Award for PCPFS Director

Matthew Guidry, PCPFS Director of Community Services, received a "Leader of American Walkers" award at a press conference in New York City on April 11 in Central Park.

The awards ceremony was held in conjunction with an announcement that May 25-31 has been designated as National Walking Week, a nationwide campaign conducted by Sanka to promote walking a part of a healthy lifestyle.

Dr. Guidry was among eleven individuals representing the fields of entertainment, education, sports, publishing and government who were awarded for their efforts to promote physical fitness through walking. He is the coordinator of National Physical Fitness and Sports Month (May) and conducts various programs to highlight walking as an exercise activity.

PCPFS Profile

(From page 2)



Pam Shriver

The media's influence worked for adults, she said. "It's really happening—you read about health and fitness everywhere. But, it's all for adults. Kids don't read USA TODAY."

Pam feels that the Council should try to influence the media to showcase exercise and physical fitness and why it's important. "Fitness means taking care of your body like you would any other complicated machine. Exercise, nutrition and rest are all part of that."

But, she feels kids don't understand this priority. "We've got to try to make exercise fun and as useful to kids as we can. We need to educate them so that they *want* to work hard, feel their hearts beating faster, have a little discomfort and know that it's good for them."

Parents can play an important part in this education, she adds. "When my dad came home from work he always made time to shoot baskets with me. Parents may not have enough time today to see that their kids get enough exercise."

Personally, Pam didn't need much convincing herself. "I've always loved sports and when I was 11, I was playing at state and sectional tournaments. At 12 it became evident that I was better than the other players."

She describes her own training program as somewhat "freestyle" but she is about to embark on a more organized regimen under the supervision of a trainer at the sports medicine clinic at Children's Hospital in Washington, DC. Her goals are to decrease her weight and body fat and increase her strength.

The loft of her house is her gym, where she works out in the morning with wall-pulleys, free weights and an exercise bicycle. She believes free weights are something everyone should use because there is so much that can be done with them in a relatively short amount of time and they are found anywhere you go. "A 3-pound weight is the same in Australia as it is in Maryland."

PCPFS Consultants Awarded High Honors

PCPFS consultant Ruth Alexander, professor of physical education at the University of Florida, Gainesville, was among the recipients of the national Sport Hall of Fame Award at the National Association for Sport and Physical Education (NASPE) 12th Annual Awards Banquet on April 16. She was recognized for her "outstanding contribution to improving the sport and physical education experience in America."

Dr. Alexander was recently promoted to the rank of Distinguished Service Professor in recognition of her professional leadership and service to the University of Florida (UF). She is the second woman, and first in the field of health, physical education and recreation, to receive this honor. Dr. Alexander is credited with being instrumental in establishing UF's intercollegiate women's athletic program, as well as promoting the development of hundreds of fitness trails throughout the country.

PCPFS medical consultant Michael Pollock, received the NASPE National Recognition Award in addition to the R. Tait McKenzie Award from the Alliance. The McKenzie Award is one of the highest honors awarded by the Alliance and is bestowed annually in recognition of distinguished service to

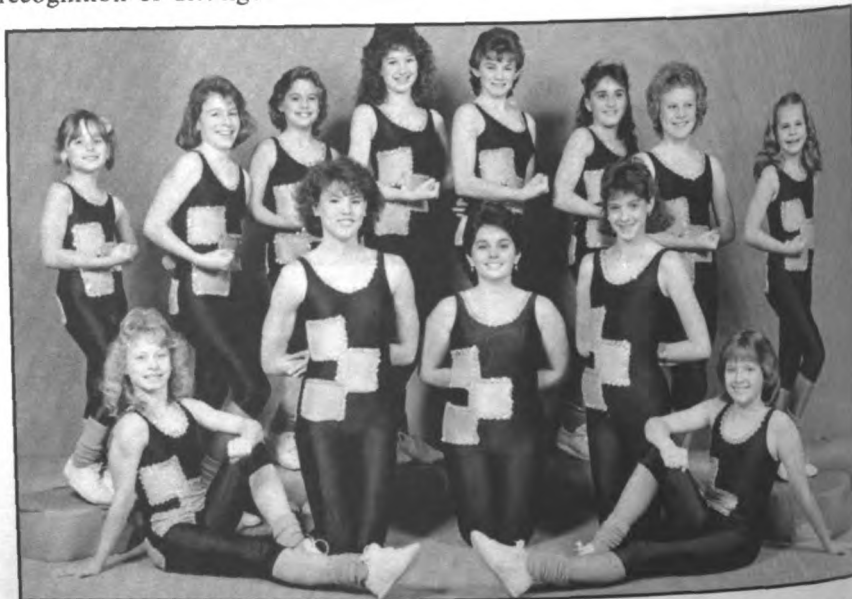
the profession.

Dr. Pollock, professor, University of Florida College of Medicine, Gainesville, is considered one of the foremost authorities on exercise physiology. His research on the effect of exercise in cardiac rehabilitation has been instrumental in advancing this area of physical fitness.

NASPE Hall of Fame Awards also were presented to tennis star Arthur Ashe and to sportscaster Richard (Dick) Enberg.

Also receiving NASPE awards were: Carolyn Sudberry, Doraville, GA: National Secondary School Physical Education Teacher of the Year Award; William E. Todd, Memphis, TN: National Athletic Director of the Year Award; Joyce Espiritu, Chesterfield, MO: "National Elementary School Physical Education Teacher of the Year Award;" Dorothy Ingram, East Texas State University, and W. Clyde Partin, Emory University, "Joy Of Effort Awards."

NASPE is an affiliate of the American Alliance for health, Physical Education, Recreation and Dance (AAHPERD). The awards were presented during the AAHPERD's annual convention in Las Vegas.



The Aerobic Diehards of southern Maryland performed at the 1987 National Fitness Foundation Annual banquet in New York in March. The team, ranging in age from 8-15, performs precision aerobic routines throughout Maryland under the supervision of their coach Brenda Brosnihan.

CALENDAR OF EVENTS

JUNE

- 14-17 1987 National Athletic Trainers Association 38th Annual National Meeting and Clinical Symposium, Columbus, OH.** Contact: NATA, 1001 East Fourth St., Greenville, NC, 27858.
- 19-21 New Agenda II: A Sporting Chance for Girls National Conference, Indianapolis, IN.** Contact: Cheryl Mullin, Girls Clubs of America, 441 West Michigan, IN, 46202 (317/634-7546).

JULY

- 13-26 U.S. Olympic Festival '87 North Carolina.** Contact: Ken Smith, NCAS, PO Box 12727, Research Triangle Park, NC, 27709 (1-800-223-USOF)

AUGUST

- 5-7 Pan American Sports Medicine Congress, Bloomington, IN.** Contact: James Van Vorst, Ed.D., Pan American Sports Medicine Congress, 4475 Allisonville Road, Indianapolis, IN, 48287 (317/238-1987)
- 7-23 Pan American Games, Indianapolis, IN.** Contact: PAX Indianapolis, Inc., 4475 Allisonville Road, Indianapolis, IN, 46267 (317/238-1987)
- 15 1987 Hershey Track and Field Finals, Hershey, PA.** Contact: Jim Johnson, Hershey Food Corporation, P.O. Box 814, Hershey, PA, 17033-0814 (717/534-7636)

SEPTEMBER

- 2-4 USTA National Tennis Teachers Conference, New York, NY.** Contact: USTA Center for Educational and Recreational Tennis, 729 Alexander Road, Princeton, NJ, 08540 (609/452-2580)
- 10-11 Caribbean Clinic on Physical Fitness and Sports, San Juan, PR.** Contact: Prof. Eva Flores, Departamento de Educacion Fisica, Box M, Universidad de Puerto Rico, Recinto de Rio Piedras, San Juan, PR 00926

OCTOBER

- 9-10 North Central States Regional Clinic on Physical Fitness and Sports, Brainerd, MN.** Contact: Joe Rezac, Brainerd School District #81, Brainerd, MN, 56401 (218/828-5300)
- 29-30 Midwestern Clinic on Physical Fitness and Sports, Lincoln, NE.** Contact: Joanne Owens-Nausler, Box 94987, Nebraska Dept. of Education, 301 Centennial Mall South, Lincoln, NE, 68509 (308/432-6354)

Hershey Program Marks 10th Year

1987 marks the 10th anniversary of the Hershey National Track and Field Program. Celebrating a "Decade of Commitment to Youth Fitness," the program will culminate in the National Finals on August 15 in Hershey, PA.

Although the first meet was held in Charleston, WV, in 1975 under the direction of Dr. Donald B. Cohen of Charleston, Hershey Food Corporation expanded the event to 10 southeastern states in 1977.

In ten years, the program has grown from a local playground event in one community to the largest youth sports program of its kind in the United States. It is cosponsored by the PCPFS and the National Recreation and Park Association (NRPA).

The program is designed for the beginner in track and field and is conducted at the grass-roots level under the supervision of the NRPA. Open to boys and girls ages 9-14, the meets begin in the spring and are arranged by local parks and recreation departments. Participants can advance to state and regional competitions and ultimately, to the Nationals in August.

For more information contact Jim Johnson, Coordinator, Hershey Youth Program, P.O. Box 814, Hershey, PA, 17033-0814 (717/534-7636).

Award Winner

The Rainbow Brite 'I'm a Fit Kid' Coloring Book received an "Award of Merit" in the 1987 Bronze Quill Competition sponsored by the Kansas City Chapter of the International Association of Business Communicators.

More than 2 million copies of the coloring book, a joint project of the PCPFS, the American Academy of Family Physicians (AAFP) and Hallmark Properties, were distributed in 1986 to youngsters across the country free of charge. The project encouraged regular daily activity and included a series of exercises for boys and girls to follow.

Volkssport Association Promotes Fitness

For the sixth consecutive year, the American Volkssport Association (AVA) has developed a special program for May, National Physical Fitness and Sports Month. A special commemorative patch, developed jointly by the AVA and the PCPFS, will be awarded

anyone who completes an AVA sanctioned event during May.

For more information contact the AVA National Office, 1001 Pat Booker Road, Suite 203, Universal City, TX, 78148 (512/659-2112).

BULLETIN BOARD

• July will once again serve as **National Recreation and Parks Month**, an annual celebration sponsored by the National Recreation and Park Association. The annual observance highlights the contributions parks and recreation facilities make in improving quality of life. The campaign also calls attention to the variety of recreation opportunities available to citizens throughout the country. A special resource booklet will be made available to assist public park and recreation agencies in planning events for this year's celebration. For more information contact NRPA, 3101 Park Center Dr., Alexandria, VA 22302.

• The Pan American Plaza in Indianapolis, IN, will be the new national headquarters for the National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS) as of September 1, 1987. A grant from the Eli Lilly Endowment Fund, and other corporate support, will assist the NAGCPFS with its move. An affiliate of the PCPFS, the NAGCPFS serves as the coordinating body for state councils on physical fitness and sports. Currently, 29 states have Governor's councils. For additional information contact the NAGCPFS, One Franklin Square, Springfield, IL, 62713 (217/528-1777).

• A majority of America's parents are out of touch with the health and fitness habits of their children, according to a recent Harris Survey conducted for Rodale Press' **Children** magazine. An overwhelming 89% of the 381 parents interviewed believe that their child is physically fit and 76% felt that he or she was "about the right weight." However, surveys indicate that today's youngsters have low fitness levels and are fatter than their peers of ten years ago. According to the Harris survey, 76% of parents believe that there are "about the right number of physical education classes" in their child's schedule when in fact only 36% of school-age children have daily physical education classes.

• Although Americans have progressed in their practice of some health and safety habits over the last three years, the percentage of those who engage in strenuous activity on a regular basis has dropped, according to the 1987 Prevention Index conducted for **PREVENTION** magazine by Louis Harris and Associates. In 1983, 33% of those surveyed reported exercising strenuously three days per week or more as compared to 30% in 1986. For more information contact Tom Dybdahl, Project Manager, Prevention Index, Rodale Press, 33 East Minor St., Emmaus, PA, 18049 (215/967-5171).

• Based on their scores at last summer's **Senior Games**, more than 200 Pennsylvanians have qualified for the first U.S. National Senior Olympics (USNSO) to be held June 27-July 2 at St. Louis, MO. Many of the 238 persons whose names have been submitted to USNSO officials qualified in more than one event: cycling, golf, horse-shoes, swimming, table tennis, tennis and track (walking and running). The events will be conducted in six age divisions: 55-59, 60-64, 65-69, 70-74, 75-79 and 80 and over. Applications for this year's Pennsylvania Senior Games (August 5-8) are now available. Write to PA Senior Games, 231 State St., Harrisburg, PA, 17101.

• **Greg Louganis**, 27, winner of two World Diving Championships in 1986, has been selected as the winner of the 1987 Jesse Owens International Trophy Award. Louganis, 1984 Olympic double gold medalist and 1976 Olympic silver medalist, was the 1986 World Diving Champion on the 10-meter board (third time) and on the 3-meter board (second time). He is a member of the U.S. National Diving team since 1976, achieving 41 National titles, more than anyone in history. The award is presented annually to the athlete who best personifies excellence in athletic performance and promotes sincere cooperation and understanding among people of all ages, all qualities of the great Olympian Jesse Owens.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

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Penalty for Private Use \$300

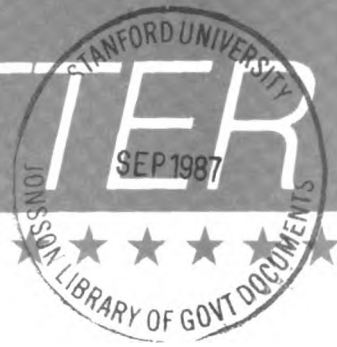
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NEWSLETTER



JULY/AUGUST VOL. 87, No. 4

East Meets West Through Youth Fitness Test

Under the theme "Better Understanding Through Youth Fitness," students in California and the Washington, DC, metropolitan area were among the first youngsters in the United States to participate in the US/Soviet Union Youth Fitness Exchange Program.

In total, some 300 boys and girls took the Soviet Youth Performance test to see how their fitness levels compared to Soviet youth. Ultimately, more than 20,000 youngsters in each country will take the fitness test of the other country as part of an agreement signed in February between PCPFS Chairman George Allen and Marat Gramov, Chairman of the Soviet Committee for Physical Culture and Sports.

In California, students from El Segundo Unified School District and Compton Unified School District took

the Soviet test on May 14. On June 2, students from Brent Elementary School and Gallaudet Model Secondary School in Washington, DC, Cockeysville Middle School in Cockeysville, MD, and Fairfax High School, Fairfax, VA, were tested at Gallaudet University. Bally Fitness Products and McDonald's were among the corporate supporters of the events.



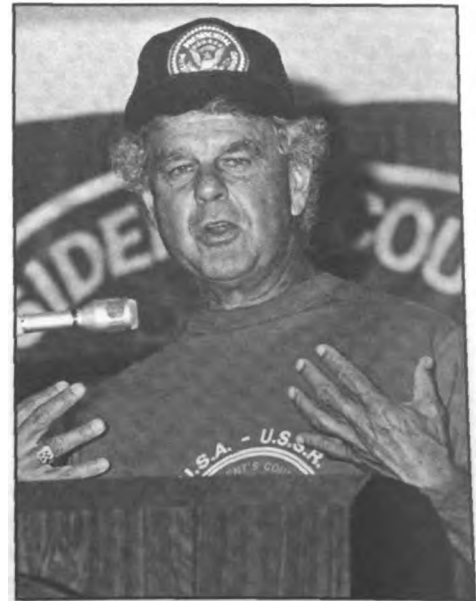
Students from Center Street Elementary School in El Segundo, CA, take part in the Soviet Youth Physical Performance Test at El Segundo High School.

Photo Courtesy Associated Press.

Overall, American students appeared to compare favorably with Soviet standards with the possible exception of upper body tests. The purpose of the exchange is to encourage a comparison, not competition, and interested schools across the country will be sent information in the fall.

The Soviet test includes such items as a 60-meter sprint, 1,000-meter run, long jump, pullups, target throw and 25- and 50-meter swims. Specific test items vary according to age and sex. The "President's Challenge," which is the American test being administered to the Soviet youth, includes curlups, pullups, one-mile run/walk, shuttle run and flexibility test.

Schools interested in receiving information on the exchange program should send a letter of interest on school stationery to US/Soviet Exchange, PCPFS, 450 5th St, NW, Suite 7103, Washington, DC, 20001.



PCPFS council member Jim Gilmore spoke at the opening ceremonies of the Soviet youth fitness exchange at Gallaudet University in Washington, D.C.



Students in Washington, DC, take the Soviet test for upper body strength and endurance using the USSR-styled modified pull-ups. A 14-year-old girl, for example, must do 10 of this type of pull-up to meet "acceptable" standards, 15 for "outstanding," in the Soviet Union.

Oklahoma Legislators Take Fitness Test

In an effort to focus statewide attention on the importance of fitness and health in the daily life of Oklahomans of all ages, 300 members and staff of the Oklahoma Legislature participated in a Legislative Fitness Day in Oklahoma City in the Rotunda of the Capital.

PCPFS member Donald Cooper, MD, director of the Oklahoma State Hospital clinic, participated in the event which was sponsored by the Oklahoma Association for Health, Physical Education, Recreation and Dance (OAHPERD). Dr. Cooper read messages from President Reagan and PCPFS Chairman George Allen in support of the event.

Oklahoma Governor Henry Bellmon joined Dr. Cooper to recognize 320 Oklahoma students who qualified for the Presidential Physical Fitness Award during the 1986-87 school year.

A total of 61 legislators joined staff members for a 20-minute fitness assessment and consultation, while students demonstrated youth fitness tests and jump rope routines.

Later in the day, Sens. Billie Floyd and Phil Watson and Reps. Bill Clark and Carolyn Thompson introduced a resolution encouraging local govern-

ments and school boards to require quality daily physical education programs for all children in the state. Currently, physical education requirements are determined by local school boards and vary throughout the state.



Oklahoma Governor Henry Bellmon, center, joined PCPFS member Donald Cooper, MD, and Barbara Marshall, president, OAHPERD, to support Legislative Fitness Day in Oklahoma City on April 29. Gov. Bellmon and Dr. Cooper recognized 320 Oklahoma students who earned the Presidential Physical Fitness Award during the 1986-87 school year at an official ceremony.



The PCPFS recently participated in a symposium on Fitness Walking sponsored by Sanka, in Washington, DC, on May 27. Sanka presented their Leaders of Walking Awards during the symposium to two individuals who have encouraged physical fitness through walking. Tom McMillen (D-MD), far right, presented the awards to fellow Marylander Beverly Byron (D-MD), second from right, and Rear Admiral Sam Yow, left. Nancy Marks, second from left, represented General Foods Corporation, makers of Sanka. Some 100 fitness professionals and others attended the symposium which presented an update on the benefits of fitness walking.



PCPFS in the Media

- The new PCPFS adult public service announcement has been sent to all the major networks and 307 television stations nationwide. The spot addresses the problem that many people voice about not having enough time to exercise.

The 30-second spot, produced by Professional Media Services, Inc., of Wellesley Hills, MA, has super-fast action at the beginning which immediately captures the viewer's interest. It features a 25-year-old mother with her children, a 40-year-old secretary and a 55-year-old woman with her husband. Test audiences like the humor and the characters in it. Many exclaim as they watch it, "That's me...!"

The spot reinforces the message that exercise has many benefits and adults of all ages should "take time to exercise," and that "Fitness Is Feeling Great!"

* * *

- Nine teenage audio spots also were sent last month to 2,000 radio stations nationwide. Covering a variety of topics, the radio spots range from "Newsflash," which has an announcer on the street asking teens what they like about exercise, to a takeoff on the popular "Twilight Zone" television program. One version also has been produced in Spanish.

* * *

- The U.S.-Soviet Union youth fitness testing exchange program produced heavy media coverage on both coasts. The session at El Segundo High in California included coverage by Time Magazine, the Los Angeles Times and USA TODAY, among others. The session in Washington, D.C., drew "Good Morning, America," The Washington Post, The Washington Times, among others.

* * *

- Voice of America did a world-wide segment on the PCPFS and the observance of May as National Physical Fitness and Sports Month... Penny Power, a magazine directed chiefly at youngsters between the ages of 9 and 14, continued with a series of "Exercises of the Month" for youngsters.

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A TIP FOR TEEN STRESS

It's not easy being a teenager... Exercise can relieve some of the tension and improve your fitness. Exercise with a friend. You can talk about what's bugging you while you help each other get through your workout.

For more information, write to: Fitness, Dept. 84, Washington, DC 20001.

The President's Council on Physical Fitness and Sports



New PCPFS print ad promoting exercise as a way to relieve teenage stress. The ad was sent to 1,400 print media outlets.



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Council members are: George H. Allen, Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald I. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.
Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1987.

From the Chairman

by GEORGE ALLEN

I recently returned from attending the 10th Trim and Fitness Congress in Oslo, Norway. Ash Hayes, our executive director, and I traveled to the North Country to represent the United States at this gathering of government representatives in fitness and sports which takes place every other year in a different country.

Officials from 24 countries shared the latest research, trends and future plans of their fitness and sports committees, including those from Argentina, Brazil, Guatemala, Germany and Tanzania. It was exciting to learn of the efforts of so many diverse cultures to promote a common goal - "Making the Inactive Active," which was the theme of this year's Congress.

I would like to share with you information presented by some other countries.

Finland: Since the beginning of the 1970s, recreational physical activity of Finnish women has increased by as much as 77% and of men by 70%, according to government surveys. After WWII, the source of income for funding physical culture has mainly been the profit from the state lottery.

Norway: The Norwegian Confederation of Sports holds a development program for the purpose of motivating and recruiting more women to take on posts and other tasks within the Confederation. Some 1500 women have gone through the course/training camp entitled "Women can-will-dare" in little over a year.

United Kingdom: A recent study of 500 children, age 11-16, found that 83% did less than 5 minutes of vigorous activity on any given day; girls were less active than boys, and inactivity increased with age.

Yugoslavia: About half of the adult population never participates in recreational sport, only 13.5% have a regular (at least 2 times/week) activity. Most (86.3%) young people, (to age 20) participate in recreational sport in one form or another. Workers are sent on "active" vacations on the basis of health and precise criteria.

These are just a few of the interesting ideas and facts brought forth at the meeting. In the European countries, fit-



PCPFS Chairman George Allen recently ran in the Jim Thorpe Memorial Run celebrating the 100th Anniversary of Thorpe's birth, May 22. Joining him in front of the Jim Thorpe home are Thorpe's daughters, Grace Thorpe, left, and Gail Thorpe. Allen finished third in his age category.

ness and sports are all handled by one central Federation in the government. Any questions regarding sport and fitness policy are directed to that group of officials.

If the above comments have generated questions, we would be happy to give you the address and person to contact for more information about the sports policies of a specific country.



"Staying With It" is a new PCPFS brochure to encourage adherence to a lifetime physical fitness program. Funded by Bally Fitness Products Corporation, the fold-out booklet includes tips on how to maintain a regular workout schedule. A special 800-number funded by Bally has been set up to handle requests. Single copies may be obtained through the PCPFS office.

New Mexico Senator Launches Statewide Health and Fitness Campaign

By Tom Klein

Thanks to the efforts and support of Sen. Jeff Bingaman (D-NM), New Mexico is launching a new initiative to encourage its citizens to adopt a healthy lifestyle. Sen. Bingaman, who ran track in his school days and still jogs three miles four times a week, has always had a personal interest in health and fitness.

This personal interest, coupled with his discovery of the community health program developed by Stanford University, led the Senator to help establish a nonprofit corporation called HealthNet, New Mexico.

He also recently introduced the "Office of Comprehensive School Health Education Act of 1987," calling for a special office within the Department of Education to evaluate and improve school health and fitness programs.

HealthNet is sponsoring three 10-week statewide health campaigns each year for a period of ten years. These campaigns, targeting weight loss and nutrition, exercise and smoking cessation, will be held each winter, spring, and fall. To date, the state has collectively lost some 17 tons of "extra weight."

Senator Bingaman lists the primary goals of New Mexico's program as:

- By 1996, have 90 percent of the people in the state be within 10 percent of their appropriate weight.

- By 1996, have 90 percent of the people in the state involved in some type of regular exercise activity.
- By 1996, have 90 percent of the people in the state refrain from smoking and other tobacco use.

HealthNet is in the process of developing a tracking system to evaluate the success of the program. As part of its efforts, HealthNet is soliciting Federal agencies in the state to make this program available to their employees.

Presently, HealthNet has not directly targeted the young people of New Mexico. However, the Senator feels that there should be a strong emphasis on health education in the school systems. "Youth fitness has to be a high priority," he said. HealthNet is reaching out to the school officials and faculties this year with the hope of involving the entire student body in next year's HealthNet campaigns.

For more information contact: Bruce Leonard, M.P.H., Executive Director, HealthNet New Mexico, 4308 Carlisle N.E., Suite 206, Albuquerque, NM 87107, (505) 889-3316.

Tom Klein recently completed his Master's Degree in Sports Administration at the University of Maryland and worked as an intern in the PCPFS office.



Sen. Jeff Bingaman (D-NM), right, helped launch the Senate's Health Promotion Program at a gathering on Capitol Hill. Joining him were, from left: J. Michael McGinnis, MD, Director of the Office of Disease Prevention/Health Promotion; Sen. Richard Lugar (R-IN); and Ash Hayes, PCPFS Executive Director. The Senate Health Promotion Program offers a club membership which includes a full package of events and programs for Senate staff and members.

Essay Winners Visit Washington, DC

The six winners of the California Raisin Advisory Board (CALRAB) "Great Raisin Fitness Challenge" and their physical education teachers received an all-expense paid trip to Washington, DC, as winners of a nationwide fitness essay contest.

The essays outlined why being physically fit is important and were part of a promotion held in cooperation with the PCPFS to encourage increased participation in the Presidential Physical Fitness Award Program. Some 25,000 entry kits were mailed this past winter to physical education teachers in 10 major markets across the country.

Students were encouraged to submit an essay, (lower grades entered drawings), entitled "Why I Am Raisin' My Fitness." A panel of judges selected the six finalists from some 500 entries.

Tempestt Bledsoe, who plays daughter Vanessa on the top-rated "Cosby Show," was the spokesperson for the program and appeared on several national television shows promoting the project and the benefits of leading a healthy lifestyle.

Excerpts from the winning essays follow:

Eric Choban, 3rd grade, Williamstown, NJ: "I plan to take a walk every day like my grandpop who is 74 years old and healthy as a horse. I will try not to be a 'couch potato.' Being healthy is the most important thing next to being loved."

Heather Close, 12th grade, Serena, IL: "I'm Raisin' My Fitness' because I want to look good and feel good, physically and emotionally. The rewards, you ask? Pride in knowing I've done something well, by myself and for myself, proves to be its own reward."

Cheryl Furjanic, 5th grade, Croton, NY: "I didn't used to be very fit and I used to eat a lot of sugary foods. But when I started helping my dad train for the marathon, I stopped eating junk food and started eating healthy foods... As a result of the running and exercising every morning last year, I achieved Presidential on the Physical Fitness Test."

Robert Gaspar, 8th grade, Los Angeles, CA: (rhyme) "My fitness is very important to me, I'm gonna do better with Robert G. I'll sleep at 9, so that I can, Do the very best I can... At P.E. class, the place to be, Is outside, on the grounds, with the class and me."

(See Fitness Essays, page 5)

Physical Fitness, An Individual and National Priority

By Otis R. Bowen, MD, Secretary, U.S. Department of Health and Human Services

Aside from my participation in politics and government on three levels, I have spent most of my life as a family doctor. That meant treating people of every generation, from babies to senior citizens.

Surprisingly enough, my departures from private medical practice, as a county coroner, as a state legislator, as governor of Indiana, and as a member of the President's cabinet, have never taken me that far away from medicine and a preoccupation with health issues.

So it is fair to say that my entire career has been involved with making the human body well and keeping it well. And if one realization has emerged from all this, it is that it is a great deal easier to prevent illness than it is to cure it.

Prevention is the key to good health. And being physically active is a key for prevention. The role of physical activity in promoting good health and reducing the likelihood of disease is becoming increasingly clear. As research evidence continues to mount and the relationship between physical activity and health becomes clearer, it is critical that we as individuals begin to act on the evidence and incorporate physical activity into our daily lives.

To achieve and maintain health, it is necessary to avoid harmful excesses of diet and personal habits and to exercise on a regular basis.

Studies conducted by the National Center for Health Statistics confirm that most Americans already know this; however even though they know it,

many continue to do nothing about it. Too many Americans still use tobacco, drink too much alcohol, eat too much of the wrong kinds of food, and don't exercise enough, putting both their fitness and their health in jeopardy.



Dr. Bowen at bat for Health and Human Services softball team, the Bowen Arrows.

Our job, then, is not so much to convince them of this fact as it is to motivate them to do what they already know to be the wise and beneficial thing.

Obviously, our best bet is to instill in today's young children the important role regular exercise has in promoting life-long health. They are the most likely to develop a life-long habit if it is impressed upon them at an early enough age—pre-teen—and then constantly reinforced.

The logical repository of this kind of

mental and physical conditioning is the school systems of this country where the teaching of health and exercise for health should be as integral a part of the curriculum as mathematics and English.

But what about teenagers, young adults, the middle-aged and the elderly? Is it too late for them? Certainly not. They can still be reached, but it is going to take a relentless, pervasive effort at every level of public consciousness. Government, education, industry, the media, the military, the professions—all must preach and sell health and physical activity as if they were peace and prosperity, which, in a sense, they are.

Like almost everything else, however, such an undertaking is more effective when it is done on a one-to-one basis. Those of us who know and who act on that knowledge must first set an example, and then try to gain recruits by whatever method works best for us.

I try to do my part. As a young man I played baseball and basketball and now, over 50 years later, I sometimes pitch a softball game and every morning take a two mile walk along the river near my home. And I will tell anybody who will listen of the benefits of regular exercise. President Reagan certainly does his part by trying to set the same kind of example, as do many, many public figures.

If each of us enlists one other person in the cause of fitness, and they in turn recruit another, and so on, then pretty soon our name will be legion—and our country will be healthier.

Dantley Guest at Track and Field Finals

Adrian Dantley, NBA star forward for the Detroit Pistons, will be the guest celebrity at the tenth anniversary of Hershey's National Track & Field Youth Program in Hershey, PA, on August 15.

Dantley will be the featured speaker at the opening ceremony and will present awards at the National Final. He will also attend the Friendship Banquet to be held at 6:00 p.m., at Milton Hershey School's Founders Hall.

Dantley's major athletic accomplish-

ments include: 1976 U.S. Olympic Gold Medal basketball team (leading scorer); 1977 NBA Rookie-of-the-Year; two-time NBA scoring champion; starter in six NBA All-Star games; and star player for 1987 Detroit Pistons in the playoffs.

Hershey's Youth Program is "Celebrating a Decade of Commitment to Youth Fitness" this year. Founded by Dr. Donald P. Cohen in Charleston, WVA, the program is one of the largest youth sports programs of its kind in the United States.

Fitness Essays

(From page 4)

A quick warm-up to get the knack, To run your best on an imaginary track."

Kathy Wilkinson, 10th grade, Milwaukie, OR: "In the last three years I have learned much about what my body really needs. . . I was diagnosed as having lupus, a chronic illness similar to arthritis. . . I had to find a way to preserve the time I felt good; nutrition and fitness were the only way."

Claire Hanson, 1st grade, Dallas, TX: A very nice drawing.

OPM Recognizes Outstanding Federal Health/Fitness Programs

For the first time in the history of the Federal government, the Office of Personnel Management (OPM) recognized Federal organizations with outstanding health/fitness programs throughout the country.

The 1987 Director's Award for Outstanding Health/Fitness Programs was awarded to two winners and citations were presented to eight finalists from 41 nominees at a ceremony at OPM headquarters in Washington, DC, May 29. The ceremony concluded a month of events sponsored by the Federal Interagency Health/Fitness Council to celebrate National Physical Fitness and Sports Month.

Award Winners

Winners of the award were the Tennessee Valley Authority's (TVA) "Live Well Program," in Chattanooga, TN, and the Department of Justice's "Occupational Health Organization (JOHO)," in Washington, DC.

TVA's "Live Well Program" is a comprehensive employee health promotion program located in more than 20 TVA facilities in five states. Sixty employee committees coordinate mandatory health risk appraisals for all participants and administer fitness testing, physical fitness activities and classes in nutrition, weight management, smoking cessation and stress management for employees and spouses. The program is available to about 15,000 TVA employees.

JOHO, a voluntary employee association, was started in May 1982 with contributions of \$10 each from more than 600 employees. It has since developed into a comprehensive health/fitness program serving both Justice and non-Justice employees. A management corporation is under contract to operate the on-site Fitness Center and such programs as sports injury, cholesterol control, weight management and smoking cessation among others. JOHO's exemplary health/fitness program has served as a model for other Federal agencies and the White House.

Organizations selected to receive awards were recommended by a Blue



OPM Director Constance Horner presents the Director's Award to, from left: Harry H. Flickinger, Assistant Attorney General for Administration, and Robert T. Moore, Chairman, Board of Directors, JOHO, Department of Justice's "Occupational Health Organization," (JOHO); John W. Thompson, Manager, Office of Corporate Services, Tennessee Valley Authority (TVA) and Joe R. Everett, Chief, Emergency Preparedness and Health Promotion Staff, for TVA's "Live Well Program."



Ribbon Advisory Panel composed of Tenley Albright, MD, PCPFS advisor and sports medicine physician; Irv Cross, CBS commentator and PCPFS advisor; and Donald Vickery, MD, president, Center for Corporate Health Promotion, Reston, VA.

Selections were made on the basis of: the nature and scope of the program, administration policies, degree of employee participation, user feedback and other evaluation (i.e. reduced sick leave) and a description of the obstacles faced in establishing the program.

Finalists

Welfare and Recreation Association, Dept. of Agriculture, Washington, DC; Morale, Welfare and Recreation Division, "Fit for Freedom" Program, Clark Air Force Base, Phillipines; Army Materiel Command "Fit to Win" Program, Alexandria, VA; Forrestal Occupational Health Organization, Washington, DC; Health Care Financing Administration, Dr. Carolyne K. Davis Wellness Center, Baltimore, MD; Social Security Administration,

Atlanta Region, Atlanta, GA; Transportation Systems Center, Cambridge, MA; U.S. Customs Service, Washington, DC.



OPM Director Constance Horner presented Glenn Swengros, left, PCPFS Director of Federal-State Relations, with the plaque that will bear the names of each year's winners of the Director's Award for Outstanding Health/Fitness Programs. The plaque hangs in the PCPFS office. Randy Schools, right, FIHFC chairman, looks on.

CALENDAR OF EVENTS

AUGUST

- 7-23 **Pan American Games**, Indianapolis, IN. Contact: PAX Indianapolis, Inc., 4475 Allisonville Road, Indianapolis, IN, 46267 (317/238-1987).
- 9-16 **XXI AAU/USA Junior Olympic Games**, Syracuse, NY. Contact: Jeff Mordhorst, AAU House, 3400 West 86th St., Indianapolis, IN, 46268 (317/872-2900).
- 15 **1987 Hershey Track and Field Finals**, Hershey, PA. Contact: Jim Johnson, Hershey Food Corporation, P.O. Box 814, Hershey, PA, 17033-0814 (717/534-7636).

SEPTEMBER

- 2-4 **USTA National Tennis Teachers Conference**, New York, NY. Contact: USTA Center for Educational and Recreational Tennis, 729 Alexander Road, Princeton, NJ, 08540 (609/452-2580).
- 11-12 **Caribbean Clinic on Physical Fitness and Sports**, San Juan, PR. Contact: Prof. Eva Flores, Departamento de Educacion Fisica, Box M, Universidad de Puerto Rico, Recinto de Rio Piedras, San Juan, PR 00926.
- 26 **1987 Healthy American Fitness Leaders Awards Banquet**, Long Beach, CA. Contact: York Onnen, PCPFS (202/272-3427).

OCTOBER

- 9-10 **North Central States Regional Clinic on Physical Fitness and Sports**, Brainerd, MN. Contact: Joe Rezac, Brainerd School District #81, Brainerd, MN, 56401 (218/828-5300).
- 14-18 **Association for Fitness and Business 13th Annual Conference**, St. Louis, MO. Contact: AFB, 965 Hope St., Stamford, CT, 06907 (203/359-2188).
- 28-30 **National Symposium on Youth Sports**, Washington, DC. Contact: National Youth Sports Coaches Association, National Headquarters, 2611 Old Okeechobee Road, West Palm Beach, FL, 33409 (305/684-1141).
- 29-30 **Midwestern Clinic on Physical Fitness and Sports**, Lincoln, NE. Contact: Joanne Owens-Nausler, Box 94987, Nebraska Dept. of Education, 301 Centennial Mall South, Lincoln, NE, 68509 (308/432-6354).
- 30-
Nov. 1 **International Dance-Exercise Association Educational Conference**, Washington, DC. Contact: Lisa Kanner, PCPFS (202/272-3430) or Patty McCord, IDEA, 2437 Morena Blvd. Second Fl., San Diego, CA, 92110 (617/275-2450).

NOVEMBER

- 4-6 **Chicago Regional Conference on Public Employee Fitness and Health Programs**, Chicago, IL. Contact: Alice Wheaton, PCPFS, (202/272-2018) or Carmeline Sanders, Federal Executive Board of Chicago, FTS 353-6790.
- 8 **Marine Corps Marathon**, Washington, DC. Contact: Capt. J.D. Rovira, Marathon Coordinator, PO Box 188, Quantico, VA, 22134 (703/640-2225/2720).

A Capital "IDEA"

The PCPFS will cosponsor a keynote panel presentation addressing "How the Federal Government Promotes Fitness" to open the 1987 International Dance-Exercise Association's (IDEA) annual educational conference, Washington, DC, October 30-November 1.

The four-member panel will include: Ash Hayes, PCPFS Executive Director, on the role of the PCPFS; James Harrell, Deputy Director, Office of Disease Prevention and Health Promotion (ODPHP) on ODPHP projects; Dr. Bill Friedewald, Associate Director for Disease Prevention, National Institutes of Health (NIH), on government research in physical fitness; and a member of the U.S. Congress on the Senate Health Promotion program and other congressional initiatives.

For more information contact IDEA, 2437 Morena Blvd., Second Floor, San Diego, CA, 92110 (617/275-2450).

Alabaman Honored

Former PCPFS clinic director Doris McHugh of Huntsville, AL, recently received the 1987 Distinguished Alumna Award by the University of Alabama's National Alumni Association. Doris currently serves as supervisor of physical education at Huntsville City Schools.

Survey, Guide for Sale

The 1985 Youth Population Fitness Survey and the new Instructor's Guide for the Presidential Physical Fitness Award program are now for sale. The Instructor's Guides are available in quantities of 50 only. Single copies of the Guides can be obtained through the PCPFS office.

To order write to Superintendent of Documents, Government Printing Office, Washington, DC, 20402. Indicate title requested and stock number (S/N): PCPFS Instructor's Guide, S/N 017-001-00462-6, \$21/50; 1985 PCPFS Youth Fitness Survey, S/N 017-001-00463-4, \$5.00 each.

Council Takes Part in Historic Ceremonies

• The PCPFS recently cooperated in an unprecedented youth exchange organized by the US/USSR Youth Exchange Program. For the first time, teams of American, Soviet and Hungarian youth took part in a wilderness project in the U.S.—climbing the Colorado Rocky Mountains in a quest for international understanding. Previous expeditions had taken place in the Soviet Union.

The PCPFS presented the 21 youth with a Presidential Sports Award during a ceremony on June 23 in Washington, DC. The PCPFS also presented a special certificate to Cynthia Lazoroff, creator and executive director of the Youth Exchange, in recognition of its contribution to improving fitness.

The expedition was organized in cooperation with the President's US/Soviet Exchange Initiative of the US Information Agency and the Colorado Outward Bound School. In total, five Soviet, six Hungarians and 12 American youth "Citizen Diplomats" took part in the project. The Youth Exchange has sponsored annual joint expeditions for three summers in the Soviet Union where American and Soviet youth have been successfully climbing Mt. Elbrus, Europe's highest peak.

• PCPFS member Fred Malek, president of the Marriott Corporation, presented the Council's Honor Award to Outward Bound in recognition of their 25th anniversary. The presentation of the award, which is given to individuals and organizations with outstanding histories of support of physical fitness and sports, was made at a reception in honor of Outward Bound in Washington, D.C.

Since the first school opened in Colorado in 1962, Outward Bound has offered people of all ages, backgrounds and abilities the chance to participate in rigorous outdoor recreational programs designed to improve their self-confidence, physical fitness, outdoor skills and sense of social responsibility.

Each year, more than 15,000 people attend an Outward Bound program at one of five schools in Maine, North Carolina, Minnesota, Colorado and Oregon. All Outward Bound schools are founded on the theories of German-English educator Kurt Hahn, who believed that when individuals are confronted with physically and mentally challenging situations, they develop self-reliance and concern for others.

1986 Sports Participation Survey Results

Swimming, exercise walking, bicycling and fishing drew the most participants in 1986 among the 45 sports activities surveyed by the National Sporting Goods Association (NSGA). Swimming had 72.6 million participants in 1986; exercise walking, 53.5 million; bicycling, 49.7 million; and fishing, 47.5 million.

Exercising with equipment drew the most new participants for the third consecutive year. This category includes use of any type of exercise equipment such as weights,

stationary bikes and rowing machines. It drew 6.9 million new participants, followed closely by exercise walking which drew 6.8 million new participants.

Participants are defined as someone seven years of age or older who took part in the activity six times or more in 1986. For more information contact the National Sporting Goods Association, 1699 Wall St., Mt. Prospect, IL, 60056. (312/439-4000).

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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NEWSLETTER

SEPTEMBER/OCTOBER VOL. 87, No. 5



The 1987 Healthy American Fitness Leaders



Dr. Donald Chu



John Wooden



Laura Oftedahl



Dr. William Marley

Basketball, publishing, military, education, business and television... this year's Healthy American Fitness Leaders represent a wide array of professions, indicating the many avenues being used today to promote physical fitness.

Administered annually by the U.S. Jaycees in cooperation with the PCPFS, the HAFL awards program recognizes 10 individuals who have been selected by a panel of nationally recognized fitness and health experts. The program is sponsored by Allstate Life Insurance Co.

Selections are based on a number of criteria including an individual's role in improving national fitness and health attitudes, overcoming a physical hardship or limitation, and the development of new physical fitness methods.

This year's winners are:

(See HEALTHY, page 4)



Gen. Walter Churchill



Stanley LeProtti



Joanie Greggains



T. George Harris



Richard Hoyt



Dr. Jane Katz

PCPFS in the Media

- A new PCPFS print public service announcement with the message "Exercise? Take the Time!" has been sent to 1,400 magazines and newspapers nationwide.

The PSA explains the importance of taking the time to exercise even during busy schedules.

The print announcement supplements the "Take the Time!" adult television campaign which went to 307 television stations and the major networks two months ago.

* * *

- Nine adult radio public service messages also were sent to 2,000 stations and networks nationwide, again using the overall campaign theme that "Fitness Is Feeling Great!" The radio spots included two humorous productions, one of which depicts a man who climbs Mount Everest and plunges over Niagara Falls in an attempt to get exercise. The announcer then explains that exercise doesn't have to be a big production to be effective.

Another humorous spot involved a cowboy motif in which Big Jake challenges "The Kid" to a duel. In reality Big Jake is the father and he's challenging his son to jog around the track. The announcer points out that more than 26 million Americans jogged last year for the fitness benefits and to have fun.

Other spots included a drill sergeant theme, a guardian coach and a retired woman who begins walking for exercise. The nine spots include one in Spanish.

* * *

- Extensive print coverage included a cover story in TV Guide written under Chairman George Allen's by-line and featuring Cosby Show teenagers Tempestt Bledsoe and Jamal Warner. The theme: "Two Cosby Kids Tell How to Shape Up While Watching Your Favorite Show."

The text and pictures explain a 30-minute workout that can be done while watching a TV program, with a segment devoted to exercises that can be done during the commercials. TV Guide has a circulation in excess of 17 million.

(See MEDIA, page 7)

Exercise? Take the Time!

At home:

When you feel pulled in all directions, exercise can relieve the stress and revitalize your energy level. Find the time for exercise by working out in your own home. Invest in a video tape or just turn on the radio. Exercise alone or with your family. Everyone will benefit, especially you.



At the office:

Nagging back pain and other tensions from stress and overwork can be relieved by taking an exercise break. A brisk walk at lunchtime, some stretches at your desk, or a late afternoon or evening workout will energize your body and your mind.



Wherever you are:

You can always find the time for exercise. Walk to the store or to work, use stairs instead of the elevator, take stretching breaks, or go for a brisk walk after dinner. There are so many ways to stay active and get into shape.

For more information, write to: Fitness, Dept. 84 Washington, DC 20001.

*Fitness is
feeling GREAT!*



The President's Council on
Physical Fitness and Sports



U.S. Hosts World Fitness Congress

An international congress to address a broad range of topics related to "physical fitness and sports for all" is being planned for August 28 - September 2, 1988, in Washington, DC.

Hosted by the PCPFS, the congress is being designed to encourage participation from some 80 countries that have an interest in physical fitness/physical culture and sports for all segments of their population. It is hoped that the congress will lead to the coordination of efforts toward more applied research and cooperation in physical fitness and sports for all. Invitations will be extended to all countries with the request that two official representatives from each attend.

Among the many program topics will be economic considerations which influence programs in various countries, techniques for promoting national programs, and future visitations and exchanges between countries. The PCPFS is currently involved in an exchange of physical fitness testing programs with the Soviet Union.

For additional information contact Glenn Swengros, PCPFS (202/272-3427).



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The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Suite 7103, Washington, DC 20001.

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Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.

Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1988.

From the Executive Director

The 1987-88 school year is off and running, and along with it some exciting PCPFS programs.

First, let me clarify some points concerning the Presidential Physical Fitness Award (PPFA) Program. As you probably know, information on the revised "Presidential Challenge" was sent to schools last spring. The Instructor's Guide only lists the 85th percentile scores, since those are the scores needed to qualify for the award. Complete percentile charts are available through the PCPFS.

All schools and administrative offices will be receiving the 1987 packet of promotional materials this fall, which includes a new order form and poster. Awards are still purchased through AAHPERD. However, any promotional materials for the President's Challenge are obtained through the PCPFS office.

For the 1987-88 school year, either the new "Challenge" or the 1976 AAHPERD Youth Fitness Test can be used to qualify students for the PPFA. For the 1988-89 school year and beyond, only the "Challenge" can be used.

Several national youth fitness testing and awards programs exist. Among them are the PCPFS awards program, AAHPERD's recognition program, and the Amateur Athletic Union's project with the Chrysler Corporation Fund. While there are varying points of view regarding what tests to administer, there is uniform agreement that fitness testing is an essential component of a good physical education program.

The U.S./Soviet Youth Fitness Exchange is underway and State Departments of Education have been asked to designate three schools as official participants. As the details of the program unfold, information will be sent to these schools as well as others who have already signed up.

I urge you to implement the youth fitness testing program of your choice in an enthusiastic, positive manner. Your guidance makes a difference. Best wishes for a successful and productive year.



ASH HAYES



George Allen, above center, PCPFS Chairman, joined exercisers at Motion Picture and Television Country House and Hospital to help dedicate the half-mile exercise and walking course at the Woodlawn Hills home. Rafer Johnson, above left, was among the celebrities

who joined in the event along with many enthusiastic older Americans. Exercise programs designed for the over-65 population are growing in popularity, as this segment of the American continues to increase. Over-85 people are the fastest growing segment of our population.

Healthy American Fitness Leaders Named (From page 1)

• **Dr. Donald Chu**, 46, is the owner/director of Ather Sports Injury Clinic and Professor of Kinesiology at California State University at Hayward. Dr. Chu helped develop a revolutionary form of physical training and conditioning known as "Plyometrics," exercises that utilize the body's natural stretch reflex and elastic components to develop greater strength and power during muscular contraction.

• **Major General Walter Churchill** (ret.), 83, Chairman of the Board, Churchill's Super Markets, Inc., in Toledo, Ohio. Gen. Churchill has been an active supporter of the U.S. Marine Corps' Youth Fitness Program (YFP) since 1957. The YFP is designed to provide non-varsity athletes at the high school level with a competitive fitness program.

• **Joanie Greggains**, 43, has been host and executive producer of the nationally syndicated "Morning Stretch" exercise television program for more than eight years. In 1984 she wrote the "Joanie Greggains' Total Shape Up" and was among the first fitness experts to recognize the value of aerobic exercise. Greggains is certified by the Aerobic Fitness Association of America and a member of the American College of Sports Medicine.

• **T George Harris**, 62, is editor-in-chief of *American Health* magazine. A bureau chief with *Time-Life-Fortune-Sports Illustrated*, and former editor of *Look* and *Psychology Today* magazines, Harris co-founded *American Health* in 1981. Since then the magazine has become a major source of health and fitness information through television and radio programs, syndicated columns, and the creation of the first national nutrition course being offered this fall to colleges and universities nationwide.

• **Richard Eugene Hoyt**, 46, is Military Personnel Management Officer with the Massachusetts Air National Guard. An experienced triathlete, Hoyt's relationship with his son, Richard Jr., has been chronicled extensively in the media, most recently CBS-TV's "West 57th" news magazine. The younger Hoyt was born with cerebral palsy. His father found a way to include Richard Jr. in numerous sporting

events, and together in 1985 the Hoyts competed in four marathons, eight triathlons and 30 road races.

• **Dr. Jane Katz**, 43, is a Professor of Health and Physical Education, Bronx Community College in New York. She is a pioneer in water exercise techniques for the handicapped. She has written three books on the benefits of water exercise, and has designed a program of progressive toning and aerobic fitness exercises that utilizes the buoyancy of the water to diminish stress on the joints while at the same time promoting aerobic fitness and strength.

• **Stanley LeProtti**, 65, is an assistant professor and director of Project Readiness at the University of South Carolina. Project Readiness is a health and physical-fitness program designed for law enforcement officials. It serves over 1,200 law enforcement officers in seven state agencies representing the South Carolina Highway Patrol, SC Law Enforcement Division, SC Alcohol and Beverage Control Commission and the SC Criminal Justice Academy, among others.

• **Dr. William Marley**, 52, is Director

of Patient Care at Holy Redeemer Hospital's Human Performance Laboratory in Meadowbrook, Pennsylvania. World class athletes, cardiac patients and over 500 health individuals benefit from individualized programs at Holy Redeemer's Human Performance Laboratory.

• **Laura Oftedahl**, 34, director of development for Ski for Light, Inc. of Alexandria, VA. Ski for Light, Inc. has been instructing blind and visually impaired people to cross-country ski since 1975. She has been a member of the U.S. Disabled Ski Team since 1984. That same year she was awarded a Silver medal in the Olympics for the Disabled in Innsbruck, Austria.

• **John Wooden**, 76, the most successful coach in the history of basketball, was a head basketball coach for four decades, more than half of that time piloting the UCLA Bruins. During his tenure, Wooden compiled a record of 620 wins and 147 losses, including 10 NCAA and 16 conference championships. Wooden's teams hold the all-time NCAA consecutive win-streak record of 88 over four seasons.

North Central Region Wins Hershey Finals

The North Central Regional team defeated highly-touted teams from the Southwest Region and Southeast Region to win top honors at the Tenth Anniversary of Hershey's National Track & Field Youth Program National Final.

The North Central Regional team accumulated 236 team points, just 3 more than the Southwest Regional team, the meet's runner-up. The national championship team was comprised of participants from Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

In honor of Hershey's decade of commitment to youth sports, PCPFS Executive Director Ash Hayes presented Hershey Food Corporation with the Council's Distinguished Service Award. This award signifies outstanding public service contribution to sports and fitness and is the Council's highest award.

Council Recognition Awards were presented to Dr. Donald Cohen, founder of the program, and Jim John-

son, national program coordinator, for significant efforts to promote youth fitness.

The 480 boys and girls ages 9 to 14, from all 50 states and the District of Columbia, participated in the National Final. They earned their all-expenses-paid trip to Hershey by competing in local, district and state meets held across the country this summer.

Rafer Johnson, 1960 Olympic Decathlon Gold Medalist, served as grand marshal at the National Final. Adrian Dantley, NBA All-Star player for the Detroit Pistons, was the guest celebrity athlete.

The program is "Celebrating a Decade of Commitment to Youth Fitness," and is conducted annually in cooperation with the National Recreation and Park Association and the President's Council on Physical Fitness and Sports. Hershey Foods Corporation is the sole funding sponsor of the program.

1987 State Champion Schools

The following schools are winners of the 1987 State Champion Award, presented annually by the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). More than 425 schools entered the contest and overseas schools from Nigeria and Japan were recognized for the first time in the history of the program. The award is presented to three schools in each state, one in each of three enrollment categories, that qualify the highest percentage of students, ages 10-17, for the Presidential Physical Fitness Award. Enrollment categories are: I-student body of 1-100, II-student body of 101-500, III-student body of 500 or more. If you would like to know more about the program contact Glenn Swengros, PCPFS (202/272-3427).

ALABAMA

- I Farley Elementary School, Huntsville
- II Blossom Wood Elementary School, Huntsville
- III Oak Park Middle School, Decatur

ALASKA

- I Willow Elementary School, Willow
- II Sherrod Elementary School, Palmer

ARIZONA

- I New Way School, Scottsdale
- II Aire Libre Elementary School, Phoenix
- III Shea Middle School, Phoenix

ARKANSAS

- I Christ the King School, Ft. Smith
- II Forest Heights Elementary School, Harrison
- III Conway High School, Conway

CALIFORNIA

- I Covenant Life Academy, Campbell
- II Cleo Gordon Elementary School, Fairfield
- III Paradise Intermediate School, Paradise

COLORADO

- I Messiah Lutheran School, Grand Junction
- II Cheyenne Canon Elementary, Colorado Springs

CONNECTICUT

- II Mabelle Avery School, Somers
- III Cider Mill School, Wilton

FLORIDA

- I Martha Manson Academy, Gainesville
- II Ft. Caroline Elementary, Jacksonville
- III Sunshine Elementary, Lehigh Acres

GEORGIA

- I Woodward Acad/Busey School, Riverdale
- II Auburn Elementary, Auburn
- III Terrace Manor Elementary, Augusta

HAWAII

- I Barber's Point Elementary, Ewa Beach
- II Le Jardin Academy, Kailua
- III Lahainaluna High School, Lahaina

IDAHO

- I Wapello Elementary, Blackfoot
- II South Fremont Jr. High, St Anthony
- III Madison Jr. High, Rexburg

ILLINOIS

- I St. John the Baptist, Joliet
- II Germantown Elementary, Germantown
- III Eisenhower Middle School, Rockford

INDIANA

- I St. Bernard School, Wabash
- II Akron Middle School, Akron
- III Madison Jr. High, Madison

IOWA

- I Garfield Elementary, Oskaloosa
- II Coolidge Elementary, Cedar Rapids

KANSAS

- I West Elk Jr. High School, Howard
- II Tonganoxie Middle School, Tonganoxie

KENTUCKY

- I Eliahu Academy, Louisville
- II St. Augustine School, Covington
- III Russell Middle School, Russell

LOUISIANA

- II Wedgewood Elementary, Baton Rouge
- III Winnsboro Jr. High, Winnsboro

MAINE

- I Monson Elementary, Monson
- II Holy Cross School, Lewiston
- III Brunswick Jr. High, Brunswick

MARYLAND

- I Reistertown Elementary, Reistertown
- II St. Stephen School Bradshaw
- III North East Middle School, North East

MASSACHUSETTS

- I Open Bible Academy, Burlington
- III E.A. Martinson Jr. High, Marshfield

MICHIGAN

- I Michener Elementary, Adrian
- II Wilkinson Middle School, Madison Heights
- III Flint Northern High School, Flint

MINNESOTA

- I Corpus Christi School, Roseville
- II Waconia High School, Waconia
- III Richfield Intermediate School, Waconia

MISSISSIPPI

- I Sacred Heart Elementary, Hattiesburg
- II Nativity Bvm Elementary, Biloxi
- III South Jones High School, Ellisville

MISSOURI

- I Solomon Schechter Day School, Creve Coeur
- II Ellisville Elementary, Ellisville

MONTANA

- II Frenchtown Elementary, Frenchtown
- III Bozeman Jr. High, Bozeman

NEBRASKA

- I Rosedale School, Nickerson
- II Imperial Grade School, Imperial
- III La Vista Jr. High, La Vista

NEVADA

- II St. Viator Catholic School, Las Vegas

NEW HAMPSHIRE

- II Winnisquan Reg. High School, Tilton

NEW JERSEY

- I Grover Cleveland School, Rahway
- II Marlboro Elementary, Marlboro
- III Shawnee High School, Medford

NEW MEXICO

- I Crestview SDA Church School, Albuquerque
- II Washington Ave. School, Roswell
- III Eisenhower Middle School, Carlsbad

NEW YORK

- I Annunciation School, Iton
- II St. Adalbert School, Staten Island
- III Addison Central School, Addison

NORTH CAROLINA

- I St. Egbert's Catholic School, Moorehead City
- II Welcome Elementary, Welcome
- III Hill Middle School, Winston-Salem

NORTH DAKOTA

- I Hillcrest School, Tioga
- II Ben Franklin School, Grand Forks

OHIO

- I St. John Lutheran School, Garfield Heights
- II Jackson Milton Middle School, N. Jackson
- III Clermont NE Middle School, Batavia

OKLAHOMA

- I Oakes School, Okemah
- II Alexander Elem. School, Commerce

OREGON

- I Sauvie Island School, Portland
- II View Acres School, Milwaukie
- III Rowe Jr. High School, Milwaukie

PENNSYLVANIA

- I Rhema Christian Academy, New Wilmington
- II St. Patrick School, York
- III Glendale Jr./Sr. High, Flinton

RHODE ISLAND

- II Our Lady of Czenstochowa, Coventry
- III Ponaganset Middle School, North Scituate

SOUTH CAROLINA

- I Waccamaw Elementary, Conway
- II Jefferson Elementary, Jefferson
- III Crayton Middle School, Columbia

SOUTH DAKOTA

- I Irving Elementary, Sioux Falls
- II Franklin Elementary, Sioux Falls
- III Patrick Henry Jr. High, Sioux Falls

TENNESSEE

- I Harpeth Valley Elementary, Nashville
- II Whitwell Elementary, Whitwell
- III Farragut Middle School, Knoxville

TEXAS

- I Offen Indep School Dist., Rowena
- II Helena Park Elementary, Nederland

UTAH

- I Ibapah Elementary, Ibapah
- II Sally Mauro Elementary, Helper
- III Churchill Jr. High, Salt Lake City

VERMONT

- I Dover Elementary, Dover
- II Deerfield Valley Elementary, Wilmington

(See STATE CHAMPS, page 6)



Rear Admiral Samuel Yow, USN, second from left, has been instrumental in promoting better health and fitness among naval uniformed personnel and families through such cooperative projects with the PCPFS as the Navy Family Fitness Campaign. Pictured with him to commemorate May as Navy Fitness Month in support of National Physical Fitness and Sports Month are, from left: Dr. Matt Guidry, PCPFS National Fitness Month coordinator; George Schaeffer, Director, Navy Recreation Division; York Onnen, PCPFS military liason; Commander Stu Stebbings, USN, Assistant for Health and Physical Readiness. In 1987, some 2.3 million people took part in a Fitness Month activity.

Fitness Walkers Top Sports Award List

Since the Amateur Athletic Union (AAU) took over administration of the Presidential Sports Awards in July, more than 62,000 personal fitness logs have been sent out from the AAU House in Indianapolis.

Among the award categories, fitness walking and sports/fitness have been the most popular among those who have actually earned the award, making up about 60 percent of the award recipients. Participation has come from the 26-34 and 35-44 age groups primarily, with more men receiving awards overall.

For more information contact the PCPFS, or AAU House, 3400 West 86th St., Indianapolis, IN, 46268 (317/872-2900).



Ash Hayes, left, PCPFS Executive Director, presented California Polytechnic State University with a PCPFS Distinguished Service Award, the highest recognition awarded by the Council, on the 40th anniversary of the university's annual physical education, coaching and teaching workshop. Accepting the award are Warren J. Baker, center, President of Cal Poly, and Dwayne Head, the university's physical education and recreation administration department head.

Biking Festival Underway for '87

The 1987 Grape-Nuts Bike Festival is off and riding. Starting in Seattle, the seven-city cycling event will conclude in Tampa on November 8. Endorsed by the PCPFS, the festival is geared to promote cycling and its physical fitness benefits.

In addition to providing an opportunity to mix fun and fitness, the Festival supports the efforts of such organizations as the Arthritis Foundation, The United Way and American Youth Hostels. In 1986, more than 22,000 riders in seven cities raised more than \$187,000.

This year, the bike festival traveled to Minneapolis (July 26), Salem, MA, (September 13), Washington, DC (September 20), Los Angeles (October 11) and Phoenix (October 25) in addition to Tampa and Seattle.

Riding with local celebrities and thousands of cyclists in each city will be Olympic Gold Medalist Mark Gorski and Connie Paraskevin-Young, three-time World Cycling Champion.

According to *Bicycling Magazine*, organizer of the event, an estimated 82 million Americans rode bicycles regularly in 1986 and even more will do so this year.

* * *

State Fitness Champions (From page 5)

- | | |
|--|---|
| <p>VIRGINIA</p> <ul style="list-style-type: none"> I Millboro Elementary, Millboro II Greenbrier West, Fairfax III Oak View Elementary, Fairfax <p>WASHINGTON</p> <ul style="list-style-type: none"> I Mt. Stuart Elementary, Ellensburg II James McGee Elementary School, Pasco III Jefferson Middle School, Olympia <p>WEST VIRGINIA</p> <ul style="list-style-type: none"> I Uneeda Grade School, Uneeda II Wellsburg Middle School, Wellsburg <p>WISCONSIN</p> <ul style="list-style-type: none"> I St. Killian School, Hartford II Luxemburg Casco Jr. High, Casco <p>WYOMING</p> <ul style="list-style-type: none"> I Red Grade Christian Academy, Sheridan II Jefferson Elementary, Riverton III Central Jr. High, Sheridan | <p>PUERTO RICO</p> <ul style="list-style-type: none"> II Antilles Military Academy, Puerto Rico <p>US OVERSEAS SCHOOLS</p> <ul style="list-style-type: none"> I Nagoya Int'l School, Japan II Hillcrest School, Nigeria III Nile C. Kinnick High, Japan |
|--|---|

CALENDAR OF EVENTS

OCTOBER

- 9-10 **North Central States Regional Clinic on Physical Fitness and Sports, Brainerd, MN.** Contact: Joe Rezac, Brainerd School District #81, Brainerd, MN, 56401 (218/828-5300)
- 29-30 **Midwestern Clinic on Physical Fitness and Sports, Lincoln, NE.** Contact: Joanne Owens-Nausler, Box 94987, Nebraska Dept. of Education, 301 Centennial Mall South, Lincoln, NE, 68509 (308/432-6354)
- Nov. 1 **International Dance-Exercise Association Educational Conference, In cooperation with the PCPFS, Washington, DC.** Contact: Lisa Kanner, PCPFS (202/272-3430) or Patti McCord, IDEA, 2437 Morena Blvd., Second Fl., San Diego, CA, 92110 (619/275-2450)
- 28-30 **National Symposium on Youth Sports, Washington, DC.** Contact: National Youth Sports Coaches Association, National Headquarters, 2611 Old Okeechobee Road, West Palm Beach, FL, 33409 (305/684-1141).

NOVEMBER

- 4-6 **Chicago Regional Conference on Public Employee Fitness and Health Programs, Chicago, IL.** Contact: Alice Wheaton, PCPFS, 202/272-2018, or Carmeline Saunders, Federal Executive Board of Chicago, FTS 353-6790.
- 8- **Marine Corps Marathon, Washington, DC.** Contact: Capt. J.D. Rovira, Marathon Coordinator, PO Box 188, Quantico, VA, 22134 (703/640-2225/2720).



The newest PCPFS publication, **GET FIT**, is designed to help youngsters ages 6-17 get in shape to meet the "President's Challenge" and earn the Presidential Physical Fitness Award. Single copies of the 40-page color booklet are available from the PCPFS office. For bulk orders, write to Consumer Information Center, Dept. 457R, Pueblo, CO, 81009. Copies are 50¢ each and checks should be made out to the Superintendent of Documents.

Car Dealers Promote Fitness

As the official sponsor of the Amateur Athletic Union (AAU) Physical Fitness Program, the Chrysler Corporation Fund has announced that it is encouraging local Chrysler dealers to become actively involved in supporting the program which promotes physical education and higher levels of individual fitness among America's youth.

Chrysler dealers in more than 4,000 communities across the United States have been asked to participate in various ways. Each has received a packet of materials from the AAU containing information about the program and how to get involved.

The AAU Physical Fitness Program, established in 1943, is a free fitness testing program designed to be used either as a supplement to an existing program or as a guide for establishing a program for fitness development.

An estimated five million students, grades one-through-twelve, take part in the program, annually. The fitness-measurement program comes complete with awards and motivational materials.

For more information, contact the AAU Communications Office, (317-872-2900.)

Media Coverage of PCPFS Grows

(From page 2)

• The PCPFS also was heavily involved with three other major magazines in producing articles on physical fitness. *Women's Day* with a circulation of more than 7 million devoted three pages in its August 4th issue to an article "Is Your Child Flunking Physical Fitness?" *McCall's* with a circulation of 6.2 million did a one-page article entitled "Is Your Child Fit?" Meanwhile, *Changing Times* with a circulation of 1.5 million produced a 15-page special section entitled "Dollar-Wise Guide to Fitness."

* * *

• A new major production of the PCPFS is a series of monthly columns under Chairman George Allen's by-line called "Fitness Forum." The columns are being sent to some 7,000 small daily and weekly newspapers nationwide in a camera-ready form.

Each column deals with a specific

topic, most of which are related to the time of the year in which the column is to be run. The first four topics for July through October were: "Getting In Shape," "Exercising in Hot Weather," "The 'Other Half' of Education," and "Fitness Trails: Circuits of Motivation."

Exercise Video

Local chapters of the National Handicapped Sports and Recreation Association (NHSRA) are working with YMCA's and YWCA's at 10 sites nationwide to conduct exercise programs for both disabled and non-disabled populations.

Video tapes featuring the exercises taught in the course are available. For more information contact NHSRA, PO Box 33141, Washington, DC, 20033 (202/783-1441).

BULLETIN BOARD

• The National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) invites investigator-initiated research grant applications to study a broad range of basic and clinic topics related to musculoskeletal fitness and sports medicine. Support will be through individual research and career development grants. For information contact Stephen L. Gordon, Ph.D., Musculoskeletal Disease Program Director, NIAMS, Westwood Building, Room 407, Bethesda, MD, 20892 (301/496-7326).

• **Adult Physical Fitness**, a PCPFS publication developed in the 1960's, is among the all-time best selling government publications as of October 1, 1986. The booklet, which outlines a basic developmental exercise program for men and women, ranks 10th among the 13 hottest items sold by the Government Printing Office (GPO), with 1,430,628 copies sold. The booklet, although somewhat outdated, still offers valuable information and sells for \$4.50. GPO publications are promoted through a subscriber catalog, a series of mailing lists, 10 retail stores and a regular clientele of business and government offices. Also among the all-time best sellers are *Infant Care* (17,588,261 copies sold), *Metric Conversion Card* (3,919,072) and *Adolescent in Your Home* (1,302,565).

• To help consumers avoid joining an improperly conducted exercise class, the **Maryland Commission on Physical Fitness** has published a new pamphlet. "The Right Class for You - A Consumer's Guide to Exercise Classes" is designed to assist the consumer in selecting a safe exercise class by identifying characteristics of a properly trained instructor. For a free copy write to the Maryland Commission on Physical Fitness, 201 West Preston

St., Baltimore, MD, 21201.

• The National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS) has moved to Indianapolis as of October 1. An affiliate of the PCPFS, the NAGCPFS serves as the coordinating body for state councils on physical fitness and sports. Their new address is NAGCPFS, Pan American Plaza, Suite 440, 201 S. Capitol Avenue, Indianapolis, IN, 46225 (317/237-5630).

• According to recent Federal government reports, the **nation's health-care bill**, which now totals \$458 billion, will grow to 15 percent of the gross national product by the turn of the century. By the year 2000, spending on health care will reach \$1.5 trillion according to the Health Care Financing Administration annual health cost data report. Inflation accounted for 54% of the increase, population growth for 11% and changes in spending patterns for 35%. The federal share of spending on health will continue to rise, according to the report, from 29.4% in 1986 to 32.6% in 2000. The report also projects that annual health expenditures will grow from \$1,837 per person in 1986 to \$5,551 in 2000.

• The rapidly increasing numbers and increasing longevity of older Americans undoubtedly will have an impact on the Nation's health care profile. The over-65 population has grown by 6 percent, 1.7 million people, since 1980, as compared with a 3 percent increase in the under-65 populations. Over-85 people are the fastest growing segment of our population, with 4.6 million people expected to be 85 or older by 2010. Most people over 65 have at least one chronic condition. A 1981 study cites the four most common to be arthritis, hypertension, hearing impairments and heart disease, in order of frequency.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER



NOVEMBER/DECEMBER VOL. 87, No. 6

George Allen, Council Chairman, Resigns

George Allen, chairman of the PCPFS for more than six years, resigned on October 31 to devote full-time to his duties as chairman of the National Fitness Foundation and the establishment of the U.S. Fitness Academy.

Rams stands as second best in National Football League among coaches of more than 10 years, drew upon his football experiences to make another point.

"I used to think that playing Dallas was a big deal, but the emphasis on physical fitness impacts on the lifestyles

youth, which has been our No. 1 priority over the last seven years, will have a dramatic and lasting effect on the future of this great country."

Allen said his "dream" now is to build the U.S. Fitness Academy, under the auspices of the National Fitness Foundation. The Academy is intended to "teach the teachers" and to serve as a clearinghouse for information and activities involving physical fitness.

"We have acquired 200 beautiful acres of prime property in Laguna

"It is with deep regret that I accept your resignation . . . I have been fortunate to have had someone of your abilities and dedication as chairman of the Council for the past six years. Your accomplishments have been many and you can take great pride in them . . . You have my deepest gratitude for your service to our Nation."
—Ronald Reagan

"It is with great regret that I have submitted my resignation . . ." Allen said. "I know that the new programs which we initiated—such as the US-Soviet Union youth fitness testing exchange and the World Congress on Fitness for All, which will be held in Washington, D.C., next August—will be carried forward capably by the new chairman and the Council's staff."

Allen, appointed chairman by President Reagan in April, 1981, succeeded former basketball coach Al McGuire. As such, Allen provided leadership for one of the most productive and successful periods in the Council's 31-year history.

"I take great pride in the many accomplishments of the Council in recent years," Allen said. "The number of American adults who are exercising regularly has almost doubled in the last decade, and we have called attention to the need to improve the fitness of youth worldwide."

Allen, whose coaching career with the Washington Redskins and Los Angeles

of millions," he said. "The strides we have taken to improve the fitness of our



Throughout his term as Council chairman, George Allen has helped gain support for PCPFS initiatives from such influential leaders as former Secretary of Defense Caspar Weinberger, left, and Gen. Alfred M. Gray, Marine Corps Commandant. Weinberger and Gray recently attended a PCPFS Council meeting where they were acknowledged by Allen with a PCPFS token of appreciation for their support of physical fitness programs in the military.

(See Allen, page 2)

Happy, Healthy Holiday Greetings from the PCPFS

Allen Resigns

(From page 1)

Niguel, CA, as the site," Allen said, "and must proceed rapidly because we plan to have President Reagan at the ground-breaking ceremonies before he leaves office. There is much work still to be done in helping to improve the fitness of all Americans, and I will continue to be active in that most essential cause."

Among the Council's many accomplishments during his tenure, Allen cited the expansion of the Presidential Physical Fitness Award program to include youngsters 6 through 9 years of age, the broadening of the Presidential Sports Award to include marathon and aerobic dance, the youth testing exchange program with the Soviet Union that will include more than 350 American schools, and the extensive youth fitness awareness campaign in radio, television and the print media.

Allen also cited the establishment of the National Fitness Classic, the 1985 School Population Fitness Survey, the Healthy American Fitness Leaders Awards, the first U.S. Postal Service fitness stamp and the increase in Governor's Councils on Physical Fitness and Sports among other major accomplishments in recent years.

No successor has been named by President Reagan as this edition of the Newsletter went to press.



VOL. 87, NO. 6

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001.

Council members are: George Armstrong, Bernard R. Cahill, M.D., Donald I. Cooper, M.D., Tom J. Fajoy, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters, and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.

Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1988.

PCPFS in the Media

• Starting the first of the year, a new 15-second PCPFS public service announcement calling attention to the need for daily physical education in the nation's schools will be distributed nationally as a public service by the Procter & Gamble Company.

The spot shows a young girl rushing up to her grandmother, proudly waving a report card.

"Look grandma, all A's," the young girl exclaims.

"I'm proud of you," the grandmother replies, "but where's your physical education grade?"

"We don't have physical education," the young girl sorrowfully replies.

The announcer says that 64% of American school children in grades 5-12 don't get daily physical education. As the PCPFS logo appears on the screen, the announcer says: "Growing up fit is just as important as growing up smart."

The spot was produced and is being shown as a public service by P&G's Citrus Hill-Plus Calcium orange juice. It will appear on regular rotation during P&G's television shows, including prime time, soap operas and game shows.

* * *

• Another cooperative PCPFS television public service announcement will appear this winter, chiefly on some 400 Northern television stations. This 60 and 30-second spot features Pam Fletcher, a member of the U.S. Ski Team.

"Skiing really lets you enjoy winter. Why? Because it makes exercising so much fun!" Pam exclaims.

The spot points out that "no matter what your age, you can learn to ski and love exercising this winter."

The spots were produced and will be distributed in cooperation with the PCPFS by the National Ski Areas Association as a public service.

* * *

• Print media coverage of the PCPFS and fitness activities continues extensively. Working Woman Magazine ran a 3-page article entitled "Fit and Fun, Fitness Strategies for Kids and Their Parents." Parenting Magazine ran seven pages of fitness news

called "Shaping Up" in its October issue, while The Football News did a three-page interview on the PCPFS's activities with chairman George Allen.

The Los Angeles Times Syndicate ran an article distributed nationally called "Challenge Your Kids to Soviet Fitness Test." Additionally, the San Francisco Chronicle did a 2-page feature on Walking and East-West Magazine Syndicate responded with a 2-pager on fitness in business called "Shaping Up, the Bottom Line."

The PCPFS also was involved in a Family Circle article which reached a circulation of 1,861,000 and a New York Times 4-pager called "Learning to Love Gym." Additionally, there was a major feature in Newsday on Allen and fitness called "One for the Coach," a 3-pager in Children on "How Fit Are Your Kids?" and 7 pages in Youth Sports on the history of the PCPFS and an article entitled "America's Cabbage Patch Kids."

All in all, the print media was kept extremely busy.



Since the U.S. Army first introduced its new Physical Fitness Excellence emblem last year, nearly 30,000 soldiers have qualified for the award. Displaying an enlarged photo of the emblem at a recent meeting are York Onnen, left, PCPFS liaison to the military services, and Major General James B. Allen, Jr., director of training for the deputy chief staff of operations. To qualify for the award, individuals must achieve 290 out of a possible 300 points on the Army's physical fitness test.



From the Executive Director

The U.S./U.S.S.R. Youth Fitness Exchange Program is underway with 311 schools in 43 states and the District of Columbia signed on. Representing 130,000 students to date, the program has far exceeded its goal of involving 20,000 students and it looks as if all 50 states will be represented.

The Council asked the Governor of each state to designate three schools as official testing centers, and I'm pleased with the great response so far.

Each participating school will receive by January 1 complete instructions on administering the Soviet Youth Performance Test, which includes distance runs, swims, pull-ups, modified pull-ups, sit-ups, vertical jump, target throw, shuttle run, ball throw, long jump, high jump, V-sit on parallel bars and alternate leg jumps. Not all ages do all tests.

Schools will be asked to report back to the Council between May and June of 1988 with the following information:

number of boys and girls participating by age; number of boys and girls by age achieving the U.S.S.R. designated levels of acceptable and outstanding on each test item; number of boys and girls by age achieving these levels on all test items.

The program is designed to help youth understand the testing and recognition programs of each other's country and to help motivate the youth of both countries to improve their fitness. I'm looking forward to sharing our results with the Soviet representative at our next meetings.

1988 should be an exciting year for all of us as we continue to challenge ourselves and our profession to produce new programs and ideas to encourage a more active lifestyle for all Americans.

Best wishes to each of you for a happy, healthy holiday season.



ASH HAYES

In 1985, the PCPFS launched a cooperative project with the Shedd-Brown Company of Minneapolis, the production of a physical fitness calendar for use in corporations, hospitals, public health agencies, among others, to promote employee health and fitness. The 1988 calendar, pictured here, includes fitness tips and motivational information in addition to an attractive "action" photo reflecting each month's unique association with fitness. For more information, contact York Onnen, PCPFS (202/272-3427).

Fall Council Meeting Wraps Up 1987 Programs

"The problems of our two countries can better be solved by societies that are physically fit in body and spirit," Alexander Potemkin, Cultural Counselor for the Soviet Embassy, told PCPFS members and staff as they gathered on Capitol Hill for the final Council meeting of 1986.

Potemkin and Victor Averyanov, Second Secretary, Bilateral Relations, expressed their hopes that physical education programs between the U.S. and U.S.S.R. can continue beyond the current U.S./U.S.S.R. Youth Fitness Testing Exchange Program.

Numerous officials took time from their busy schedules to attend the meeting, including Caspar Weinberger, U.S. Secretary of Defense. Weinberger, who resigned several weeks later, said that the military can help produce healthy, physically fit youth, and in fact, many military programs are emphasizing youth fitness through the communities, schools and family.

General Alfred M. Gray, Commandant of the Marine Corps, attended the meeting and discussed the Marine fitness programs.

The Council members also were

brought up-to-date on the activities of the 1,800 officers who make up the U.S. Marshal Service by its director, Stan Morris. Marshals are stationed throughout the country wherever there is a courthouse. All officers undergo a fitness screening through the Aerobics Institute in Dallas. "It (fitness) is essential to their performance as police officers," said Morris.

Michael McGinnis, MD, Deputy Assistant Secretary for Health, reported on plans for the upcoming Consensus Conference on Health-Related Fitness Testing. Scheduled for early 1988, the conference will call together representatives of agencies and others involved in fitness testing to participate in this effort to unify terminology, standards, and other areas related to fitness testing. The PCPFS will play an active role in the conference planning.

Dr. Mary Conroy, representing Sen. Ted Stevens (R-AK), urged the Council to endorse the concurrent resolution to encourage State and local governments and local educational agencies to provide daily quality education programs for all children, K-12. The resolution,

School Mailing Update

The 1987-88 school mailing on the Presidential Physical Fitness Award Program is expected to go out in January. The mailing will include a letter from the President of the United States, promotional poster, award order form and a complete listing of norms from the 1985 School Population Fitness Survey for nine fitness test items.

The mailing will be sent to all U.S. and overseas American schools, Indian Reservation Schools and HPER personnel at the state and county levels.

which passed the House of Representatives on Oct. 27, 1987, is currently pending in the Senate.

Also on the program were Richard Harkins, president, Amateur Athletic Union, with an update on the Presidential Sports Award Program; and Meryl Comer, PCPFS special advisor and moderator of "Nation's Business Today," which is broadcast from the U.S. Chamber of Commerce, on a potential project designed to bring the PCPFS in touch with the program's business audience.

OPM Director Keynotes Employee Fitness Conference

Constance Horner, Director, U.S. Office of Personnel Management (OPM), headlined the fifth public Employee Health and Fitness Conference, November 4-6, in Chicago. Before an audience of 150 fitness professionals and others interested in the development and management of public health and fitness programs, Horner presented the latest in "Federal Personnel Policies" as they relate to employee participation in health and fitness programs at the public worksite.

The conference was the last in a series of seminars conducted by the President's Council on Physical Fitness and Sports, in cooperation with OPM and regional Federal Executive Boards, to address the progress being made in employee health and fitness programming at the public worksite.

Recent changes in OPM and General

Service Administration (GSA) regulations have encouraged the expansion and development of employee fitness programs. The conference focused on the specific issues administrators, managers and program directors face in developing such programs.

Speakers included Duncan L. Howard, commissioner, Public Building Service, GSA; Herb Lister, president, Allstate Life Insurance Co.; Stan Morris, director, U.S. Marshal's Service; and William Horton, president, Fitness Systems, Inc. Sessions addressed programs for the civilian workforce, and the military and law enforcement communities in the Public sector.

Attendees were offered the opportunity to tour the exhibit hall at the 1987 Club Industry Convention being held at the same time in downtown Chicago.

New Fitness Study

Parental involvement in physical fitness has a positive effect on body fat levels in their kids, according to the recently released National Children and Youth Fitness Survey (NCYFS) of boys and girls ages 6-9.

The survey, commissioned by the Office of Disease Prevention and Health Promotion, surveyed fitness levels and physical activity patterns of 5,000 children across the country. In addition, activity levels of parents were studied, including the number of days they exercised with and without their children.

According to the study, the more times parents exercised with their kids for at least 20 minutes, the less body fat found on those children.

The study also showed that the more time kids spent in recess, the less fit they were. Also, schools that allocated greater time to physical education tended to have less time devoted to recess.

Summary articles of the study appear in the November/December issue of the Journal of the American Alliance of Health, Physical Education, Recreation and Dance (JOPERD). For information on the study contact Karen Armstrong, ODPHP (202/245-0180.)

Federal Fitness and Dance-Exercisers

The PCPFS and the International Dance-Exercise Association (IDEA) joined forces to present a panel presentation on "Federal Fitness Initiatives" before an audience of 1,400 dance-exercise professionals at the IDEA's Educational Conference in Washington, DC.

Boston surgeon Tenley Albright, PCPFS special advisor, moderated the panel which included Dr. Mary Conroy, for Sen. Ted Stevens (R-AK), on Congressional efforts to promote fitness; Dr. Jim Harrell, Deputy Director of the Office of Disease Prevention/Health Promotion; Dr. Ash Hayes, PCPFS Executive Director; and Dr. William Friedewald, Associate Director, Disease Prevention, National Institutes of Health (NIH).

The audience was brought up-to-date on such programs as the 1990 Health Objectives for the Nation, ongoing youth fitness projects, recent youth fitness surveys and other federally-funded research. Dr. Hayes announced the Presidential Sports Award in "Aerobic Dance," and Dr. Harrell invited participants to testify at the upcoming series of hearings to formulate health objectives for the year 2000.

Fitness Training Seminar For Federal Managers

Fitness at the federal worksite continues to receive support from agencies in addition to those whose primary goal is health and fitness promotion. On November 16-17, the U.S. Office of Personnel Management (OPM), Office of Washington Training and Development Services, conducted a seminar entitled "Health and Fitness in the Workplace: Establishing and Expanding Effective Programs."

The workshop, conducted in Washington, DC, was designed for Federal executives, managers, personnel directors, and other Federal officials responsible for implementing, upgrading and expanding health and fitness programs.

"This represents tremendous support for federal fitness programs. This is the first time OPM has devoted a training seminar to physical fitness," said Ash Hayes, PCPFS Executive Director and seminar keynote speaker.

"Promoters of employee fitness programs have long recognized how important management support is to the success of the program," said Hayes. "This seminar is an ideal way to help federal managers and supervisors understand the value of a physically fit workforce."



Tenley Albright, MD, PCPFS special advisor and 1956 Olympic gold medalist in figure skating, moderated the panel presentation on "Federal Fitness Initiatives" at the International Dance-Exercise Association (IDEA) Educational Conference in Washington, DC.

TV Star Heads Fitness Campaign

The California Raisin Advisory Board (CALRAB) and the PCPFS have launched their second cooperative youth fitness campaign to promote healthy lifestyles.

"Food and Fitness: A Balancing Act" is an educational program for students in grades seven through twelve, and is being conducted in much the same way as last year's initial effort, which featured young Tempest Bledsoe of the Bill Cosby Show as spokesperson.

This year, Tony O'Dell, of ABC's "Head of the Class" is "heading" the promotional tour, traveling to 10 major cities, visiting schools and talking to kids about fitness and the importance of a healthy lifestyle.

Some 25,000 activity kits were mailed out to physical education and health teachers in schools around the 10 cities. The kits included a promotional poster and details about how to participate in the program.

Three lesson plans are outlined that focus on nutrition and establishing a fitness program. The third lesson plan encourages teachers to have students participate in the Presidential Physical Fitness Award Program and take the "President's Challenge." Any student who goes through the five-item Challenge is eligible for the final phase of the "Great Raisin Fitness Challenge," an essay contest on why "Fitness Fits My Future."

The essays, which should tell about the student's plans for a vigorous and healthy lifestyle, must be postmarked by January 31, 1988.

Winning students, their teacher and a parent, will win a trip to Washington, DC, in the spring and will be eligible for a walk-on part on the series "Head of the Class."

For more information contact York Onnen, PCPFS, 202/272-3427.



Tony O'Dell, of ABC's hit television show "Head of the Class," is heading up the national fitness campaign sponsored by the California Raisin Advisory Board (CALRAB) and the PCPFS. He is touring the country, visiting schools and talking to kids about the importance of leading a healthy lifestyle.

Model Physical Education Programs

The PCPFS is pleased to announce the establishment of two new State Demonstration Center Schools: Mt. Gap School (K-8), in Huntsville, AL, and Southwest Elementary School (K-5), Murray, KY, have each met the criteria established by their State Department of Education in cooperation with the PCPFS, making them official Demonstration Centers.

To participate in the Demonstration Center Program, each state establishes a set of criteria in cooperation with the PCPFS.

Although standards vary from state to state, all must follow basic guidelines set forth by the PCPFS. To learn more about this program, contact Glenn Swengros, PCPFS (202/272-3427).

Youth Sports Standards

The National Symposium to Develop Standards for Youth Sports, sponsored by the National Youth Sports Coaches Association, NYSCA, was recently held in Crystal City, VA, to study issues children face in youth sports.

Forty six of the nation's leading academic experts and youth sport practitioners attended the conference to discuss these issues, focusing on the role of the parent in youth sports.

Specific standards for parents of children in sport will be issued in 1988. Some early conclusions from the symposium are:

- Many children are denied their rights to free activity while being overly structured by adult-oriented programming.

- Parents have a clear responsibility to insist that the physical well-being of their child is fully considered by parents administering programs.

The symposium also concluded that drug and alcohol abuse among children warranted attention. As a result the NYSCA has joined with the U.S. Drug Enforcement Administration and the Office for Substance Abuse Prevention in a long range educational program to combat drug and alcohol abuse among youth in and out of organized sport.

Adopted-School Program Update

The PCPFS once again will participate in the Administration's "Adopt-A-School" program by conducting fitness projects with Brent School (K-7) in Washington, DC.

The PCPFS staff have worked in partnership with Brent School since 1986 to put on special fitness programs and assist in supervising fitness projects for entry into a statewide science fair.

This year's plans include two science projects, one to investigate the effects of training on muscle strength and the other to survey exercise patterns among D.C. youth and adults.

Brent School was recently selected by D.C. Mayor Marion Barry as an official District testing site for the US/USSR Youth Fitness Testing Exchange Program, conducted this school year by the PCPFS.

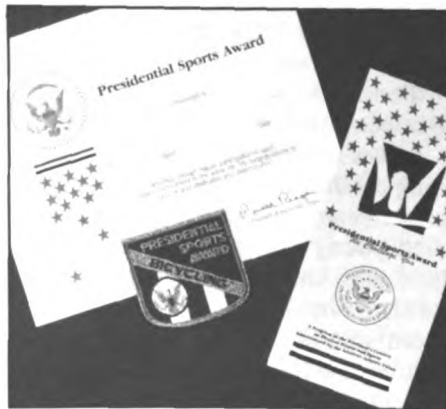
Two New Presidential Sports Award Categories Established

Two new categories have been added to the list of qualifying sports and fitness activities for the Presidential Sports Award (PSA). The addition of "Marathon" and "Aerobic Dance" categories brings the total number of qualifying sports to 45.

The PSA program recognizes regular participation over a specific time period in one or more of the qualifying activities. In existence since 1974, the program is open to adults age 15 and older and awards a prestigious Presidential emblem and certificate to those who meet the criteria outlined for each activity. Each emblem has the name of the sport embroidered across its center.

Criteria for the Presidential Sports Award in Aerobic Dance are: participate in a minimum of 50 hours in

aerobics/dance-exercise or jazzercise; no more than one hour per day and four



Materials for the Presidential Sports Award include prestigious emblem bearing the name of the sport, Presidential certificate and participation log.

hours per week may be credited to total. It is recommended that the activity session consist of a 5-10 minute warmup with stretching, 20-30 minutes of exercise within the participant's target heart rate zone, 10-15 minutes of strengthening exercises and a 5-10 minute cooldown.

The criteria for the Marathon category are still being developed. As with the previous 43 sports, category standards were developed in cooperation with each sports national governing bodies.

The Amateur Athletic Union (AAU) recently took over administration of the program. For more information, including an activity log sheet, contact AAU House, 3400 West 86th St., Indianapolis, IN, 68207 (317/872-2900).

State Games: Who, When and Where?

In 1978 New York launched the Empire State Games, the first state-wide amateur sporting event modeled after the Olympic Games. Since then, 35 states have organized State Games to promote grass-roots participation in Olympic-style competition among all ages and abilities.

The State Games salute each state's amateur athletes in many team and individual sports. Emphasizing participation rather than competition, the Games involve the entire community and rely upon the support of local officials, colleges, universities, business and industry and hundreds of volunteers.

In many states, the Governor's Council on Physical Fitness and Sports assumes responsibility for organizing the event.

The following list includes the contact person in each state, along with the event's official name:

- ALABAMA Sports Festival**
Contact: Governor's Commission on Fitness
205/261-4496
- ALASKA Great Land Games**
Contact: Milly Mucha, 907/243-2820
- ARIZONA State Games**
Contact: Governor's Council on Health,
Physical Fitness/Sports, 602/791-9522
- CALIFORNIA State Games**
Contact: Sandi Mabry, 213/372-7482
- COLORADO State Games**
Contact: Mike Wright, 303/223-1314

CONNECTICUT

- Constitution State Games*
Contact: Frank DeGregorio, 203/568-1986
- Nutmeg State Games*
Contact: Dan Doyle, 203/233-3692

DELAWARE State Games

- Contact: Eric Conrad, 302/453-9326

D.C. Capital Games

- Contact: Josh Henson, 703/536-9063

FLORIDA Sunshine State Games

- Contact: Governor's Council on Physical
Fitness and Sports, 904/488-0148

ILLINOIS Prairie State Games

- Contact: Ed Leonard, 312/291-9666

INDIANA White River Park Stage Games

- Contact: Brian Kimball, 317/237-2200

IOWA State Games

- Contact: Governor's Council on Physical
Fitness and Sports, 515/281-5211

KANSAS State Games

- Contact: Hank Miller, 913/234-2644

KENTUCKY Bluegrass State Games

- Contact: Susan Feamster, 800/722-2474

MARYLAND State Games

- Contact: Maryland State Games Commission
301/992-2480

MASSACHUSETTS Bay State Games

- Contact: Doug Arnot, 617/727-3227

MICHIGAN Great Lakes State Games

- Contact: Jeff Kleinschmidt
906/227-2888

MISSOURI Show Me State Games

- Contact: Brandy McNeil, 314/751-0916

MONTANA Big Sky State Games

- Contact: Tom Osborne, 406/245-8106

NEBRASKA Cornhusker State Games

- Contact: David S. McBride, 402/476-7575

(See State Games, page 7)

Hearing Notice

A series of seven regional hearings soliciting advice, review and comments on the Year 2000 Objectives will be held throughout the country from January to March, 1988. Conducted by the Public Health Service, the hearings are intended to develop a basis for drafting the public health objectives for the year 2000.

The hearings will take place in Birmingham, AL (Jan. 14-15); Los Angeles, CA. (Jan. 22-23); Houston, TX (Jan. 27-28); Seattle, WA (Feb. 5-6); Denver, CO (Feb. 18-19); Detroit, MI (March 3-4); New York, NY (March 10-11).

The PCPFS has served as the lead agency for the 1990 Objectives for the Nation, an effort to guide public health policies and programs. Along with the PHS, the PCPFS is currently involved in refining the process employed to formulate objectives regarding physical fitness.

The hearings provide a forum for individuals and organizations to express their views and concerns in physical fitness and all other health objectives. For information contact Michael A. Stoto, Ph.D., Institute of Medicine (202/334-2382).

Youngsters Show Their Baseball Skill at Pitch, Hit and Run Program Finals

Thirteen finalists in the first Kellogg's "Pitch, Hit and Run" Program competed in Chicago before the start of a Cubs vs St. Louis Cardinals game on September 26. PCPFS cosponsored the program, which was conducted in camps throughout the country last summer.

The seven top-scoring boys and six top-scoring girls between the ages of

eight and fifteen were awarded an all-expense paid trip to Chicago where they competed against each other based on sex and age.

In addition to sponsoring the finals, Kellogg's will donate \$200 to each of the camps with participating finalists. United Airlines, Westin Hotel, and MC Sporting Goods contributed services to the finals.



Holding the Presidential letter of greetings sent to the finalists of the Kellogg's "Pitch, Hit and Run" competition are, from left: Harry Monahan, Kellogg's Vice President/Sales; Joseph Stewart, Kellogg's Vice President/Public Affairs; John Brevitz, Kellogg's Director/Foodservice Sales; Matt Guidry, PCPFS Director of Community Programs; and Michael Simpson, Kellogg's Vice President/Sales and Marketing.



Thirteen finalists gathered in Chicago's Wrigley Field on September 26 to compete in the first annual Kellogg's "Pitch, Hit and Run" competition cosponsored by the PCPFS. Competing by age and sex, winners and runners-up are as follows: front row, from left: Sarah Swaney, OH, (runner-up); Connie Lockett, TN, (winner); Cathy Luksa, NY, (runner-up); Susanna Young, TX, (winner); Tiffani Riley, MD, (runner-up); Leah Collen, MI, (winner). Back row, from left: Brian Lubbers, MI, (runner-up); Troy Guth, TX, (runner-up); Christopher Good, MI, (winner); Daniel Moran, TX, (runner-up); Billy Farrell, MT, (winner); Brian Laibow, CA, (runner-up); Josh Fuhrman, CA, (winner).

Pediatricians Support Fitness

The American Academy of Pediatrics (AAP) has recommended that physical education classes be held at least three times weekly for both normal and handicapped children in all grades. The recommendation is included in the AAP's recently published "School Health: A Guide for Health Professionals."

Also called for in the publication is more emphasis on lifetime sports such as jogging, cycling, tennis, golf, skiing, boating, handball and stretching exercises in physical education classes.

Copies of the report are available by writing: AAP, Dept. of Publications, School Health Manual, PO Box 927, Elk Grove Village, IL, 60009-0927.

State Games

(From page 6)

- NEW JERSEY Garden State Games**
Contact: Dick Steadman, 201/381-0666
- NEW YORK Empire State Games**
Contact: Mike Abernathy, 518/474-8889
- NORTH CAROLINA State Games**
Contact: Hill Carrow, 919/361-1987
- NORTH DAKOTA Prairie Rose State Games**
Contact: Tim Mueller, 701/224-4887
- OHIO Buckeye State Games**
Contact: Jeffrey Koch, 201/879-4107
- OKLAHOMA Sooner State Games**
Contact: Paul Pearson, 405/521-2106
- OREGON State Games**
Contact: Governor's Council for Health, Fitness and Sports, 503/684-7042
- PENNSYLVANIA Keystone State Games**
Contact: Owen Costello, 717/823-3164
- SOUTH CAROLINA Palmetto State Games**
Contact: Jim Testor, 803/734-4650
- TEXAS State Games**
Contact: Joe Wilson, 512/835-1434
- UTAH Summer Games**
Contact: Rich Wilson, 801/586-6513
- VERMONT Green Mountain State Games**
Contact: Jim Kaufman, 518/561-4290
- VIRGINIA Old Dominion State Games**
Contact: Robert McGee, 804/786-4385
- WASHINGTON State Games**
Contact: Governor's Council on Health, Physical Fitness/Sports, 509/376-9580
- WISCONSIN Badger State Games**
Contact: Gail Schraufnagel, 608/251-3333
- WYOMING Cowboy State Games**
Contact: Dr. Mark Rinne, 307/245-3219

BULLETIN BOARD

• The **National Recreation and Park Association (NRPA)** presented its 1987 awards at the Association's annual Congress for Recreation and Parks in New Orleans held in September. The following were honored for their outstanding service in the field: Ray Kisiah, Director of Parks, Recreation and Public Facilities, Asheville, NC: National Distinguished Professional Award; The Atlantic Richfield Company: National Corporate Humanitarian Award; Robert Crawford, Executive Director, The National Recreational Foundation: Ralph C. Wilson Award; Sen. Lowell P. Weicker (R-CT): National Congressional Award; Dr. Joseph J. Bannon, writer in the recreation and leisure field: National Literary Award; Karen G. Moore, volunteer from Arizona: National Voluntary Service Award; Wallace C. Dayton, conservationist from Minnesota: National Humanitarian Award; Dr. Seppo E. Iso-Ahola, research scientist and teacher: Theodore and Franklin Roosevelt Award for Research Excellence.

• Who was the first Olympic women to capture three Olympic titles? The answer to this and many other Olympic questions can be found in "Visions of Glory," an educational packet produced by the U.S. Olympic Committee in cooperation with McDonald's. Promoting team spirit and goal awareness through individual activities covering all classroom subjects, the packet includes an Olympic poster, teacher's guide, student activity sheets, medals and a commemorative gift. The complete package is available at McDonald's stores, which have been encouraged to offer it free of charge to teachers in the community. Some stores may opt to cover expenses with an \$11.95 charge. (The answer to the question is Wilma Rudolph.)

• The **National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS)** will present the first National Conference on Fitness and Nutrition at the Indianapolis Hyatt Regency on February 26-27. The PCPFS is among the many endorsing agencies of the event, which is sponsored by Campbell's Soup Company. Foremost authorities on a wide-range of key topics in nutrition and exercise for many target populations (youth, corporate, aging, etc.) will conduct sessions designed for specialists working in these and related areas. For more information contact NAGCPFS, Pan American Plaza, 201 S. Capitol Ave., Suite 440, Indianapolis, IN, 46225 (317/237-5630).

• The **Amateur Athletic Union (AAU)** and its AAU/USA Junior Olympics National Advisory Committee have released the dates and sites for the 1988 national championship events in 15 sports for boys and girls ages 8-18. Nearly 100 age division championships will be staged in 13 different cities across the U.S., primarily in July and August. For dates and other information contact: AAU Communications Office, AAU House, 3400 West 86th St., Indianapolis, IN, 46268 (317/872-2900).

• With a successful year behind it, the **Nike-Road Runners Club of America (RRCA)** a Children's Running Program is ready to kick-off its 1988 effort. In 1987, Nike donated \$10,000 to initiate the program, and has committed twice that amount for 1988. The program is designed to assist local running clubs in conducting innovative programming to improve children's fitness levels through low key running programs. For more information, contact Henley Gibble, RRCA, 629 S. Washington St., Alexandria, VA, 22314 (703/836-0558).

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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Washington, D.C. 20001

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NEWSLETTER



JANUARY/FEBRUARY VOL. 88, NO. 1

President Reagan Appoints New Council Chairman

President Ronald Reagan has announced the appointment of Richard W. Kazmaier, Jr., the president of a marketing and financial services business and the 1951 Heisman Trophy winner in college football, as the new chairman of the PCPFS.

Kazmaier, 57, succeeds George Allen, the former coach of the Washington Redskins and Los Angeles Rams, who resigned on October 31 to devote more time to his duties as chairman of the National Fitness Foundation.

Kazmaier, who served the Council as a Special Advisor, is president of Kazmaier Associates, Inc., of Concord, MA., a marketing and financial services business with investments in the sports and leisure industry.

Kazmaier established the firm in 1975 after having served for 15 years as president or general manager of several different businesses in the same field.

He graduated cum laude from Prince-

ton University in 1952 and received his M.B.A. from Harvard in 1954. While at Princeton, Kazmaier was an outstanding tailback, gaining all-America honors, winning the 1951 Heisman and Maxwell Trophies and being voted the Male Athlete of the Year by The Asso-



Richard Kazmaier

ciated Press. He was elected to the College Football Hall of Fame in 1966.

Kazmaier was drafted by George Halas of the Chicago Bears, but turned down the opportunity to play professional football to enroll in the M.B.A. program at Harvard. He served on active duty in the U.S. Navy from 1954 through 1957 before launching his outstanding business career.

He is a director and former president of the National Football Foundation and Hall of Fame, a member of the NCAA Honors Committee, a director of the Ladies Professional Golf Association and serves on the Government Relations Executive Committee of the Sporting Goods Manufacturers Association.

Kazmaier was born in Toledo, Ohio, and attended Maumee, Ohio, schools. He is married to the former Patricia Hoffman and has six children and four grandchildren.

U.S./Soviet Youth Fitness Exchange Program Grows

When former PCPFS Chairman George Allen signed an historic youth fitness exchange with Marot Gramov, Chairman of the Soviet Committee for Physical Culture and Sports, the plan included having a minimum of 20,000 students in each country take the youth fitness test of the other country.

High Level Support

The project, part of President Reagan's USA-USSR Cultural Exchange Initiative, generated such interest that 76,588 U.S. students are now involved, representing 188 cities in all 50 states, for a total of 242 schools. American schools in Canada, the Virgin Islands and Saudi Arabia also will participate.

Governors and state and city school superintendents invited schools to participate, along with many schools who requested the information directly from the PCPFS.

The goal of this project is to provide physical education programs as a motivational tool which can help youngsters ages 8-17 improve their fitness. With the aid of the U.S. Information Agency and the Soviet Embassy, the PCPFS has compiled the physical fitness performance test items and standards used in Soviet physical education classes.

Schools will conduct the Soviet test during the spring of 1988. Each participating student and school will receive a

certificate of participation.

Training Pays Off

Some participating schools are using this program in unique and exciting ways. In Montville, NJ, Valley View School fourth through sixth graders have been in training since October, when physical education teacher Lenny Saunders first found out about the project. "I read about the project in the paper, and immediately sent for the test and had the kids begin training for the hardest part of the test, the pullups," said Saunders.

On the initial testing, he said, 40 percent reached the outstanding or accepting

(See Soviet Testing, page 3)

PCPFS in the Media

• The newest PCPFS public service television spot is pegged to a "Game Show" theme and drives home the message that most parents over-estimate the amount of exercise their youngsters are getting. The 30-second spot, with a 20-second lift, is being sent to 300 television stations, basically in the largest markets nationwide.

The spot opens on a Game Show set, with the parents competing against their youngsters in a test of knowledge about the family and their habits.

The host asks the parent contestants how often their children exercise. The mother responds: "One hour a day."

"What do you say, kids?" the host asks.

"Almost never," the young girl replies.

"Except for 10 minutes at recess," says the young boy.

The mother and father look amazed. "We had no idea..."

"Don't feel bad. Most parents overestimate the amount of exercise their kids get," says the host. "Now Don, what's the winning answer?"

The announcer responds: "Well, Bob, kids need 1 to 2 hours of exercise a day."

The host adds: "When your kids don't

get the right amount of exercise, you all lose."

The announcer wraps up the spot as the parents encourage their youngsters to begin exercising with a few words of advice: "Parents, win big. Make sure daily exercise is a part of your 'Family Game.'"

The spots were produced for the PCPFS by Professional Media Services, Inc., of Wellesley Hills, Mass.

* * *

• Nine public service radio spots on youth fitness, ranging from 60 seconds to 20 seconds, also are being distributed now to 2,000 radio stations nationwide. Three of the spots in various lengths are pegged to the "Game Show" theme used in the television wave to solidify the concentrated campaign.

The other radio spots include a grandfather talking to his grandson about the benefits of exercise; a teenager who is impressed by a teenage girl's jogging routine, a youngster watching television and wishing he could be as active as his spy heroes, and parents who are discussing a birthday present to give their daughter and settling on jogging shoes. The "Spy" spot also is repeated in Spanish.

Additionally, the radio package includes a recorded 20-second announcer message on physical fitness, plus two printed spots to be read by the station's announcers, personalities, or news or sports reporters.

* * *

• Among the print media, the PCPFS was featured in a two-page article entitled "How Fit Are You?" in Junior Scholastic Magazine... Former PCPFS Chairman George Allen was featured in a four-page "Silhouette" in the Palos Verdes Review... The New York Times quoted PCPFS Executive Director Ash Hayes in its article "Gym Classes Teaching How the Body Works"... The Washington Post featured the PCPFS in its "Couch Potatoes' Plight" on its Page for Young People... The New York Daily News profiled the fitness routine of Tony O'Dell, the spokesman for the PCPFS on the Great Raisin Fitness Challenge... US Air's Magazine discussed

From the Executive Director



ASH HAYES

With the start of 1988, the PCPFS staff quickly became immersed in the projects of the coming year. As we look to the months ahead, our efforts will remain focused on youth fitness as we hear from the schools participating in the U.S./Soviet Youth Fitness Exchange Program.

As this newsletter went to press the 1987-88 annual school mailing was being distributed, with information on the Presidential Physical Fitness Award program.

Also at press time, the PCPFS, along with the Centers for Disease Control and the Office of Disease Prevention Health Promotion, was getting ready for a two-day conference on fitness testing. Papers have been prepared by authorities in the areas of adult, youth and older adults. These papers will form the basis for the two-day consensus meeting organized to help the Public Health Service design programs and policies in these areas. The papers will be made available to the public in the spring.

As many of you may have heard, the World Congress on Fitness planned for next fall has been postponed. With the many international activities scheduled around the Olympics and other events, the Council voted to reschedule the Congress at a later date.

"An Unfit Generation" in a four-page spread.

The PCPFS also received attention in the Baltimore Sun's "To Your Health" section cover story on marathon running... Keeping Well wrote two pages on the PCPFS and "Exercise: What Have You Got to Lose?"... Your Health and Fitness wrote about the PCPFS in "Fitness for a Change of Pace"... Retired Officer followed with a three-page article on "The Joy of Walking"... PCPFS special advisor Guy Mabry was featured in a two-page article in Metropolitan, the magazine of Toledo, on youth and employee fitness



VOL. 88, NO. 1

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001.

Council members are: Richard Kazmaier, Jr., Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald I. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters, and David A. Werblin.

Staff members are: Ash Hayes, Ed D., Executive Director, York E. Onnen, Director of Program Development, Glenn V. Swengros, Director of Federal-State Relations, Matthew Gundry, Ph.D., Director of Community Programs, Steve Guback, Director of Information, and Krystyn Spain, Program Analyst.

Editor: Lisa Kanner.

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1988.

Soviet Testing Enhances School Programs (From page 1)

able levels. They trained for one month, doing pullups, pushups and other upper body exercises. When tested, 90 percent, or 145 out of 161 students, reached acceptable or outstanding.

"The kids felt like they were representing the U.S., and they were very proud to participate," said Saunders. CBS sent a crew out to televise the testing and ran a piece on the evening news. Saunders will continue to introduce one test item at a time to maintain this enthusiasm throughout the school year.

Fitness and More

In Plano, TX, Saigling Elementary School has gone "full speed ahead" with the project, according to principal Joan Heiting. While the third, fourth and fifth graders prepare to take the Soviet test this April, the entire school is involved in learning more about boys and girls in the Soviet Union.

"The physical fitness testing project has provided us with a way of expanding our curriculum, as well as help our students gain a greater understanding of the world," said Heiting.

Publicity Helps Program

As a result of local publicity generated by the school's selection as an official testing site, Carol Smith, a resident of Plano and a "Citizen Diplomat" with extensive experience traveling throughout the Soviet Union, offered her servi-



As a result of Saigling Elementary School's participation in the U.S./U.S.S.R. Fitness Exchange Program, Saigling students will also exchange birthday greetings with students from school #155 in Kiev. Here, displaying a mural that Kiev students sent to Saigling are, from left, Carol Smith, a citizen diplomat; Kevin Halpenny, 9, fourth grader, and Jean Caywood, Saigling physical education instructor.

(Photo courtesy: Plano Star Courier)

ces as a guest speaker. At a school assembly, she shared slides, memorabilia and pictures of Soviet youngsters and has facilitated an exchange program with School 155 in Kiev.

Future Plans

Saigling students will participate in "Birthday Friends or Peace" under Smith's guidance along with fellow Citizen Diplomat Lynda Couture from Pensacola, FL. The students will be matched with a Kiev student who shares the same or similar birthday, and a box filled with American birthday party favors will be sent to Kiev.

As the Saigling students practice the Soviet fitness test, draw pictures for the Kiev friends, study Soviet history in class and finally take the fitness test this spring, their experiences are being documented on videotape.

The PCPFS looks forward to viewing the tape, as well as hearing from other schools around the country.

Sample Test Items and Scores for 8-year olds

TEST ITEM	BOY		GIRL	
	Acceptable/Outstanding	Acceptable/Outstanding	Acceptable/Outstanding	Acceptable/Outstanding
Shuttle Run	10.2"	9.8"	10.8"	10.4"
1000 M Run	No Time Requirement			
Pullups	2	3	—	—
Modified Pullups	—	—	6	8

New Film Available

A new 16-minute VHS video tape on administering the "President's Challenge" has been mailed to Instructional Media Services (IMS) Directors at district, county and regional audio-visual centers nationwide.

Pam Shriver, world-class tennis star and PCPFS member, hosts the tape which outlines the proper testing procedures step by step.

The production, duplication and distribution of the tape are sponsored as a public service by Citrus Hill Plus Calcium, a division of Procter & Gamble Company.

To obtain a copy, contact the IMS Director responsible for your school district. The tape is not copyrighted and may be reproduced for widespread usage.

State Champion Program Facts

California entered the most schools in the 1986-87 State Champion program, recent analysis shows, with a total of 28 entries. Florida, with 20 schools entered, was second, followed closely by Pennsylvania, 17, and North Carolina, Texas and Virginia all tied with 15.

The State Champion Program, an annual project of the Council, encourages schools with a high percentage of students earning the Presidential Physical Fitness Award (PPFA), to compete against others in their state for State Champion status in their enrollment category (student body of 0-100; 101-500; 500 and above.) A total of 425 schools from 49 states and Puerto Rico entered last spring, and awards were

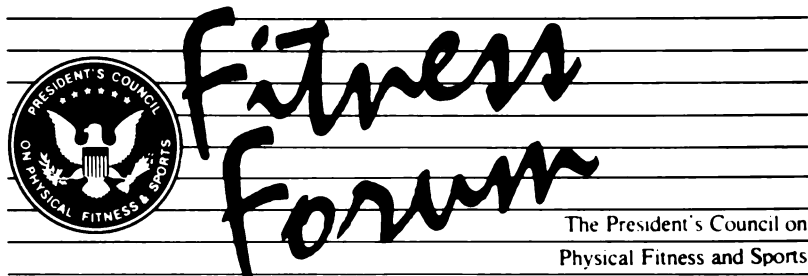
presented in the fall. (See September/October Newsletter for complete listing of State Champion schools.)

For the first time, entries were received from U.S. dependent schools in Africa and Japan. The annual PCPFS school mailing, which will go out in February, includes an entry form for the program. It is sent to all U.S. schools, Indian reservation schools and dependent schools overseas.

The 425 schools entered represented 114,090 students tested for the PPFA. Of these, 15,818 earned the award, or 13.9%. For more information on the State Champion Program contact Glenn Swengros, PCPFS, (202/272-3427.)

PCPFS Special Project Update

The following "Fitness Forum" article is a sample of the successful information campaign launched by the PCPFS in July of last year. Some 4,000 weekly newspapers and others with a circulation less than 25,000 were given the opportunity to subscribe to this free fitness news service produced by the Council. More than 400 newspapers currently use the column, which is mailed out monthly. This column was distributed in December for use in January.



Keeping Your Fitness Resolution for 1988

You've made the decision - 1988 marks the year of your fitness awakening. Getting in shape is Number One on your painstakingly made list of resolutions for the coming year. But, wasn't this resolution Number One on your list for 1987?



Why is it difficult for so many Americans to stick to an exercise program? Some of the most common excuses for not exercising are 1) Not enough time, 2) Lack of self-discipline, and 3) Lack of interest. The following is designed to help you get over these hurdles and figure out how to fit exercise into your lifestyle.

1) Why have you made this important decision to exercise? For weight loss? Stronger muscles? Reduced stress? Prioritize your goals in order of importance.

2) How would you describe yourself when confronted with a challenge? Motivated? Hesitant? A procrastinator? Write down the adjectives with which you identify most strongly.

3) How much uncommitted time do you have? Add up all the hours you realistically have to yourself. Family members can add in the free-time they share with their spouse or children. Don't forget lunch hours, coffee breaks and television time.

4) How do you spend your free time? Are you a loner or do you seek out the company of others? Jot down a few sentences describing what you do during your spare time.

5) When is your "downtime" of the day - the time when you feel least energetic or unmotivated? Do you get a mid-morning slump or the "3 o'clock blahs?"

Let's go back over the questions and put your answers to work.

1) Your answer to question One will help you define what kind of exercise you should do. If, for example, your answer was weight loss, start off with a program that emphasizes aerobics like brisk-walking, swimming or cycling. If it's stress reduction, start by adding 10-minute stretch breaks to your day when you're really feeling uptight. You can then build on this but you'll be more likely to stick to a program if the first results you see are goal-related. Success breeds more success.

Federal Fitness

The winter meeting of the Federal Interagency Fitness/Council (FIHFC), the group representing federal fitness program administrators, focused on the public health implications of walking as a fitness activity.

James Rippe, MD, cardiologist and director of the exercise science facility at the University of Massachusetts, Rochester, headlined the meeting and discussed the importance of spreading the public health message that being active is essential to leading a healthy life.

Rippe discussed the Rockport Fitness Walking Test, a one-mile submaximal test used to measure cardiorespiratory fitness. According to Rippe, the test is valuable in helping motivate sedentary populations who might be discouraged by more vigorous fitness tests, but is not meant to take the place of diagnostic evaluation.

Information on the testing program is available through the Rockport Walking Institute (72 Howe St., Marlboro, MA, 01752). Research for the walking test was conducted by the University of Massachusetts Department of Medicine and Exercise Science.

The meeting opened with a greeting from Don Newman, Undersecretary, Department of Health and Human Services, and closed with an update of the work of the Law Enforcement Fitness Task Force by its chairman, Elisabeth Cooper, Fitness Manager, Drug Enforcement Administration.

For more information on the FIHFC contact York Onnen, PCPFS (202-272-3427.)

2) If you react positively to new challenges with a 'let's get'em' attitude, you probably won't need outside motivation. But, if you tend to lose sight of your goals consider exercising with a friend or in an exercise class or other group activity. Peer and family support and, in some cases, competition, may help you stick to an exercise program.

3) Surprise! You've uncovered extra time in the day. You can start off your fitness program with as little as 15-30 minutes per week. That's only three 30-minute workouts.

4) How you spend your free time is a

(See Fitness Forum, page 5)

AAU Celebrates 100th Anniversary

Amateur Athletic Union (AAU) leaders and officials have announced that preparations are underway for year-long activities at both national and regional levels to celebrate the 100th anniversary of America's oldest amateur sports organization.



The announcement came from AAU President Richard E. Harkins, who said, "We look forward to the coming year (1988) with great anticipation in keeping the Amateur Athletic Union a leader in amateur sports and fitness for the next century. Yet, we must still reflect and honor those individuals who donated so much of their time and effort in making the AAU the successful organization it has become over the past 100 years."

Many Activities Planned

Among the nationwide activities planned for 1988 by the AAU are a media and public awareness campaign, creation of an AAU Volunteer Hall of Fame and the assembly of delegates for the 101st time during the AAU Annual Convention in Indianapolis this coming September 5-11. In addition, the AAU's 57 associations and thousands of individual clubs will be promoting the 100th anniversary locally through competitions and other special events.

The AAU was established in 1888 by sports leaders who became the first to define amateurism and create standards and guidelines for amateur athletes in the United States. Today, the AAU is the largest non-profit, volunteer organization in the U.S. dedicated solely to the promotion and development of amateur sports and physical fitness programs.

The AAU structure includes six major programs—the AAU/USA Junior Olympics program; the AAU Senior Sports program; the AAU James E. Sullivan Memorial Award; the Chrysler Fund/AAU Physical Fitness Program; the Presidential Sports Award; and the Milky Way® Bar All-American Award.

Sports Award News

Since the Amateur Athletic Union (AAU) became the administrator of the Presidential Sports Award (PSA) program last year, some 126,558 informational brochures have been distributed. The majority, 90,000, were distributed through organized groups and the balance through individual requests.

The U.S. military services head the list with 16,822 distributed throughout all branches. Some 15,000 have been sent out as part of "Get Fit New Mexico," that State's health promotion campaign headed up by Sen. Jeff Bingaman.



The sports most frequently asked about were bowling, bicycling, ice skating and soccer.

The PSA program recognizes regular participation by adults age 15 and older in one or more of 45 different sports. Qualifying standards for all sports are listed in an informational flyer. Single copies are available through the PCPFS office.

EXERCISE YOUR RIGHT TO BE FIT THIS YEAR
PHYSICAL FITNESS

1. Exercise regularly.
2. Exercise for at least 30 minutes a day.
3. Exercise at least 3 times a week.
4. Exercise in a safe manner.
5. Exercise in a well-ventilated area.
6. Exercise in a cool, dry place.
7. Exercise in a well-lit area.
8. Exercise in a safe area.
9. Exercise in a well-maintained area.
10. Exercise in a well-kept area.

NUTRITION

1. Eat a balanced diet.
2. Eat a variety of foods.
3. Eat a diet rich in fiber.
4. Eat a diet low in fat.

CITRUS HILL

Citrus Hill Plus Calcium, a division of Procter & Gamble, Co., produced this full-color 1988 calendar poster as a public service for the PCPFS. The 3,000 calendars were distributed through the Council to State Departments of Education, Governor's Councils, the Amateur Athletic Union and similar organizations. The calendar includes 15 fitness and nutrition tips, developed by the Council.

Fitness Forum (From page 4)

clue to keeping your exercise interest level high. You might enjoy combining your workout with some other activities you enjoy, such as listening to music.

5) Your "downtime" can be a good time to exercise. Instead of grabbing a cup of coffee to pick yourself up, grab your sneakers and take a brisk walk or jog. You may have to forfeit lunch at your favorite restaurant, or work a slightly longer day, but the trade off is well worth it.

This mini self-inventory can help you understand more about yourself and most importantly, realize you are capable of a commitment. Now, it's up to you. Happy New Year!

1988 Fitness Month Campaign Underway

The 1988 National Physical Fitness and Sports Month (May) mailing has been distributed to 10,000 community and recreation centers across the country. Cosponsored by the PCPFS, the Roller Skating Rink Operators Associ-



Biking is a popular fitness activity and often the focus of many Fitness Month events. Well-organized and safe mass cycling events can be a fun way to high-light community involvement in fitness.

(Photo courtesy: Washington State SageBrush Games.)

ation and the U.S. Tennis Association, the mailing included a promotional poster and informational brochures.

Launched in 1983, this annual campaign encourages local groups to call attention to their fitness activities under the national banner, "Shape Up America." The PCPFS spearheads the effort, which has the support of Congress and the President.

Community groups, recreational agencies, hospitals, schools, youth groups, corporations and others are encouraged to conduct such events as fitness fairs, fitness testing days, lectures and seminars during the month of May. A brochure on how to conduct Fitness Month events was included in the mailing and is available through the PCPFS office.

It is not too early to start planning a Fitness Month activity. For more information contact Matt Guidry, PCPFS (202/272-3424).



Former PCPFS Chairman George Allen, left, recently presented a PCPFS Commendation Award to Terrence Golden, Administrator, General Services Administration (GSA), for his efforts to improve the work environment for Federal employees. Golden has been supportive of programs and policies designed to encourage Federal employees to adopt positive health and fitness behaviors. The award was made at the Federal Partnership Conference in Baltimore, Md., last fall.

First Fitness Photo Contest Announced

The PCPFS is pleased to announce its first National Physical Fitness and Sports Month (May) photo contest, an effort to stimulate interest in fitness and sports photography.

Eligible photographs should be taken sometime this May and submitted by July 15, 1988. First, second and third place finishers and three honorable mentions will be featured in the Newsletter, and a PCPFS certificate will be awarded to each.

Photos should be of some type of fitness or sport event, preferably of a Fitness Month celebration. All contestants must be amateur level, and photos may be color or black and white. Slides are not acceptable, and size may range from snapshot to 8" x 10". All photos must be accompanied by a description of scene, and name/address of entrant and date photo was taken.

There are two categories, color and black and white, and each contestant may enter up to three photos in each category.

Photo will not be returned unless accompanied by a request and a self-addressed stamped envelope. Unless

otherwise noted, photos will become the property of the PCPFS and may be used in brochures and other government publications. Credit will be given to the photographer.

All entries should be mailed to PCPFS, 450 5th St., NW, Suite 7103, Washington, DC, 20001, ATTN: Photo Contest. For more information contact Matt Guidry, PCPFS (202/272-3424.)



York Onnen, center, PCPFS Director of Program Development, joined an enthusiastic group of Cub Scouts and leaders for a day of fitness events at Solomons, MD.

Youth Sports Research Underway

The National Youth Sports Coaches Association (NYSCA), in conjunction with its National Research and Development Center located at Northern Kentucky University, is presently studying the dropout rate among children in youth sports.

According to Dr. Michael Gray, center director, "Empirical data has indicated that of the 20 million children who begin participating in organized youth sports as young as five years of age, almost 75% will dropout by age 13. This is an alarming statistic and we feel it is important to get in-depth information for our 55,000 members."

The research study, which began in December, is being funded by contributions from NYSCA coach members and will focus on girls and boys ages 13-14 who participated in out of school sports programs.

NYSCA has 98 research assistants located in demographic areas nationwide who are conducting the survey in junior high school classrooms.

CALENDAR OF EVENTS

APRIL

- 6-8** Conference on Indian Health Promotions, San Antonio, TX. Contact: York Onnen, PCPFS (202/272-3427.)
- 6-10** American Alliance for Health, Physical Education, Recreation and Dance Annual Convention, Kansas City, MO. Contact: AAHPERD Headquarters, 1900 Association Drive, Reston, VA, 22091 (703/476-3400).
- 22-23** North Central States Regional Clinic on Physical Fitness and Sports, Bismark, ND. Contact: Dick Karlgaard, Bismarck Public Schools, Dept. of Athletics, Fourth St. & Ave. E, Bismarck, ND, 58501 (701/221-3739.)

MAY

National Physical Fitness and Sports Month

- 15** Law Enforcement and Fire Fighters Games, Washington, DC. Contact: Officer Tom Franke, U.S. Park Service Police (202/582-4622.)
- 25-28** American College of Sports Medicine Annual Meeting, Dallas TX. Contact: Carol LeMay, ACSM, 401 W. Michigan St., Indianapolis, IN, 46202 (317/637-9200.)

JUNE

- 1-3** Southwest Indian Youth Wellness and Leadership Camp, Santa Fe, NM. Contact: York Onnen, PCPFS (202/272-3427.)

SEPTEMBER

- 13-18** Association for Fitness in Business Annual Conference, Buffalo, NY. Contact: AFB, 965 Hope St., Stamford, CT, 06907 (203/359-2188).
- 14-16** Physical Fitness for Law Enforcement Officers Conference, Dallas, TX. Contact: York Onnen, PCPFS (202/272-3427.)
- 17** Healthy American Fitness Leader Awards Banquet, Dallas, TX. Contact: York Onnen, PCPFS (202/272-3427.)
- 26-27** "From Rehabilitation to Independent Community Function: The Role of Physical Activity," George Mason University, Fairfax, VA. Contact: Matt Guidry, PCPFS (202/272-3424).

PCPFS Cosponsors Clinic On Disabled

The PCPFS will cosponsor a national clinic, "From Rehabilitation to Independent Community Function: The Role of Physical Activity," September 26-27, 1988, at George Mason University in Fairfax, VA.

Under the theme of "Focusing on the Potential, Not the Disability," the clinic will feature lectures, panel displays, films and networking opportunities. Topics include the use of physical activities in rehabilitation, and the transition from school to community, among others.

The clinic is cosponsored by the American Alliance for Health, Physical Education, Recreation and Dance, George Mason University, the President's Committee on Employment for the Handicapped, and the YMCA of the USA. Some 30 coordinating agencies will also participate.

For more information contact Matt Guidry, PCPFS, 202/272-3424.



PCPFS Support Staff Salute . . .

The Office of the Assistant Secretary (OASH), of the Department of Health and Human Services, recently recognized the PCPFS support staff for outstanding service.

The support staff ably assists in the administration and development of the many PCPFS projects conducted annually. Many have served in various other capacities during their government service.

Rita Aronson and Betty Donovan came to the Council in 1986 with 34 years of combined Federal experience to assist the executive director and the director of program development.

Leola Simms, most recent addition to the support staff, assists the director of federal relations.

Lolita Justice will complete her first year with the Council in February, giving her four years of Government service. She has become an important member of the information division, along with Tynetta Smith, a former work-study student who upon graduation was asked to fill a regular position on the staff.

Leslie Liff, who has spent all of his 23 years of government service with the Council, has walked innumerable miles for the PCPFS, including delivering last

minute White House announcements and picking up airline tickets and other necessary items for the staff. He knows where everything concerning the Council is, or was.

In addition, the Council is assisted by Kaye Buchanan and Shirley Dyson, with 24 years and six years on the Council staff, respectively. Ms. Dyson ably coordinates all computer services in the office, while Ms. Buchanan assists the information office in ensuring that all mail is handled quickly and accurately.

The entire staff is assisted by Suprena Campbell, a student at the University of the District of Columbia. A sincere thank you to all of you.

BULLETIN BOARD

• **The Amateur Athletic Union (AAU)** has released the names of the ten finalists for the 58th AAU James E. Sullivan Memorial Award, which has annually recognized the outstanding amateur athlete in the U.S. since 1930. The finalists are: Jim Abbott, baseball; Kelcie Banks, boxing; Janet Evans, swimming; Greg Foster, athletics; Scott Johnson, gymnastics; Karch Kiraly, volleyball; David Robinson, basketball; Tracie Ruiz-Conforto, synchronized swimming; Mark Schultz, wrestling; and John Smith, wrestling. All ten finalists will be invited to the awards dinner in Indianapolis on March 7, 1988.

• Twice as many high school quarterbacks, goalies, catchers and other athletes in grades 9-12 are getting their breaks, sprains and contusions looked at by qualified health care professionals today as in 1980, according to a survey by the **National Athletic Trainer's Association (NATA.)** The survey found that nearly a third of the 6,000 certified trainers in the U.S. are working in high school athletic programs. NATA estimates that 850,000 of these young athletes are pulled from the field of play to the recovery bench each year. Of those injuries, 375,000 are football related and 200,000 stem from the basketball court. The survey also found that 80 percent of the injuries are minor.

• **Harvey Ebel, Ph.D.** recently resigned as executive director of the Association for Fitness in Business, AFB. Dr. Ebel served in that capacity for five years, prior to which he was a staff scientist in the behavior genetics division of the Jackson Labs in Bar Harbour. He has also taught at Columbia University Medical School and the City University of New York. Dr. Ebel will return to a university professorship and to private practice as a psychologist specializing in new directions in health promotion. The PCPFS wishes him much success.

• This year's **World Health Day, April 7**, marks the 40th anniversary of the World Health Organization (WHO), and will focus on WHO's goal of "Health for All by the Year 2000." World Health Day 1988 provides an opportunity to address the many health issues facing all nations as thousands of health departments, schools, universities and colleges, hospitals and other community service groups hold ceremonies, workshops, health fairs and fitness/sports events. For more information contact American Association for World Health, 2001 S Street, NW, Suite 530, Washington, DC, 20009 (202/265-0286.)

Calling All Outstanding Fitness Leaders

Do you know someone who has made an outstanding contribution to the health and fitness of the American public? Or who, by example, has inspired others to change their habits and lead more active, healthy lifestyles?

*
*
*

Such people are worthy of nomination for a Healthy American Fitness Leader Award for 1988. This program,

cosponsored by the PCPFS, the U.S. Jaycees and Allstate Life Insurance Company, recognizes leadership in physical fitness. Ten awards are presented annually.

Applications, available through the PCPFS, must be postmarked by April 1. The awards will be presented in Dallas on September 17.

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DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER



MAY/JUNE VOL. 88, No. 2

PCPFS Hosts Soviet Sports Committee Chief As Part of US/USSR Youth Fitness Exchange

Valentina Yuritcheva, Chief, School Physical Education, State Sport Committee, USSR, visited the United States from April 6-12 as part of the US/USSR Youth Fitness Exchange Program launched this year to improve physical fitness and understanding among the youth of both countries.

Ms. Yuritcheva, whose responsibilities include physical education and sports programming for Soviet youngsters of all ages, was accompanied on her tour by State Sport Committee interpreter Nina Nechaeva. The two were hosted by the PCPFS with their accommodations provided as a public service by the Campbell Soup Company.

The focus of the tour was on school physical education programming, and the visitors were taken on tours of school programs at the elementary, middle and secondary school levels.

Among the many highlights of their trip was attendance in Kansas City, MO, at the annual convention of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). The AAHPERD provided the Soviet guests with complimentary registration, giving Ms. Yuritcheva and Ms. Nechaeva the opportunity to attend professional sessions, meet with leaders in the Alliance and share ideas and thoughts with fellow convention attendees.

As part of their convention activities they were guests of the Council of City/County Directors (CCD) of Physical Education at CCD's annual awards luncheon and of the National Association for Sport and Physical Education (NASPE) for their annual recognition



At the spring meeting of the PCPFS, Chairman Dick Kazmaier, left, and Executive Director Ash Hayes, visited with special guests Valentina Yuritcheva (second from left), Chief, School Physical Education, State Sport Committee, and Nina Nechaeva, interpreter. Ms. Yuritcheva shared her impressions of the school physical education programs she saw in Kansas City, MO, with the Council members.

banquet, which honors outstanding teachers.

NASPE also opened an executive planning breakfast to the Soviets allowing them to visit with past, present and future NASPE presidents and other NASPE officials. During this and other meetings, a variety of similarities were revealed in American and Soviet physical education.

Such similarities include varied requirements for school physical education according to region in the USSR, as opposed to state in the U.S., and low fitness levels and a prevalence of obesity among both Soviet and American youth.

Ms. Yuritcheva and Ms. Nechaeva toured schools in Missouri and Virginia to get a first-hand look at physical educa-

tion and sports activities conducted in American schools.

In Missouri, a half-day excursion was arranged by Dr. Robert Taylor of Missouri's Department of Education, which included visits to the following Missouri schools: Glendale Elementary and Sycamore Hills Elementary in Independence, and Blue Springs High School in Blue Springs. Among the many assisting in the details of the Missouri leg of the tour was Don Coffman, Director of Physical Education and Athletics for Independence.

In Virginia, Bill Savage, Physical Education Coordinator, Fairfax Public Schools, arranged a tour of Franklin Intermediate School in Centreville.

(See PCPFS, page 3)

May is National Physical Fitness and Sports Month

PCPFS in the Media

A major print public service campaign is underway with some 1,400 newspapers and magazines nationwide receiving the PCPFS's latest youth message: "Child's Play Is Not Enough." The PSAs are in four sizes and point out that many parents overestimate the physical fitness of their children because they appear active.

The advertisements add that to be physically fit, children need one to two hours of vigorous exercise each day. "With the right amount of daily exercise, teenagers and children of all ages will get the most from school ... and play," the message concludes.

The PSAs are illustrated with children's jacks and a ball to carry forward the theme that child's play is not enough. The print messages are part of the overall youth campaign which includes television and radio spots and stresses that many parents overestimate the physical fitness of their youngsters.

CHILD'S PLAY IS NOT ENOUGH.



Surveys indicate that many parents overestimate the physical fitness of their children because they appear so active. The fact is, to be physically fit, children need one to two hours of vigorous exercise each day.

With the right amount of daily exercise, teenagers and children of all ages will get the most from school ... and play.

For more information, write to:
Fitness, Dept. 84,
Washington, DC
20001.

The President's
Council on
Physical Fitness
and Sports



Proof that Washington muscle exists outside high-powered staff meetings. Who chops wood for fitness? We'll give you a hint. Look at the cufflinks. (For the answer see page 7).

For the third consecutive year a series of 31 live announcer fitness tips designed for use in May, National Physical Fitness and Sports Month, were sent to radio stations nationwide.

The fitness tips, which have been extremely popular in the past, were read by disc jockeys, sports reporters, drive-time announcers or station personalities. One tip was scheduled for each day of the month. This year an emphasis was put on staying with an exercise program. Studies have shown that many people who begin exercising fail to stay with their program more than a few months.

Youth fitness continued to receive heavy attention in the print media. Better Homes and Gardens had an article "Teaching Fitness, How Schools Have Failed Our Kids" in its March issue ... The Seattle Times headlined a two-page article "Shape Up," which stated that with more children caught sitting on the sidelines, schools are focusing on making them fit for life.

The Memphis Commercial Appeal featured "Better Programs for Kids Taking Shape as Result of 1985 Survey" ... The Manchester (N.H.) Union Leader stressed "Youth Unfazed by Fitness Craze? Officials Disagree About Shapes of Future Adults."

The New York Times devoted its "Our Towns" column on March 8 to the U.S.-Soviet Union Youth Fitness Testing Exchange Program which was being done by the Valley View Elementary School in Montville, N.J.

Chairman's Corner



Dick Kazmier

I am pleased to speak with you through my first Chairman's Corner. It is a great honor to have been appointed by President Reagan to be chairman of the PCPFS, and I am looking forward to this role with enthusiasm and excitement.

I have found during my years as a special advisor to the Council that the PCPFS is truly federal government at its best. The Council has continually worked to parlay a small budget into 30 to 40 times that dollar figure in terms of advertising, public information and program activities through corporate and media support.

My mandate is to continue that emphasis and to provide leadership in helping bring together the private and public sector to provide accurate, motivational information to all segments of the population.

One area in which I would like to see increased program emphasis is in the senior segment of the population. As research continues to support the role of physical activity in the health and function of older adults, and as this segment of the population continues to grow at a rapid rate, programs for this population become increasingly significant. Here is where we can make a direct impact on the physical and mental well-being of this very important group. As the life-span of both men and women continues to increase, the need for fitness programs geared to older adults will also increase.

Recreation centers, schools, religious institutions and other organizations can all be involved. Even private enterprise can play a part; shopping malls are providing great opportunities for fitness walkers to exercise in a safe environment.

From dancing to water exercises, bicycling to home exercise programs, the options for older adults are as diverse as those for the young. With the proper modifications, guidelines and motivation, fitness and exercise can stay with all of us well into the golden years.

President's Council Members Meet on Capital Hill

Newly appointed chairman Dick Kazmaier joined fellow Council members for his first meeting of the PCPFS on April 11 on Capital Hill. Kazmaier welcomed Soviet visitors Valentina Yuritcheva and Nina Nechaeva at the start of the meeting before turning to the agenda.

The two Soviet women, representatives of the Soviet Sport Committee and were as part of the US/USSR Youth Fitness Exchange Program launched this school year, greeted the Council member and expressed their thanks to the PCPFS for arranging the details of their week-long stay. The two had just returned from Kansas City, MO, where they attended the American Alliance for Health, Physical Education, Recreation and Dance's annual convention. (see story, page 1).

Also in attendance at the meeting were the following visitors: Lt. Gen. F.E. Peterson, USMC Commander General, with an update on the Marine Corps Physical Fitness Program; Rear Adm. Jesse Hernandez, USN Commander, Naval District of Washington, DC, with highlights of this year's Naval Fun and Fitness Program for youth, which is launched each year during Fitness



Dick Kazmaier (center), the newly appointed Chairman of the PCPFS, recently met with President Reagan in the Oval Office. The President thanked Kazmaier for his past work as a special advisor to the Council and encouraged him to continue those efforts as Chairman. Ash Hayes, Executive Director of the PCPFS, looks on.

Month, in cooperation with the PCPFS; and Jim Tester, president, and Jim Liston, executive director, National Association of Governors' Councils on Physical Fitness and Sports.

The balance of the meeting focused on planning for the remainder of the year. Among the projects scheduled for the balance of 1988 is a regional fitness and sports clinic in Alaska, and the expansion

of the Presidential Physical Fitness Award (PPFA) program to include an additional award.

At press time, a task force assembled by the PCPFS was working with PCPFS staff and Council members to examine the various standards upon which this new award could be based. Complete details will be presented in the July/August newsletter.

Kazmaier At World Expo

Dick Kazmaier, newly appointed chairman of the PCPFS, recently spent two weeks touring Australia on a goodwill mission.

In the U.S. Pavilion of World Expo 88 in Brisbane he held a press briefing to discuss a number of important issues.

They included:

- Sports and Its Science, the theme of the U.S. Pavilion.
- National Physical Fitness and Sports Month, currently underway in the U.S.
- The need for special emphasis on improved physical fitness for older adults, the fastest-growing segment of the American population.

He also traveled to Sydney, Canberra and Melbourne. In Canberra, he met with government officials and the staff of the Australian Institute for Sport.

PCPFS Hosts Soviets

(From page one)

Laura Simon, Special Projects Coordinator for Fairfax Schools, accompanied the group and explained many of the special concerns facing large school district programs. The visitors also had a chance to watch Franklin students going through the "President's Challenge" for the Presidential Physical Fitness Award.

Also on the weeklong tour was a stop at The Center Club, a multifaceted health and fitness facility in Alexandria, VA, and attendance at the spring meeting of the PCPFS on Capitol Hill.

On the final day of her journey, Ms. Yuritcheva gave PCPFS staff some final impressions of her trip. "I enjoyed very much the organization of the conference and the mutual efforts of different groups in physical education and sports to make people healthy," she said.

"We have many similar goals and



In addition to sharing ideas about Soviet education and culture, Valentina Yuritcheva brought photos of Soviet students in physical education classes. Here, students from Kiev engage in some vigorous conditioning activities.

problems. Programs and exchanges like this one will help solve the issues facing both countries. This was a very good chance to get new ideas and materials to take back, in order to learn more about U.S. physical education and sport."

National Physical Fitness and Sports Month

"Shape Up America" Campaign Underway

The 1988 National Physical Fitness and Sports Month (May) campaign is underway. Once again, the PCPFS has joined forces with the National Association for Sport and Physical Education, sponsors of National Physical Education Week (May 1-7) for this annual celebration of fitness and sport.

Promotional materials with the theme "Shape Up America" have been sent to more than 10,000 community and recreation centers across the U.S. With the corporate sponsorship of the Roller Skating Rink Operators Association, and the promotional support of the U.S. Tennis

Association, the mailing encourages local agencies to conduct fitness events throughout May.

In addition to the mailing, the PCPFS sent out a series of 31 Fitness Tips, one for each day of the month, to radio stations around the Nation. These Fitness Tips are also popular among some school children who read them over the loud-speaker during May morning announcements. Also, the May issue of Fitness Forum, a monthly column sent to newspapers upon request, was devoted to Fitness Month.

At press time, Washington, DC, was geared up for Fitness Month. The PCPFS, in cooperation with Kellogg's and the Westin Hotel, kicked the month off with an awards breakfast.

For more information contact Matt Guidry, PCPFS (202/272-3424.)

American Academy Of Family Physicians Supports Daily Physical Education

The American Academy of Family Physicians and the PCPFS have issued a joint statement in support of daily physical education for children in grades K-12.

According to the statement there is substantial evidence to indicate that serious chronic health problems, such as cardiorespiratory and lower back disabilities, begin in childhood.

Since studies show that a relationship exists between quality physical education of children and the physical activity habits of adults, they recommended that schools emphasize the following areas:

1. Every pupil should be evaluated for physical fitness at least twice a year.
2. Every pupil should have a visual posture check, body composition screening assessment, and routine vision and hearing screening with appropriate follow-up.
3. Underdeveloped pupils should be given remedial attention.
4. Disabled students should be included in all appropriate physical activities.



GET FIT, A Handbook for Youth, is fast becoming a popular PCPFS publication. Designed for youngsters ages 6-17, it offers exercises to help kids improve their scores in the Presidential Physical Fitness Award Program. Single copies of the 40-page color booklet are available through the PCPFS office. For bulk orders, write to Consumer Information Center, Dept. 457R, Pueblo, CO, 81009. Copies are 50¢ each and checks should be made out to the Superintendent of Documents.



America's largest wheelchair sporting event, the Eighth National Veterans Wheelchair Games, sponsored by the Veterans Administration and Paralyzed Veterans of America, will take place in San Antonio, TX, on June 28 through July 2. Over 450 wheelchair athletes from 35 states, Puerto Rico and Great Britain will meet the challenge of their disability and go for the gold. Above, Jim Martinson, a combat-wounded Vietnam veteran and a world-class wheelchair athlete from Payullup, Washington, shows his determination to be the best.



VOL. 88, NO. 2

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001.

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Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Krystyn Spain, Program Analyst.

Editor: Lisa Kanner.
Production: Ginna Rogers-Gould.

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Presidential Sports Awards Launched For National Fitness Leaders

The PCPFS launched its National Masters category for the Presidential Sports Award in March.

This new award was designed to recognize national leaders in sports and fitness. It consists of a gold-stitched bar with blue lettering to go above the customary Presidential Sports Award emblem.



To be eligible for the award, an individual must have:

- spent at least five years of active leadership in promoting a sport;
- demonstrated a continuing commitment to public service in the interest of that sport;
- previously met the basic requirements for the Presidential Sports Award in that sport;
- earned recognition for contributions to physical fitness and sports nationally.

The award is available in all 45 categories of the Presidential Sports Award.

How To Apply

To apply for recognition an individual must submit a request to the PCPFS in writing using a sports association's letterhead. The application should state experience, leadership and other accomplishments to be considered and be signed by an officer of the association.

The PCPFS will approve or disapprove all requests, concurring with a sports governing body or representative association only when questions of

Farewell Exchange



President Reagan presents an imprinted football to former PCPFS Chairman George Allen in recognition of Allen's leadership during his six-year term.

eligibility arise.

The Presidential Sports Award was established in 1974 to motivate and reward individuals 15 years of age and older who participate in sports/fitness activities on a regular basis. The Amateur Athletic Union serves as the administrator of the program.

Fitness Project Winner

Tiffany Hunter, 12, a 6th grader at Brent School, the Council's "adopted" school in Washington, DC, took first place at the elementary school level in the District of Columbia's Annual City-wide Science Fair.

Tiffany's project, "The Effect of Exercise Training on Muscle Strength and Endurance," topped the field of 36 regional first place winners from elementary schools throughout the District who competed first at the regional level and then advanced to the city-wide level. At the regional level, Tiffany's project took first place in the health/science division.

Debri Gamble, 11, another Brent 6th grader, took second place at the regionals in the health and science division with her survey project on "Exercise Habits and Patterns Among D.C. Adults."

Both projects were supervised by PCPFS staff, who have assisted with physical fitness projects at Brent under the Administration's "Adopt-A-School" initiative which encourages public and private involvement in educational projects at the local level.



As part of their tour of physical education and fitness programs in the United States, Valentina Yuritcheva, second from left, and Nina Nechaeva, second from right, visited The Center Club, a multifaceted health and fitness center in Alexandria, VA. The visit was hosted by Center Club Vice President John Reed, center, and Heather Dillinger, the Club's Director of Aerobic Programming, right. Lisa Kanner, left, PCPFS Assistant Director of Information, accompanied the Soviet visitors during their week-long stay.



The new **FEDERAL FIT KIT** was unveiled by Constance Horner, Director, U.S. Office of Personnel Management, (OPM) at the Chicago Regional Conference on Public Employee Fitness and Health in December. The KIT is a comprehensive guide for employee health and fitness program development and management. It includes information on current programs, regulations and suggestions based on the input of professionals in private and public health/fitness management.

Alabama Kids Fulfill Olympic Dreams

This winter, fourth and fifth graders from Huntsville, AL, went on the field trip of their dreams — to the 1988 Winter Olympics. They were part of the official delegation representing Alabama at the Games.

"This is a once in a lifetime experience," said Doris McHugh, supervisor of physical education for Huntsville schools and director of "Calgary Bound."

The program was sponsored in part by the Canadian government. Its purpose was not only to encourage attendance at the Games by school children, but also to teach them about the cultures of other countries.

The 30 children selected by their respective schools, one from each, had to be good all-around students and be able to lecture about their experience when they returned home.

Fitness Testing Program Gets High Marks

The report card is in. Schools participating in the U.S.-Soviet Union Youth Fitness Testing Exchange Program are giving the program high marks.

The goal of the project is to provide physical education programs with a motivational tool to help youngsters, ages 8-17 improve their fitness levels. And it's working.

Students are enthusiastically participating. Here are some excerpts from a few of the many responses received by the Council over the past months:

"Fifty developmentally impaired Special Olympic athletes from our school district are staying in top condition by taking the physical fitness performance test items." Andy Dow, Adapted P.E. Teacher, Willoughby-Eastlake Schools, Lake County, OH.

"Students and teachers were proud to be a part of this program. Those who achieved outstanding ranking on all five tests administered were awarded T-shirts, and pictures were also included

in the yearbook." Coach Jerry Anderson, William Hawley Atwell Middle School, Dallas, TX.

"A great idea. Our kids were very enthusiastic and determined to do their best. The T.V. and newspaper media really picked up on this event once it hit the wire service. (They) set up interviews with our kids and me personally. Thanks." Andy Robertson, Military Heights Elementary School, Roswell, NM.

Member Highlight

PCPFS member Bob Levy was recently honored by the Philadelphia Police Athletic League (PAL) for his outstanding contributions to the youth of Philadelphia. Some 1,600 people attended the PAL banquet at which time Levy, president of DRT Industries, Inc., Philadelphia, was honored for his thirty years of service and commitment to youth development programs in the Philadelphia community.



The spring meeting of the Federal Interagency Health/Fitness Council (FIHFC), which was held at the Dept. of Transportation (DOT), brought together some key figures in public health and fitness programming. Pictured, top row, from left: Allan D. Heuerman, Asst. Director Employee and Labor Relations, OPM; Ron Keefer, Director, Office of Administrative Services, DOT; John J. Franke, Jr., Asst. Secretary for Administration, USDA; York Onnen, PCPFS Director of Program Development; Alice Wheaton, FIHFC Coordinator. Front Row, from left: David H. Clarke, Ph.D., Chair, Physical Education Dept., University of Maryland; Carol Luhrs, MD, Medical Director, VA Health Unit and Fitness Center; Janet Vizard, MA, Fitness Center Director, NIH; Randy Schools, FIHFC Chairman; Ash Hayes, Ed.D., PCPFS Executive Director; Trip Shriver, Executive Director, League of Federal Recreation Associations.

CALENDAR OF EVENTS

MAY

National Physical Fitness and Sports Month

- 25-28** American College of Sports Medicine Annual Meeting, Dallas TX. Contact: Carol LeMay, ACSM, 401 W. Michigan St., Indianapolis, IN, 46202 (317/637-9200.)
- 29 - June 3** International Conference on Exercise, Fitness and Health, Toronto. Contact: Fitness Canada, PO Box 64, 40 Dundas St. West, Ste. 220, Toronto, Canada, M5G2C2.

JUNE

- 11-15** 39th Annual Meeting and Clinical Symposium, National Athletic Trainers Association, Baltimore, MD. Contact: NATA, 1001 East Fourth St., Greenville, NC, 27858 (919/752-1725).

SEPTEMBER

- 13-18** Association for Fitness in Business Annual Conference, Buffalo, NY. Contact: AFB, 965 Hope St., Stamford, CT, 06907 (203/359-2188).
- 26-27** "From Rehabilitation to Independent Community Function: The Role of Physical Activity," George Mason University, Fairfax, VA. Contact: Matt Guidry, PCPFS (202/272-3434).

OCTOBER

- 17** Healthy American Fitness Leader Awards Banquet, Dallas, TX. Contact: York Onnen, PCPFS (202/272-3437.)

PCPFS Cosponsors Clinic for Disabled

The PCPFS will cosponsor a national clinic, "From Rehabilitation to Independent Community Function: The Role of Physical Activity." September 26-27, at George Mason University in Fairfax, VA.

Under the theme of "Focusing on the Potential, Not the Disability," the clinic will feature lectures, panel displays, films and networking opportunities. Topics include the use of physical activities in rehabilitation, and the transition from school to community, among others.

Keynote Speaker

Erling Stordahl, founder of the Beitstolen Health Sports Center in Norway, and innovator of fitness and sports programs for the disabled, will keynote the clinic. Joining him on the program will be Edward Eckenhoff, President, National Rehabilitation Hospital, and Margaret Giannini, MD, Director, Rehabilitation, Research and Development Services, Veterans Administration.

The clinic is cosponsored by the American Alliance for Health, Physical Education, Recreation and Dance, George Mason University, the President's Committee on Employment for the Handicapped, and the YMCA of the USA. Some 30 coordinating agencies will also participate.

For more information contact Matt Guidry, PCPFS, 202/272-3424.

Women's Conference Proceedings Available

Proceedings from The National Women's Leadership Conference on Fitness are still available. The conference, held in April of 1984, took an in-depth look at the special health and fitness concerns of women. It was presented by the PCPFS and sponsored by the Campbell Soup Company. Write PCPFS, Women's Proceedings, Washington, DC, 20001. Single copies only.

Answer to picture puzzler on page 2.
President Reagan.

DATE CHANGE

The date of the 1988 Healthy American Fitness Leaders (HAFL) awards banquet has been changed to October 15, from the previously published date of September 17. Dick Button, ABC-TV sports commentator and U.S. Olympic gold medalist in 1948 and 1952 in figure skating; will host the event at the Kemper Hotel in Dallas, TX.

The annual black-tie event honors ten individuals who have made outstanding contributions to the fields of physical fitness and sports. Honorees typically represent such areas as coaching, military fitness, sports medicine, fitness for the disabled, among others.

The program is jointly administered by the PCPFS and the U.S. Jaycees, and is sponsored by the Allstate Life Insurance Company.



As the last remaining collegiate exhibitional gymnastic organization in the U.S., the University of Maryland Gymkana Troup celebrates its theme for the '80s — Celebrating Life Through Fitness. Part of the overall commitment to fitness is a pledge from the performers for a healthy and drug-free life.

BULLETIN BOARD

● On March 7, 1988 the **Amateur Athletic Union** presented its James E. Sullivan Memorial Award to Jim Abbot of Flint, MI. Abbot, a U.S. Olympic team hopeful and baseball pitcher for the University of Michigan, became the 58th recipient of amateur sport's most prestigious award. Abbot led the Wolverines to their seventh Big Ten Conference title in 10 years. He also compiled an 8-1 record and 1.70 ERA as a member of Team USA. "I'm sure that my situation had a lot to do with it (winning the award)," said Abbot who was born without a right hand. "But if it helps someone else to move on and do things then I'll accept it and keep going on."

● **National Osteoporosis Prevention Week** was designated by congressional decree for the week of May 8-14, 1988. H.J. Resolution 442 was introduced to the House of Representatives by Olympia J. Snowe, (R-ME). The purpose of the legislation was to promote the awareness and prevention of osteoporosis, a major public health problem afflicting 24 million Americans. This year's goal was to reach 50 million consumers and professionals to make them aware of what they can do to prevent this debilitating disease. Prevention Week cosponsors included the PCPFS and the National Osteoporosis Foundation.

● A policy statement issued by the **Council on Geriatric Cardiology** points to an urgent need to foster health care practices which can delay the onset, progression and morbidity from chronic diseases. The Council is composed of Board-certified cardiologists from around the world. In a report entitled "Exercise in an Aging Society" the Ad Hoc Committee on Public Policy of the Council indicated

that a physically active lifestyle incorporating a planned exercise program fosters desired goals. But the use of caution in recommending fitness regimens for the elderly is advised.

● **The United States Tennis Association** received two grants from the United States Olympic Committee. The first grant, allocated for "Short-Court Intramural Tennis" is currently being used to support a pilot project at 30 elementary and junior high schools across the country. This program gives novice students a miniature court and encourages them to play tennis. The second grant is being used to present a "United States Tennis Association Elite Coaches Workshop." The three-day workshop is designed to present the latest tennis information to coaches of leading American players and to discuss certification of coaches.

● AAHPERD launched its **PHYSICAL BEST Fitness Program**. It's an education and fitness assessment program that shows teachers how to motivate their students to get fit for life. It combines the assessment of health-related fitness with practical instructional material. The comprehensive kit contains the test battery, protocol for administering the test, the awards program and accompanying educational material that compliments the program. It is currently being distributed to school systems throughout the country. To receive a copy of the **PHYSICAL BEST Manual**, send a check or money order for \$1.50 to American Alliance, 1900 Association Drive, Reston, VA. 22091. The manual provides complete instructions for ordering the kit and associated items.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER



JULY/AUGUST VOL. 88, No. 3



53,000 Participate In Soviet Youth Fitness Test

With testing virtually completed, the tally on participation in the U.S.-Soviet Union Youth Fitness Testing Exchange program shows more than 53,000 students in 234 schools from all 50 states.

The exchange testing agreement was signed in February of 1987 by George Allen, former chairman of the PCPFS, and Marot Gramov, chairman of the Committee for Physical Culture and Sports and president of the U.S.S.R. Olympic Committee.

The purpose of the agreement was to motivate youth in both countries to become more physically fit. "It also promoted a better understanding between both countries," said Steve Guback, PCPFS Director of Information. "The schools that participated seemed to enjoy making the test and learning more about the lifestyles of youngsters in the U.S.S.R."



Greg Young, a fourth grader at Fort Mill Elementary, Fort Mill, SC, strains to make the mark on a pullup.

"As we reviewed the comments sent to us from participants we were pleased to note that schools from across the country enthusiastically joined in the program," said Guback. "They sent us newspaper clippings, pictures and letters on the event. Some even produced their own videotapes."

Here are some of the comments the PCPFS received:

● "Crest Hill students thoroughly enjoyed the variety of different activities and the challenge to attain an outstanding performance." Sue Paustian, Crest Hill Elementary School, Casper, WY.

● "We were so proud to have the opportunity to participate in the program. I commend the PCPFS for promoting better fitness and greater understanding between both countries." Sandra Burrow, Mustang North Middle School, Mustang, OK.

● "This special event has given us an opportunity to keep abreast with new methods and techniques. Thank you for letting us take part in this historic program." James Harris, L.G. Pinkston High School, Dallas, TX.

● "Our students developed an Olympic spirit through the process of preparing for the event. It raised their level of consciousness regarding total individual fitness, but additionally gave them the feeling they were representing the U.S.A." Joe Rezac, Franklin Junior High School, Brainerd, MN.

● "I conducted two of the tests as part of my activities to celebrate National Physical Education Week. Our students took the testing quite seriously hoping to top the Russian scores." Karen Koslowski-Cahoon, Richfield Elementary, Richfield, OH.

● "The newspapers were extremely interested in this concept. We received excellent media coverage and the kids had a great time." Matthew Krajewski, Coronado Beach Elementary, New Smyrna Beach, FL.

● "This was an excellent way to focus on physical education and to renew inter-

Federal Employees Off and Running



Fast start for participants of the Federal Fitness Day 3K Running Race. The event was held by the PCPFS and the Federal Interagency Council in Washington D.C. as part of National Physical Fitness and Sports Month.

(See Soviet Exchange, page 4)

PCPFS in the Media

"The Mystery" is the latest PCPFS television public service announcement which is being distributed now to the national networks and 300 individual stations in the country's top markets.

With appropriate mystery music in the background, the spot is intended to encourage people to stay with their exercise program. Although more Americans are exercising than ever before, only about 20 percent perform the amount of activity needed for cardiorespiratory fitness. What's more, many people who start exercising give it up within six months.

The spot opens in a shadowy room with outlines of bodies drawn on the floor. The Bogart-like voice of a detective proclaims: "As the detective in charge, you know how I figured out what 'done in' Mr. and Mrs. Finkle?"

Keeping fit is no mystery

CLUE: Find an exercise program you like.
Whether it be jogging, aerobic dancing, brisk walking or any of dozens of sports, there's an exercise for everyone. Just find the activity you like and get moving . . .

CLUE: Stay with it.

Fitness is Feeling GREAT!

For a free "Staying With It" booklet, write Fitness, Dept. 110, Washington, D.C. 20001.

The President's Council on Physical Fitness and Sports

Print ad from the current PCPFS adult fitness media campaign.



What? My child doesn't get enough exercise? A shot taken during the filming of the PCPFS youth fitness public service TV campaign.

As the camera pans around the room, stopping momentarily on pictures of Mr. and Mrs. Finkle and on various pieces of athletic equipment, the detective continues: "True, there was no motive. But there were clues everywhere. Bowling trophies, broken tennis racket. . ."

The camera then centers on a table with a half-empty box of chocolates, a crumpled bag of potato chips and half empty glass. The detective continues: "They had been active people once, but then they quit. . . It's too late for the Finkles now, but not for you, kid."

The scene suddenly switches to the Finkles exercising in heaven. "Keeping fit is no mystery," the detective continues. "Just find an exercise routine you like and stay with it!"

The spot closes with Mr. Finkle nodding his agreement, the Council logo flashing on the screen and the message "Fitness Is Feeling Great!" coming on with the Council's musical jingle in the background.

The 30-and-20-second spots were produced for the Council by Professional Media Services, Inc., of Wellesley Hills, Mass. A print public service advertising campaign with the same theme will follow later this summer.

* * *

The print media, with PCPFS assistance, continues to provide major emphasis to the fitness movement. Scholastic News devoted nine pages in three editions to "Will American Kids Fail in Fitness?"

The Baltimore Sun also did a major three-pager on "Why Johnny Can't Get Physical."

Chairman's Corner



Dick Kazmaier

One of our most successful fitness campaigns has come to a close, at least for now. The US/USSR Youth Fitness Exchange, started by my predecessor, George Allen, turned out to be an effective way to attract attention to one of our most serious problems—overweight, out of shape youth.

Through the schools the program attracted heavy media coverage, both nationally and locally. Youth fitness received attention in all forms of communications. Newspapers headlined articles, magazines offered pull-out posters and TV crews filmed students taking the test.

This is significant because parents, teachers and the students themselves are now more aware of the low fitness levels and prevalence of obesity among American youth.

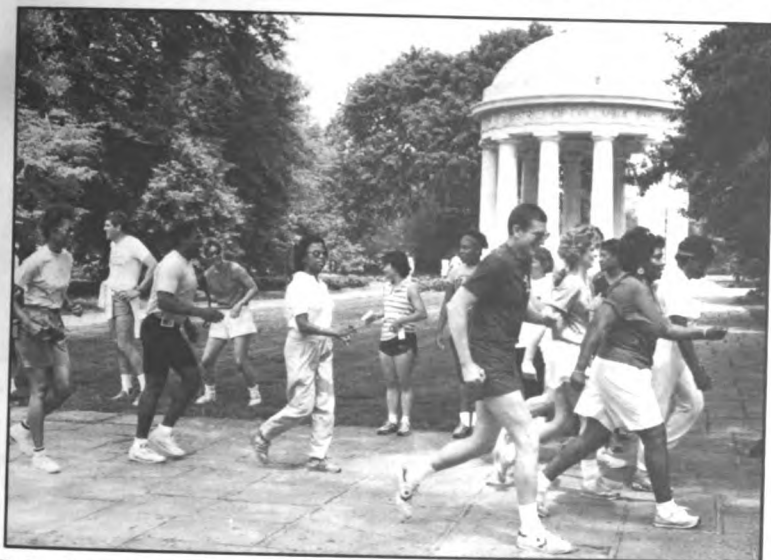
We hope it also emphasized the importance of keeping the body fit on a long term basis. More and more research is coming out in support of regular physical fitness.

Meanwhile, programs such as the Youth Fitness Exchange are doing their part in elevating the status of physical education in the eyes of the public. This particular effort made physical fitness more relevant to existing physical education programs plus serving as an excellent curriculum builder for other courses of study.

* * *

● Dick Kazmaier recently received the 1988 National Sport Hall of Fame Award from the National Association for Sport and Physical Education, recognizing his "significant contributions in maintaining sport as an integral part of the total education process." The award was presented at the 1988 American Alliance for Health, Physical Education, Recreation and Dance annual convention.

Federal Fitness Day



Federal employees, left, step out for the 3K Walk, part of Washington, DC's, Federal Fitness Day event, sponsored by the PCPFS and the Federal Interagency Health/Fitness Council. Matthew Guidry, far right, PCPFS Director of Community Services, presents the Agency Participation Award to Edward J. Guss, Deputy Associate Director, Administration Group, Office of Personnel Management (OPM). OPM won the award with 37 team entries.

PCPFS Teams With 4-H Council

This summer the PCPFS is once again participating in Citizenship—Washington Focus, the national 4-H citizenship education program.

More than 5000 4-H members, ages 14-19, are attending the six-day sessions which run consecutively over a period of ten weeks. Each Tuesday delegates take field trips to various federal agencies to be briefed on a current concern.

The students are visiting the PCPFS to learn about the status of fitness in the U.S. Under the supervision of York Onnen, Director of Program Development for the Council, they are focusing on fitness and health-related goals which can be implemented in a variety of community settings.

Their homework is to return to the 4-H National Center in Chevy Chase, MD. to develop community-action proposals based on their briefings. These are then presented to a simulated city council meeting where a mock council awards the winning idea with a imaginary \$50,000 grant.

Fitness Award Update

The President's Challenge Youth Fitness Awards Program, featuring the Presidential Physical Fitness Award, is currently undergoing an administrative change. As of June 30, 1988, the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) no longer will distribute the awards material for the PCPFS. The AAHPERD has launched a new "Physical Best" program to be conducted separately from the PCPFS awards program.

A new administrator will be selected soon and details will be included in the fall school mailing. All schools, including Indian reservation and overseas American schools, will receive information on this change. State Departments of Education and city/county physical education personnel also will be notified.

It is not necessary to contact the PCPFS and ask to be placed on the mailing list. The school mailing

VOL. 88, NO. 3

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, DC 20001.

Council members are Richard Kazmaier, Jr., Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald I. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters and David A. Werblin.

Staff members are: Ash Hayes, Ed.D., Executive Director; York E. Onnen, Director of Program Development; Glen V. Swengros, Director of Federal-State Relations; Matthew Guidry, Ph.D., Director of Community Programs; Steve Guback, Director of Information; and Christine Spain, Research and Program Development Specialist.

Editor Lisa Kanner

Production: Ginna Rogers-Gould

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1988.

will include a revised Instructor's Guide, updated order form, new promotional poster, and new address to write for the awards.

The Presidential emblem *will not* change. A system will be developed for replacing Presidential certificates with ones bearing the name of the new President as of January 1989. Details will be outlined in the school mailing.

Soviet Exchange (From page 1)

est in fitness." Sue Strobel, Edgewood Middle School, Edgewood, MD.

• "The Russian Physical Fitness test would be cool to take. I think it would be a real challenge. I wish I would actually talk to a Russian about the way they do fitness," a student at Sycamore Lane Middle School, Laurinburg, N.C.

In addition, many classrooms teachers integrated a Russian unit of study to go along with the fitness testing. Many want to correspond with schools in the Soviet Union and do the test on an individual school basis again next year. Highlights of the Exchange include the following:

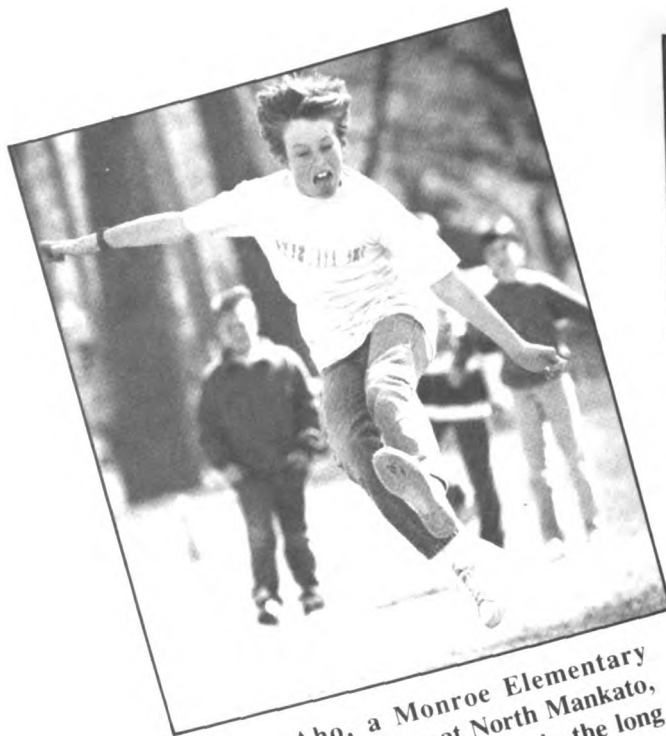
At North Marion Middle School in Citra, FL, the opening ceremony was attended by all 1300 students dressed in red, white and blue T-shirts. They sat in an American flag pattern. The 7th grade studied Russian poetry. The 8th grade read Russian literature, the band and chorus practiced Russian music and the cafeteria served a Russian menu.

The school was awarded a \$1,000 grant for having such an innovative program for the students.

At Sycamore Lane Middle School in Laurinburg, NC, the students were greatly exposed to Russian culture. In science class the metric system of measurement was explained. In art class the children drew pictures of the different activities they did during the Soviet test. The drawings were displayed in the school gym.

The program attracted the attention of Ms. Universe, Cathy Palyo, who wrote in a letter "I want to congratulate you on your efforts to become more fit. Remember your goals and that there are a lot of people out there who are very proud of you and we're cheering you on all the time."

Saigling Elementary School in Plano, TX, enlarged the program to include a greater awareness of the cultural similarities and differences between the US and the USSR. Due to publicity surrounding their involvement, they were invited to be the charter school in a Birthday Friends for Peace program. They were paired with children in School #155 in Kiev. The children are exchanging birthday greetings and souvenirs.



Darik Aho, a Monroe Elementary School fifth grader at North Mankato, MN, gives an all-out effort in the long jump. (From North Mankato Free Press, John Cross photo)



Arthur Hersh watches students train for the U.S. physical fitness tests at Brooklyn, NY.



Ninde S. Wilder Elementary School in Louisville, KY, students participating in a running event.



With a balloon as the starting signal, students at Paonia Middle School, Paonia, CO, prepare for a running event.

Participant in U.S./Soviet Fitness Exchange



The band plays as students finish the 1500 and 2000 meter run at Brandenburg Middle School in Garland, TX.



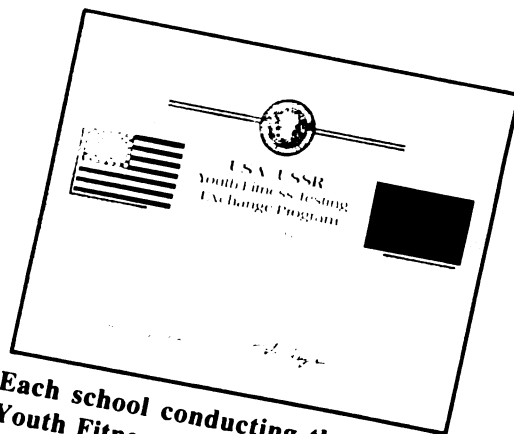
At Sioux City East High School, IA, a youngster gives his all to do the V-sit on the parallel bars.



Sycamore Lane Middle School, Laurinburg, NC, ball throw.



Wasmer Elementary, Grand Island, NE—Although students don't receive instruction in swimming at the school, those who are in grades 3-6 and wanted to be tested took part in a special swim day at the local YMCA. Fifty-four students attended with 43 achieving the outstanding level.



Each school conducting the Soviet Youth Fitness Performance Test received a certificate of participation acknowledging its outstanding leadership in this historic program. Each student participant received a similar certificate. All certificates were signed by the chairman and executive director of the PCPFS and printed as a public service by the 1990 Goodwill Games.

All photos submitted by participating schools. The PCPFS wishes to thank all teachers and students for their responses.

Looking Back At Physical Fitness Month '88

Results of the 1988 "Shape Up America" campaign are coming in, making this National Physical Fitness and Sports Month one of the most successful ever. Last year 2.5 million people participated. Early reports indicate that number will be exceeded this year. Here are some of the highlights:

- The PCPFS, in cooperation with Kellogg's and the Westin Hotel, kicked off the month of May ceremonies with an awards breakfast in Washington D.C.

At the breakfast, Ash Hayes, Executive Director of the PCPFS, presented seven National Fitness Leader Awards recognizing outstanding contributions to physical fitness and the work of the PCPFS.

- On May 13, 1988, the PCPFS and the Federal Interagency Health and Fitness Council held Federal Fitness Day. The event attracted 1700 federal employees to the Mall for fun-races around the Lincoln Memorial in Washington D.C.

Awards were presented to the NIH Health's Angels (13:05), the fastest agency coed team in the 3K Running race; Federal Reserve Board Road Ducks (21:49) the fastest agency coed team in the 3K Walking race and to the agency with the most teams participating in both events, Office of Personnel Management.

To further support federal fitness programs, agencies such as the U.S. Customs Agency sponsored their own programs.

- ABC Television actor Tony Odell recognized winners of the 1988 Great Raisin Fitness Challenge, a program sponsored by the PCPFS and the California Raisin Advisory Board and administered by Ketchum Public Relations.

This annual national competition encourages youth ages 6 through 17 to take the President's Challenge then write an essay on what fitness and good nutrition mean to them.

- For the seventh year in a row, they were off and running at the Hazelwood PTA Scholarship Run/Walk at Hazelwood Central High School, Florissant, MO. The event, designed to raise

(See Fitness Month, page 7)



Joining the seven National Fitness Leader honorees at the National Physical Fitness and Sports Month kick-off breakfast in Washington, DC,—top row: Ash Hayes, far left, PCPFS Executive Director; John Brevitz, second from left, Director of Food Services and Government Sales, Kellogg's; PCPFS member Fred Malek, third from right, President, Marriott Hotels; Joseph Stewart, second from right, VP, Public Affairs, Kellogg's; Seated on left: Bruce McNish, Food and Beverage Director, Westin Hotel. The award winners—top row, left to right: Rear Adm. Jesse Hernandez, Commandant, Naval District of Washington, DC; Leon Weil, former Council member and Ambassador to Nepal; Sen. Ted Stevens (R-AK); George Pickard, Executive Director, U.S. Amateur Confederation of Roller Skating; Bill Mayhugh, WMAL radio personality, Washington, DC. Seated, from left: Vinna Freeman, Physical Education Director, D.C. public schools; Rep. William Natcher (D-KY). Kellogg's and the Westin Hotel provided corporate support for the event.



Winners of the 1988 Great Raisin Fitness Challenge sponsored by the California Raisin Advisory Board and the PCPFS. Student winners seated L to R are Josette Salazar, Miami, FL; Rebecca Spiewak, Burlington, N.J.; Douglas Liptak, Atlanta, GA; N. Shay Crocker, Fullerton, CA; Marie Cantwell, Warminster, PA; Amy Huddleston, Frostburg, MD. Others pictured are Dr. Ash Hayes, Executive Director of the PCPFS; Sen. Alan Cranston (D-CA); this year's contest spokesman ABC-TV Head of the Class star Tony Odell, and parents and teachers of the winners.

CALENDAR OF EVENTS

AUGUST

- 7-13 **XXII AAU/USA Junior Olympic Games**—Baseball, Basketball, Decathlon, Field Hockey, Gymnastics, Heptathlon, Karate, Soccer, Swimming, Synchronized Swimming, Table Tennis, Taekwondo, Track and Field, Weightlifting and Wrestling in Lawrence KS. For information call AAU House (317/872-2900.)
- 13 **1988 National Final**—Hershey's National Track and Field Youth Program, co-sponsored by the PCPFS and National Recreation and Park Association. For information contact Jim Johnson, National Director, Hershey's National Track and Field Youth Program, P.O. Box 814, Hershey, PA 17033 (717/534-7636).
- 31-Sept. 2 **United States Tennis Association Tennis Teachers Conference**, Centre Hotel, 7th Avenue at 52nd Street, N.Y. C. For more information write USTA Teachers Conference 707 Alexander Road Princeton, NJ 08540 or call 800-223-0456.

SEPTEMBER

- 13-18 **Association for Fitness in Business Annual Conference**, Buffalo, NY. Contact AFB, 310 N. Alabama St., Suite 100A, Indianapolis, IN 46204.
- 26-27 **"From Rehabilitation to Independent Community Function: The Role of Physical Activity,"** George Mason University, Fairfax, VA. Contact Matt Guidry, PCPFS (202/272-3434)



Left to right, Matt Guidry, Director of Community Programs for the PCPFS, Ralph W.E. Jones Jr., Director of Recreation and Parks, and Kurt Schmoke, the Mayor of Baltimore, proclaim the month of May as "Physical Fitness and Sport Month" in Baltimore City.

Fitness Month

(From page 6)

\$30,000 in scholarship money for graduating seniors, drew 4701 participants.

- The Wellness Team at Texaco Chemical Company, Austin Research Labs, celebrated May 13, Employee Fitness Day, with a 1.5 mile noon walk, lectures, skin-fold measurements and more. The Austin laboratories employ approximately 190, ranging from research chemists and engineers to support personnel.

- Sanka Brand Decaffeinated Coffee conducted walks in 10 major cities across the U.S. as part of National Walking Week.

- School children flocked to Fun and Fitness Day, a Navy-wide program sponsored by the PCPFS. At Anacostia Naval Station in Washington D.C., 400 students from Hart Junior High School were tested for the President's Challenge. Celebrities, including Washington Redskins Running Back Keith Griffin, were on hand to cheer them on.



Rol Bradford, left, "Supercoach" to the students of Red Cloud Indian High School, was honored by the PCPFS for his lifelong commitment to Indian youth. Bradford, an Oglala Souix, received the award at a recent Indian Health Promotion conference sponsored by the University of Oklahoma, the Indian Health Service and the PCPFS. Pictured with Bradford, from left: York Onnen, PCPFS Director of Program Development; Dr. John E Steffens, Asst. Vice Provost, University of Oklahoma, who also received leadership recognition from the Council; and Biller Rogers, Director of Health Programs for the University.

BULLETIN BOARD

● **Girls Clubs of America** recently received a \$103,000 grant from the Amateur Athletic Foundation of Los Angeles. The grant will fund "Steppingstones," a program designed to help girls ages 6-8 learn fundamental movement skills. Its goal is to build a foundation for future participation in sport and physical activity. It will be tested at four Girls Clubs in Southern California. Thereafter the program is expected to reach 66,000 members annually.

● This summer more than 30 states will conduct organized state games reaching some 250,000 athletes. A key ingredient in the growth of **State Games** has been the emphasis on broad-based participation. For many amateur athletes, the State Games proves to be a springboard to excellence in their athletic endeavors. For more information contact Doug Arnot, President, National Congress of State Games, P.O. Box 8336, Boston, MA 02114 or call 617 727-3227.

In Memorial



Dr. Charles A. Bucher, longtime friend and consultant to the PCPFS, passed away on July 14 of bone cancer. He will be remembered for his many contributions to physical education and our nation's health and fitness movement. An author, educator, and administrator, Charlie impacted on the lives of millions in the United States and abroad. We will miss him.

● **The American College of Sports Medicine** presented six of its members with awards for excellence in the area of sports medicine research during this year's annual meeting. Dr. Jere Mitchell, Dallas, received the Honor Award. Citation Awards were presented to William L. Haskell, Ph.D., Stanford University; Francis Nagle, Ph.D., Ed.D., University of Wisconsin-Madison; and Savio Lau-Yen Woo, Ph.D., University of California at San Diego. New Investigator Awards were won by Bente Kiens, Ph.D., August Krogh Institute, University of Copenhagen, Denmark, and Michael Kjaer, M.D., Ph.D., Glostrup University Hospital, Copenhagen, Denmark.

● The April, Vermont Governor Madeleine M. Kunin led officials and personnel of the Rutland Regional Medical Center in a "Walk with the Governor" fitness event sponsored by the **Vermont Governor's Council on Physical Fitness and Sports**. It was held at a track outside the Rutland Area Vocational Technical Center in Rutland, VT, in conjunction with a ground-breaking ceremony for a \$22.3 million hospital renovation project. The Vermont Council is currently developing a variety of pro-walking campaigns.

● The **California State Games** has moved to a new address: 660 Fifth Avenue, San Diego, CA. 92101.

● The **Association for Fitness in Business** recently moved its national headquarters from Stamford, CT, to Indianapolis. For more info contact AFB 310 N. Alabama St. Suite 100A Indianapolis, IN 46204.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER

SEPTEMBER/OCTOBER VOL. 88, No. 4



President's Council Expands Youth Fitness Program... New National Physical Fitness Award Added

"Now there are two ways to join the President's Physical Fitness team..." says the new 1988-89 school poster announcing the expansion of the President's Challenge youth fitness testing and awards program.

The PCPFS has added a second award, the new National Physical Fitness Award, to complement the prestigious Presidential Physical Fitness Award and provide recognition to a greater number of boys and girls for their achievement.

"We have studied the addition of a second award for quite awhile," said Dick Kazmaier, PCPFS chairman. "From the input we have gathered from professionals in the field, and considering the objectives of the Council, we feel that the National Fitness award will meet the needs of many physical education programs and help us encourage improvement in youth fitness."

Both the Presidential and National Awards are based on the President's Challenge, the five-item fitness test battery introduced in 1987. The Presidential



The new, bright red, National Physical Fitness Award, recognizing students who score at or above the 50th percentile on the President's Challenge fitness test battery. A handsome Presidential certificate is available as an alternative to the emblem.

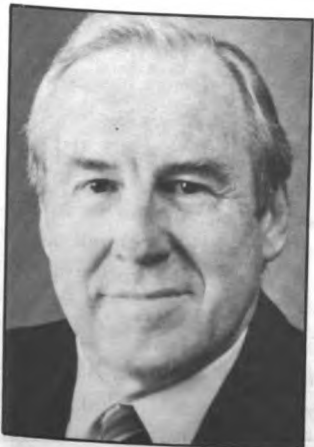
Award recognizes outstanding achievement on the President's Challenge. Students who score at or above the 85th percentile on all five test items are eligible to receive the award, which consists of an emblem and certificate signed by the President of the United States.

Boys and girls who score at the 50th percentile or above on all five items can receive the National Award, an attractive emblem similar to the Presidential emblem or a certificate also signed by the President. The choice in awards allows for greater flexibility, since many students may qualify for this new award.

To help motivate students to earn the National Award, while helping to develop upper body strength and endurance, a standard of one pull-up was substituted for the zero scores seen at the 50th percentile for 6-year old boys and all girls, 6-17. All students are encouraged to meet the one pull-up standard for the National Award. If, however, a stu-

(See CHALLENGE, page 3)

Past Chairmen Of President's Council Receive Fitness Award

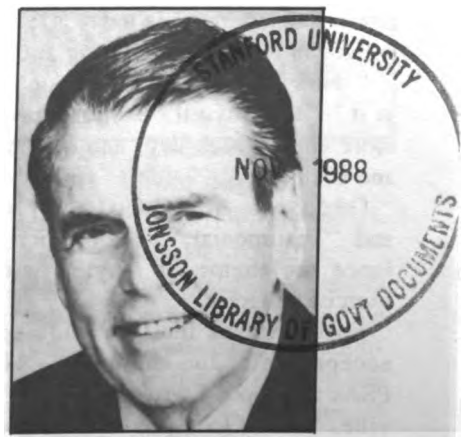


James A. Lovell, Jr.

Astronaut James Lovell and pro-football coach George Allen, both past chairman of the PCPFS, are among those named to receive the seventh annual Healthy American Fitness Leaders (HAFL) award. They join a dazzling array of stars who have made a significant impact on the health and fitness of America.

The 1988 HAFL Awards, administered by the US Jaycees and sponsored by Allstate Life Insurance Company, in cooperation with the PCPFS, will be presented in Dallas, TX., on October 15th.

(See HAFL, page 5)



George H. Allen

PCPFS in the Media

The latest public service announcement campaign of the President's Council is directed to radio and consists of nine recorded spots, plus two live-announcer messages, sent to 2,500 stations nationwide.

Included in the campaign are three radio versions in 60, 30 and 20-second formats of the popular "Mystery" television public service announcement, which was distributed in the spring.

Early reports indicate that the "Mystery" television spot, which contains a Bogart-like voice as the detective, is being played by 138 stations nationwide so far, producing \$1,207,223 in comparative advertising costs.

The "Mystery" spot in both the television and radio formats is aimed at those adults who start an exercise program and then drop out. The theme is "Staying With It."

The current radio campaign also includes the "Proposal" in both English and Spanish 30-second versions. This humorous spot in soap-opera format involves a young man (John) who asks his girl friend (Linda) to marry him.

"How can I believe this will last?" Linda replies. "You never stay with anything."

John points out that he's stayed with his exercise routine, working out three times a week regularly. "As I stayed with exercise, I'll stay with you," John points out. The spot, of course, ends happily.

There also is an "Old-Timer" spot which involves a man of 85 who points out that dedication and discipline have gotten him where he is today. He began jogging at 50 and fast-walking at 65.

"Now it's no good if you don't keep at it," I told myself. Exercise gave me more energy each day, and kept me fit and healthy..."

Other spots are "Calendar," "Bank" and "Testimonial," all of which reinforce the theme of staying with an exercise program.

Early returns indicate wide-spread acceptance of the campaign. "These PSAs are good," wrote WKGK of Saltville, VA. "Good production values," wrote WACE of Springfield, MA.



A new Exercise and Weight Control brochure has just been released by Council. This attractive two-color, 16-page booklet describes the important role exercise plays in weight control. Single copies are available free from the PCPFS office. Bulk copies are available at 50 cents each through the Consumer Information Center, Dept. 468T, Pueblo, CO, 81009. Checks should be made out to Superintendent of Documents.

"Keep these good PSAs coming. More people need to be exercising," wrote WZZD of Lafayette Hill, PA. Other response cards indicated similar feelings.

* * *

The print media continues to promote fitness and the PCPFS with a variety of major stories, including a cover story in the Kansas City Star's Lifestyle section titled "Keeping Kids Fit." Ebony Magazine also wrote on youth fitness in an article "Protecting an Endangered Treasure."

Women's Day devoted five pages to adult fitness with "Walk, Run, Swim or Bike—Super Summer Shape-Up; Lose 10 Pounds in 2 Weeks." The New Orleans Times-Picayune had a major youth fitness article: "10 Ways to Help Your Child Shape Up." Health Magazine wrote on family fitness in "How One Family Does It," explaining that the featured family's secret is staying loose and being versatile.

Chairman's Corner



Dick Kazmaier

In 1974 the PCPFS called a meeting in Birmingham, AL., to discuss ways to foster the growth of company physical fitness programs. The result of that meeting was the formation of the American Association of Fitness Directors in Business and Industry.

As its membership expanded from 24 to over 4000, the name was shortened to the Association for Fitness in Business (AFB). I was honored to speak on the status of fitness in America at their annual meeting in September, attended by 500 professionals in employee health and fitness.

A review of current statistics indicate that the AFB and organizations like them have done a good job in promoting fitness and sports in this country. They also show that we have a big challenge ahead.

- Less than 50% of the American adult population exercises regularly.
- Only 20% of this same population exercises at levels vigorous and frequent enough to produce cardiorespiratory benefits.

- 40% of children ages 5-8 already show at least one heart disease risk factor.

- 34 million adults are considered obese (20% above desirable weight).

It's true, people are living longer. But that's no good if they spend those extra years living in a hospital or nursing home.

I think one of the finest examples of what physical fitness can do is demonstrated by our President. Nancy Reagan has said that only prayers and his physical fitness pulled him through the assassination attempt on his life. Both he and the First Lady work out on a regular basis, in an exercise room in the White House.

Our goals in fitness are clear. We must not only strive to live longer but also work to be active longer. Exercise can help achieve this goal of a more vigorous and productive lifestyle.

Hearings on Youth Fitness Announced

A series of four public hearings will be held by the PCPFS to obtain detailed information on the status of youth fitness in the US and abroad.

The Council is interested in obtaining actual information on the physical fitness status of children and youth. The data collected will provide the basis for an updated report on youth fitness and on programs in youth-serving agencies and will assist in the determination of future policies and programs of the Council.

When and Where

The hearings will be held from 10 a.m. to 5 p.m. on the dates and locations listed below.

Thursday, October 6, 1988

Capital Conference Center
South Tower, 2nd Floor
201 North Illinois St.
Indianapolis, IN. 46204

* *

Wednesday, October 12, 1988

Los Angeles Athletic Club
Los Angeles Room, 4th Floor
431 West Seventh Street
Los Angeles, CA. 90014

* *

Friday, October 14, 1988

Grand Kempinski Hotel
Cosmopolitan Room, 3rd Floor
15201 Dallas Parkway
Dallas, TX. 75248

* *

Monday, October 17, 1988

Security Exchange Commission
Room IC-30
450 5th Street, N.W.
Washington, DC. 20001

Those interested in participating in the hearings should notify the Council immediately. Address all correspondence to Youth Fitness Hearings, PCPFS, Suite 7103, 450 5th St., N.W., Washington DC. 20001. For information call (202) 727-3430.



Ash Hayes, PCPFS Executive Director, recently rode 65 miles to celebrate his 65th birthday. He was completing requirements towards his second Presidential Sports Award for bicycling.

7000 People Lose 12 Tons Of Weight

What happens when an entire state goes on a diet? Ask the residents of New Mexico who dropped more than 23,000 pounds in a ten week period. This is nearly 12 tons and only 44% (7,000 people) of close out figures have been tabulated.

They did it through a behavior modification program called Eat Right New Mexico. It is the brainchild of HealthNet New Mexico, a non-profit corporation launched by Sen. Jeff Bingaman (D-NM) in 1985.

The goal of each participant was to make 5 dietary changes or lose 5 pounds in 10 weeks. Suggested eating behaviors, with step by step instructions, were contained in a kit which dieters purchased for five dollars.

Two more back to back campaigns, Get Fit and Tobacco Free are currently underway. For more information call Bruce Leonard, Executive Director of HealthNet (505/256-9861).

AAU to Administer Presidential Awards Program

The PCPFS is pleased to announce the selection of the Amateur Athletic Union (AAU) as the new administrator of the President's Challenge Youth Physical Fitness Awards Program. The AAU will handle all administrative aspects of the program, including all orders for award materials.

"The AAU is delighted to work with the PCPFS on this important program," said newly-elected AAU president Gussie Crawford. "The President's Challenge involvement compliments the many projects the AAU has in place to encourage fitness and sports for youth."

The AAU will replace the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) which has administered the program since 1966. The AAHPERD launched its new "Physical Best" youth fitness testing and awards program last spring.

The new address for ordering President's Challenge emblems and certificates is:

**President's Challenge
Poplars Research Center
400 East 7th St.
Bloomington, IN. 47405**

A collect number has been arranged to assist with orders: (812) 855-8946. For general information, please write the PCPFS office.

Challenge (From page 1)

dent cannot do one pull-up, the flexed-arm standard must be substituted.

The standards and test items used in the President's Challenge are based on the 1985 School Population Fitness Survey conducted for the PCPFS by the University of Michigan Institute of Social Research.

1987-88 State Champion Schools Named

The states of Florida and Alabama led the way in the 1988 State Champion School Program. Florida checked in with 8,459 students—the most tested. Alabama finished with 28 schools—the most registered. Overall more than 119,000 youngsters took up the challenge in 400 schools nationwide. Fifty-eight schools successfully defended their championships. Awards were presented to the three schools in each state, one in each enrollment category, that qualified the highest percentage of 10 to 17 year-olds for the Presidential Physical Fitness Award. Categories consist of schools with the following enrollments: 1–100 students (category 1); 101–500 students (category 2); and 500 or more students (category 3). If you would like to know more about the program, contact Glenn Swengros, PCPFS, (202) 272-3427. The schools listed below are winners of the 1988 State Champion Award.

- ALABAMA**
- I Julian Newman Elementary, Athens
 - II Moulton Elementary, Moulton
 - III Oak Park Middle School, Decatur

- ALASKA**
- I Cooper Landing Elementary, Cooper Landing
 - II Willow Elementary, Willow

- ARIZONA**
- I Bonita Elementary, Willcox
 - II J.O. Combs, Queen Creek
 - III Shea Middle School, Phoenix

- ARKANSAS**
- I *Christ the King, Fort Smith
 - II Shiloh Christian School, Springdale
 - III *Conway High, Conway

- CALIFORNIA**
- I *Covenant Life Academy, Campbell
 - II La Purisima School, Lompoc
 - III *Paradise Intermediate School, Paradise

- COLORADO**
- I Foothills Baptist, Montrose
 - II Wiggins Elementary, Wiggins

- CONNECTICUT**
- II Tilford W. Miller School, Wilton
 - III *Cider Mill School, Wilton

- FLORIDA**
- I Holy Trinity Episcopal School, Melbourne
 - II Ramona Elementary, Jacksonville
 - III *Shushine Elementary, Lehigh Acres

- GEORGIA**
- I Water of Life Christian Academy, Douglasville
 - II E.J. Swint Elementary, Jonesboro

- HAWAII**
- I *Barbers Point Elementary, Ewa Beach
 - II Island School, Kealia
 - III Kaala Elementary, Wahiawa

- IDAHO**
- II *South Freemont Jr. High, St. Anthony
 - III Meridian High, Meridian

- ILLINOIS**
- I Family Christian Fellowship, Rockford
 - II *St. John the Baptist School, Joliet
 - III *Eisenhower Middle School, Rockford

- INDIANA**
- I *St. Bernard's Elementary, Wabash
 - II Eliza Blaker School, Indianapolis
 - III Honey Creek Jr. High, Terre Haute

- IOWA**
- I Grand Community School, Boxholm
 - II *Coolidge Elementary, Cedar Rapids

- KANSAS**
- I Wright Elementary, Wright
 - II *Tonganoxie Jr. High, Tonganoxie

- KENTUCKY**
- I St. Edward School, Cynthiana
 - II Lincoln Elementary, Ft. Campbell
 - III *Russell Middle School, Russel

- LOUISIANA**
- I AE Phillips Elementary, Ruston
 - II *Wedgewood Elementary, Baton Rouge
 - III *Winnsboro Jr. High, Winnsboro

- MAINE**
- I *Monson Elementary, Monson
 - II St. John School, Bangor

- MARYLAND**
- I *Reisterstown Elementary, Reisterstown

- MASSACHUSETTS**
- I *The Open Bible Academy, Burlington
 - II JF Kennedy School, Franklin
 - III *EA Martinson Jr. High, Marshfield

- MICHIGAN**
- I Bishop Baraga Central Grade School, Marquette
 - II *Wilkinson Middle School, Madison Heights
 - III *Flint Northern High, Flint

- MINNESOTA**
- I Humboldt St. Vincent High, Humboldt
 - II *Corpus Christi School, St. Paul
 - III *Richfield Intermediate School, Richfield

- MISSISSIPPI**
- I *Sacred Heart School, Hattiesburg
 - II *Nativity Blessed Virgin Mary, Biloxi
 - III Collins Middle School, Collins

- MISSOURI**
- I *Solomon Schechter Day School, Creve Coeur
 - II Central Elementary, Dexter
 - III Pierremont Elementary, Manchester

- MONTANA**
- II *Frenchtown School, Missoula
 - III *Bozeman Jr. High, Bozeman

- NEBRASKA**
- I *Rosedale #65, Nickerson
 - II Imperial Grade School, Imperial
 - III *La Vista Jr. High, La Vista

- NEVADA**
- II Walter V. Long Elementary, Las Vegas

- NEW HAMPSHIRE**
- II Winnisquam Regional High, Tilton

- NEW MEXICO**
- II Washington Avenue School, Roswell
 - III Cleveland Middle School, Albuquerque

- NEW JERSEY**
- I Sycamore Drive School, Hazlet
 - II *Marlboro Elementary, Marlboro
 - III *Shawnee High, Medford

- NEW YORK**
- I Kingsbury Jr. Academy, Hudson Falls
 - II *St. Adalbert School, Staten Island

- NORTH CAROLINA**
- I *St. Egbert's Catholic School, Morehead City
 - II Charlotte Country Day Middle School, Charlotte
 - III Bethlehem Elementary, Taylorsville

- NORTH DAKOTA**
- I Our Redeemer's Christian School, Minot
 - II Cooperstown Elementary School, Cooperstown

- OHIO**
- I Assumption School, Geneva
 - II *Jackson Milton Middle, North Jackson
 - III Ankeney Jr. High, Beaver Creek

- OKLAHOMA**
- I St. Johns Nepomuk School, Yukon
 - II Briarwood Elementary, Oklahoma City

- OREGON**
- I Baptist Christian School, Hood River
 - II *View Acres Elementary School, Milwaukie

- PENNSYLVANIA**
- I Locust Grove Elementary, York
 - II *St. Patrick School, York
 - III Berlin Brothers Jr.-Sr. High, Berlin

- PUERTO RICO**
- I Parkville, Guaynabo

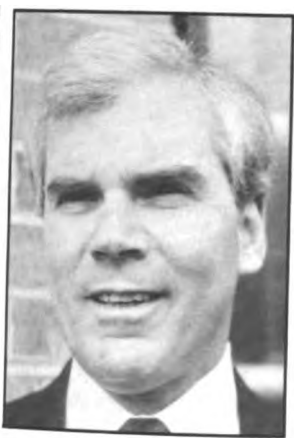
- RHODE ISLAND**
- II Western Hill Jr. High, Cranston

- SOUTH CAROLINA**
- I Northwood Christian School, North Charleston
 - II Riverside Middle School, Pendleton
 - III *Crayton Middle School, Columbia

(See NATION'S SCHOOLS, page 11)

THE HEALTHY AMERICAN FITNESS LEADERS 1988

(From page 1)



Brent Arnold



Denise Austin



Gayle S. Barron



Jeff Blatnick



Susan H. Butcher



Bill Hettler, M.D.



Constance Horner



John O. Marsh, Jr.

Men and women, 18 and older are eligible to receive the unique HAFL award. A group of nationally recognized fitness and health experts chose the honorees based on an individual's role in improving national attitudes toward fitness and health, the overcoming of a physical hardship or limitation or the development of new physical fitness methods.

The Winners

- **James Lovell, Jr., 59**, has influenced national attitudes on health and fitness through his example and service. He was part of the Gemini and Apollo space programs. In 1968 he became one of the first humans to escape the earth's gravitational influence and journey to the moon. A chairman of the PCPFS from 1967 to 1978, he is currently executive vice president of Centel Corp.
- **George Allen, 66**, is one of America's most successful pro-football

coaches with a lifetime record of 116-47-5. He turned the Los Angeles Rams and Washington Redskins into championship contenders. He retired from active coaching in 1984 and served as chairman of the PCPFS from 1981 to 1987. He is currently chairman of the National Fitness Foundation and is spearheading the drive to build the U.S. Fitness Academy.

- **Brent Arnold, 45**, co-founder of the Association for Fitness in Business. Since 1984, this group has drawn together a national network promoting worksite fitness and health programs. In 1980 he co-founded the Xerox health management program for more than 60,000 employees. He is now president of Athletic Industrial Medicine, Inc.

- **Denise Austin, 31**, is the host of her own national ESPN fitness program, "Getting Fit with Denise Austin." She is also known to millions of TV viewers

as the fitness expert on NBC's "Today" show. She is author of numerous articles for health and fitness magazines and has starred in a series of fitness video tapes.

- **Gayle Barron, 42**, won the 1978 women's division of the Boston Marathon. Since then she has used her recognition to advance the status of women runners in this country. She is the author of "The Beauty of Running" and works extensively with the Special Olympics and American Federation for the Blind.

- **Jeff Blatnick, 30**, won the gold medal in Greco-Roman wrestling in the 1984 Olympic Games in Los Angeles. For two years previous to that event, he fought an intense struggle with cancer. He now travels extensively to emphasize his message that cancer, as well as other physical and mental handicaps, can be overcome with determination, courage and faith.

(See FITNESS WINNERS, page 10)

National Youth Physical Fitness Program

THE PRESIDENT'S CHALLENGE

The Presidential Physical Fitness Award Qualifying Standards

	AGE	CURL-UPS (Time one minute)	SHUTTLE RUN (seconds)	V-SIT REACH or SIT AND REACH		ONE-MILE RUN (minutes seconds)	PULL-UPS	
				(inches)	(centimeters)			
BOYS	6	33	12.1	+3.5	31	10:15	2	
	7	36	11.5	+3.5	30	9:22	4	
	8	40	11.1	+3.0	31	8:48	5	
	9	41	10.9	+3.0	31	8:31	5	
	10	45	10.3	+4.0	30	7:57	6	
	11	47	10.0	+4.0	31	7:32	6	
	12	50	9.8	+4.0	31	7:11	7	
	13	53	9.5	+3.5	33	6:50	7	
	14	56	9.1	+4.5	36	6:26	10	
	15	57	9.0	+5.0	37	6:20	11	
	16	56	8.7	+6.0	38	6:08	11	
	17	55	8.7	+7.0	41	6:06	13	
	GIRLS	6	32	12.4	+5.5	32	11:20	2
		7	34	12.1	+5.0	32	10:36	2
		8	38	11.8	+4.5	33	10:02	2
		9	39	11.1	+5.5	33	9:30	2
		10	40	10.8	+6.0	33	9:19	3
11		42	10.5	+6.5	34	9:02	3	
12		45	10.4	+7.0	36	8:23	2	
13		46	10.2	+7.0	38	8:13	2	
14		47	10.1	+8.0	40	7:59	2	
15		48	10.0	+8.0	43	8:08	2	
16		45	10.1	+9.0	42	8:23	1	
17		44	10.0	+8.0	42	8:15	1	

The National Physical Fitness Award Qualifying Standards

	Age	CURL-UPS (Time one minute)	SHUTTLE RUN (seconds)	V-SIT REACH or SIT AND REACH		ONE-MILE RUN (minutes seconds)	PULL-UPS or FLEXED-ARM HANG (seconds)		
				(inches)	(centimeters)				
BOYS	6	22	13.3	+1.0	26	12:36	1	6	
	7	28	12.8	+1.0	25	11:40	1	8	
	8	31	12.2	+0.5	25	11:05	1	10	
	9	32	11.9	+1.0	25	10:30	2	10	
	10	35	11.5	+1.0	25	9:48	2	12	
	11	37	11.1	+1.0	25	9:20	2	11	
	12	40	10.6	+1.0	26	8:40	2	12	
	13	42	10.2	+0.5	26	8:06	3	14	
	14	45	9.9	+1.0	28	7:44	5	20	
	15	45	9.7	+2.0	30	7:30	6	30	
	16	45	9.4	+3.0	30	7:10	7	28	
	17	44	9.4	+3.0	34	7:04	8	30	
	GIRLS	6	23	13.8	+2.5	27	13:12	1	5
		7	25	13.2	+2.0	27	12:56	1	6
		8	29	12.9	+2.0	28	12:30	1	8
		9	30	12.5	+2.0	28	11:52	1	8
		10	30	12.1	+3.0	28	11:22	1	8
11		32	11.5	+3.0	29	11:17	1	7	
12		35	11.3	+3.5	30	11:05	1	7	
13		37	11.1	+3.5	31	10:23	1	8	
14		37	11.2	+4.5	33	10:06	1	9	
15		36	11.0	+5.0	36	9:58	1	7	
16		35	10.9	+5.5	34	10:31	1	7	
17		34	11.0	+4.5	35	10:22	1	7	

A program of the President's Council on Physical Fitness and Sports

State Champion Program Continues

The PCPFS State Champion Award will remain a part of the President's Challenge Physical Fitness Program to recognize schools with outstanding achievement in the program. For the first time in the history of the program, boys and girls ages 6-9 join their older schoolmates in helping their school become State Champions.

This year the deadline for submitting school score sheets has been extended to June 30, 1989, in order to give teachers more time to complete the entry form. Entry forms are being sent to all schools in this year's school mailing.

The three schools in each state, one in each of three enrollment categories, that qualify the highest percentage of students for the Presidential Award are named State Champions by the Council. The school receives a certificate of recognition and each student in the school who has qualified for the Presidential Award receives a State Champion emblem.

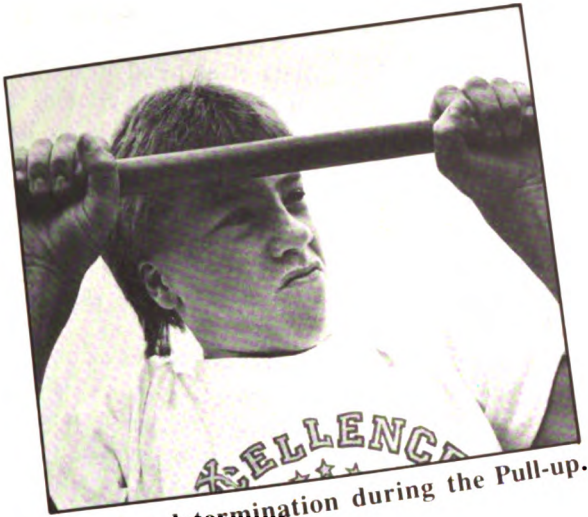
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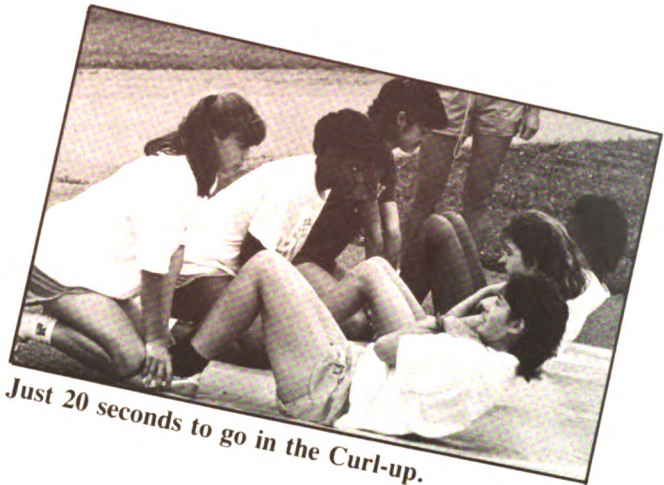


The 22-year old Presidential Physical Fitness Award remains the award for outstanding achievement on the President's Challenge. Students who score at or above the 85th percentile on all five test items can receive this attractive emblem and a certificate signed by the President of the United States.

Join the President's Physical Fitness Team



Showing determination during the Pull-up.



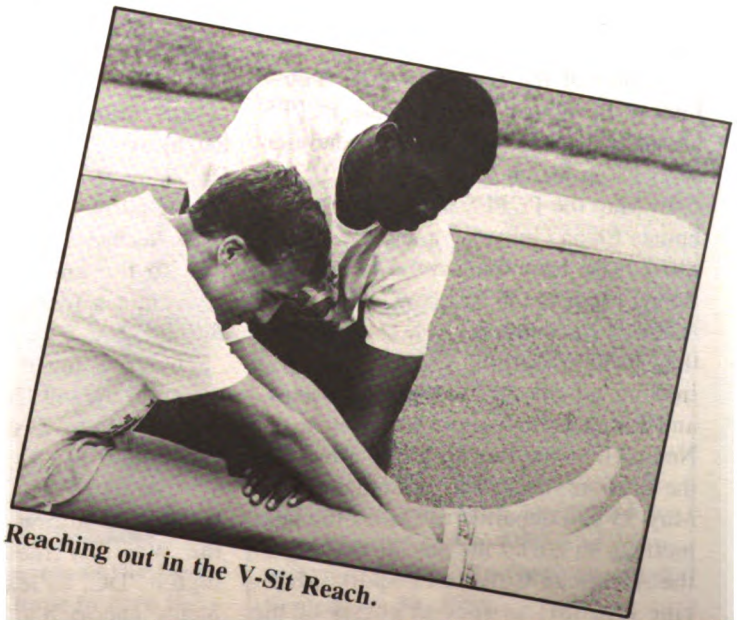
Just 20 seconds to go in the Curl-up.



And they're off on the One-mile run/walk.



A race to the finish in the Shuttle Run.



Reaching out in the V-Sit Reach.

Students at Lake Braddock Secondary School in Fairfax, VA., eagerly participate in the President's Challenge.

Are You Ready?



The premiere showing of the film "Physical Fitness—Are you Ready?" was held at Santa Barbara High School, Santa Barbara, CA. Attending the viewing were (L to R) Capt. Sue Canfield, Commanding Officer, Los Angeles Navy Recruiting District; Vice Principal de la Torres, Santa Barbara High School; Mitch Gaylord, member of the PCPFS and host narrator for the production. The film will be distributed to high schools worldwide through the US Navy Recruiting Command. For more information contact York Onnen, PCPFS, (202) 272-3437.

Soviets Pursue Physical Fitness Exchange

A mutual interest in physical fitness brought Soviet fitness and sports experts to the United States this past year. The visits were part of President Reagan's exchange initiative with the Soviet Union.

As part of the U.S./U.S.S.R. Youth Fitness Exchange Program, the PCPFS hosted Moscow's chief physical education specialist in March. (Vol. 88, No. 2).

In May the PCPFS hosted sports scientists Elena Gotovtseva and Dr. Rafail Suzdalnzki from the Central Institute of Sports Medicine in Moscow.

Rafail Suzdalnitsky, Ph.D., Chief of the Rehabilitation Center, Central Institute of Sports Medicine, Moscow, and Elena Gotovtseva, scientist in the Neuro-Homonal Research Department of the Institute, arrived in Washington DC, May 25 and departed to Dallas the next morning to attend the annual meeting of the American College of Sports Medicine (ACSM) as special guests of the College.

While in Dallas the Soviets visited Dr. Kenneth Cooper and toured the Aerobics Center. Dr. Cooper's work is well known in Moscow and the group enthusiastically exchanged ideas.

Fall Visitors

In September the arrival of Mr. P. Rozhkov, Deputy Head of the Main Department of Sports For All, USSR State Sports Committee and interpreter Nina Nechaeva coincided with an invitation to the annual conference of the Association for Fitness in Business in Buffalo, NY.

They concluded their stay with visits to corporate and federal fitness centers, including U.S. Customs, NASA, Justice and Health and Human Services. They also visited the Center for Corporate Health Promotion in Reston, VA, and the Westin Fitness Center in Washington, DC, to learn about the United States' approach to employee fitness programming.

Crash Survivor Keeps On Jogging

The Delta plane lifted off the runway for a split second before crashing down and flipping to its right side. Ed Bettes, 53, of Great Falls, MT., saw the wings of the plane catch on fire.

"It was like a dream," he said. "You don't understand it's happening. The flames were all around because the fuel tanks were full. I feel lucky to be alive."

Fortunately for Bettes all he lost during the August 31 crash in Dallas, TX, was his luggage. He said he remembered that one of the items burned in his suitcase was a sweatsuit with PCPFS instructor's emblem on it.

Bettes had earned it while administering the President's Physical Fitness Award program at Roark Elementary, Arlington, TX., in 1969-70.

Recently, the PCPFS got a call from Delta Airlines. Bettes had asked if his Presidential Physical Fitness Award Instructor's emblem could be replaced. "I felt that it was important to have the emblem replaced," he said. "It represented a part of my life, my first year of teaching. It was quite a program we put together and we made it work with a lot of effort."

Bettes, once with Navy aviation, will fly again. But meanwhile he plans to "put the new patch on another sweatsuit and keep on jogging."

Swedish Gymnasts Sway the Crowd

Some 750 Swedish gymnasts, ages 25-79, presented a colorful parasol-twirling exhibition to prove that gymnastics can be done by virtually anyone. The event, sponsored in part by the PCPFS, was held at West Potomac Park in Washington D.C. on July 29, 1988.

For these good-health ambassadors it was another flag-waving day in their three week, six-city jaunt through the United States. They were here to commemorate the 200th anniversary of Swedish settlement in America.

NBC and PCPFS Team Up In Public Service Campaign

In conjunction with NBC's coverage of the 1988 Olympics from Seoul, Korea (Sept 15-Oct 4) NBC and the PCPFS will launch "Get Fit...It's Fun," a public service campaign designed to raise awareness about the importance of physical fitness for youngsters.

During the months of August, September and October, many NBC affiliates will feature stars from NBC-TV's "Golden Girls," "L.A. Law," "227," "Alf" and "Matlock" in fitness public service announcements. The 30-second spots stress the benefits of a lifelong commitment to fitness through everyday exercise and sports.

In addition NBC will also provide affiliates with news-interview footage featuring Dick Kazmaier, Chairman of the PCPFS, discussing the benefits of exercise for youngsters.

GET FIT...IT'S FUN!

GET FIT...IT'S FUN!

THE BONUS CHALLENGE

THE PRESIDENT'S CHALLENGE

A POSTER GUIDE BY LIFETIME LEARNING SYSTEMS, INC. MADE POSSIBLE BY NBC

Follow the Action on NBC September 15-October 4

THE OLYMPIC GAMES

SHARE THE SPIRIT OF ACHIEVEMENT

The Olympic Tradition

Bringing the Olympic spirit to the classroom. As part of the "Get Fit...It's Fun" public-service campaign, this poster/study guide will be distributed to all schools and youth-serving agencies nationwide. Each poster contains the NBC Olympic telecast schedule and a description of each sport in the Games.

* * *

Congratulations to the U.S. Olympic Team From the President's Council

* * *



"Kick it out!" Michael McGann teaches self defense to employees of the Don CeSar Registry Resort, St. Petersburg, FL. As a bonus they hope to earn the Presidential Sports Award in karate.



VOL. 88, NO. 4

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, D.C. 20001

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Editor Lisa Kanner
Production: Ginna Rogers-Gould

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Outstanding Young Athletes Compete In National Track and Field Final

More than 480 outstanding 9-14 year-old athletes competed in the eleventh annual Hershey's National Track and Field Youth Final. The team from the Great Lakes Region braved blistering summer heat and humidity to win the overall championship despite a strong challenge from other regional teams.

Nine Olympians were on hand to greet young competitors. They were headed by Grand Marshal Rafer Johnson, Olympic Decathlon Gold Medalist in 1960 and charter member of the National Track

and Field Hall of Fame.

Hershey's National Track and Field Youth Program, sponsored by Hershey Foods Corporation, is conducted annually in cooperation with the National Recreation and Park Association and the PCPFS. To participate in the 1989 program send a business-sized self-addressed stamped envelope to "Team Up! For Fitness," c/o Jim Johnson, Hershey's Youth Program, P.O. Box 814, Hershey, PA. 17033.



Young athletes are poised for the starting gun at the 1988 National Final track meet of Hershey's National Track & Field Youth Program in Hershey, PA. on August 13.

Exercise Walking Leads The Way

Americans are returning the basics of sports participation with exercise walking, swimming and bicycling drawing the most participants in 1987 among the 40 sports activities surveyed by National Sporting Goods Association (NSGA).

The NSGA is an international trade association representing more than 18,000 sporting goods stores and 2000 industry manufacturers. Once a year it compiles information on the sporting goods business based on a survey of 80,000 US households.

More News

Other news from "The Sporting Goods Market in 1988", its annual consumer study, include:

- Exercise walking drew the most new participants (7.2 million) pushing exercising with equipment out of the number 1 spot it has held for three years.

- Retail sales of sporting goods are expected to grow 4% in 1988.

- Women constitute a majority of participants in aerobic exercising, exercise walking, calisthenics, swimming, bicycling, cross-country skiing, bowling and volleyball.

* * *
* * *

Outstanding Fitness Leaders Recognized (From page 5)

- **Susan Butcher, 33**, is the first woman winner and only person to win the 1,158-mile Iditarod dog sled race three times. She began mushing huskies at the age of 16 and placed first in 1986, 1987 and 1988. One of the most fit individuals in the US she gives women athletes the desire and purpose to set goals, train and achieve their dreams.

- **Dr. William Hettler III, 45**, founded the National Wellness Institute, a non-profit group that influences the personal and professional lives of thou-

sands of Americans. He is currently Director of University Health Services for the University of Wisconsin—Stevens Point.

- **Constance Horner, 45**, is director of the US Office of Personnel Management in Washington D.C.. She is responsible for developing, maintaining and overseeing federal personnel policies for more than three million federal employees and nearly two million retirees and their survivors. Horner has initiated comprehensive programs

addressing risk factors, screening and exercise.

- **John Marsh, Jr., 61**, as the Secretary for the Army, has demonstrated a continuing concern for the physical and mental well-being of his troops. He has become the lead Department of Defense proponent for health and fitness. He established the Army's "Over 40" fitness program; organized a fitness school for soldiers and enacted tough new standards for all Army uniformed personnel.

CALENDAR OF EVENTS

SEPTEMBER

22-23 Health and Fitness in the Workplace, Holiday Inn Capitol, Washington D.C. A seminar designed for federal executives, managers and others responsible for health and fitness programs. Presented by the US Office of Personnel Management. For more information call (202) 632-5671.

OCTOBER

21-22 Alaska Regional Clinic, Fairbanks. Contact Tom Wells, Dept. of Physical Education, University of Alaska, 410 Tanana Dr., Patty 118, Fairbanks, AK. 99775 or call (907) 474-7382.

NOVEMBER

3-4 Physical, Psychological and Medical Screening for Police, Fire-fighter and Correction Officers. Embassy Suites Hotel, Santa Ana, CA. Sponsored by the PCPFS, Med-Tox Associates, and the University of California at Irvine. Contact Vernon R. Padgett, Ph.D., Med-Tox, 1431 Warner Ave., Tustin, CA. 92680 or call (714) 259-0620.

JANUARY

27-28 Northern California Regional Clinic, Sacramento. Contact James S. Bosco, Dept. of Health and PE, California State University, 6000 J Street, Sacramento, CA. 95819 or call (916) 278-6389.

APRIL

14-15 Southeastern Regional Clinic, Florence, AL. Contact Michael Livingston, Dept. of HPER, University of No. Alabama, Florence, AL. 35632 or call (205) 760-4377.

MAY

5-6 Ohio Valley Regional Clinic, Springfield. Contact Thomas P. Martin, Health and PE Dept. Wittenberg University, Springfield, OH. 45501 or call (513) 327-6470.

Senior Seminar

In cooperation with the American Association of Retired Persons, the PCPFS is sponsoring the Northeast Seminar on Fitness for Older Americans.

The event will take place on November 15-16 at the Park Plaza Hotel in Boston, MA. It will kickoff a series of events concentrating on the elderly including a national seminar scheduled for May and a White House Conference on Aging, which is in the planning stages.

For more information contact York Onnen, PCPFS, 450 5th St. N.W., Washington DC., 20001 or call (202) 272-3437.



Fitness for older Americans will be the focus of many upcoming PCPFS projects, including a national conference and spring public service campaign.

Nation's Fittest Schools Honored by Council

(From page 4)

SOUTH DAKOTA

- I Hecla Jr. High, Hecla
- II *Franklin Elementary, Sioux Falls
- III *Patrick Henry Jr. High, Sioux Falls

TENNESSEE

- I Harpeth Valley Elementary, Nashville
- II South Pittsburg Elementary, South Pittsburg
- III *Farragut Middle School, Knoxville

TEXAS

- I Helena Park Elementary, Nederland
- II Lakehill Preparatory School, Dallas
- III *Graham Jr. High, Graham

UTAH

- I *Ibapah Elementary, Ibapah
- II *Sally Mauro Elementary, Helper
- III *Churchill Jr. High, Salt Lake City

VERMONT

- I *Deerfield Valley Elementary, Wilmington
- II *Dover Elementary, East Dover

VIRGINIA

- I Millboro Elementary, Millboro
- II *Greenbriar West Elementary, Fairfax
- III *Oak View Elementary, Fairfax

WASHINGTON

- I Jewish Day School of Seattle, Bellevue
- II Fairview Elementary, Port Angeles
- III *Jefferson Middle School, Olympia

WEST VIRGINIA

- I Whitethorn Elementary, Bluefield
- II *Wellsburg Middle School, Wellsburg
- III Follansbee Middle School, Follansbee

WISCONSIN

- I St. John Vianney School, Janesville
- II *Luxemburg-Casco Jr. High, Casco

WYOMING

- I *Jefferson Elementary School, Riverton
- III *Central Middle School, Sheridan

U.S. OVERSEAS SCHOOLS

- I *Nagoya Int'l School, Nagoya
- II Cathedral Grade School, Agana
- III *Nile C. Kinnick, FPO Seattle

*REPEAT STATE CHAMPIONS

BULLETIN BOARD

● If your idea of activities for senior adults is bingo and bus trips, think again. The **UNITED STATES TENNIS ASSOCIATION** has developed a recreational tennis format called the Senior Recreational Tennis League. It's aimed at tennis players age 50 and up who play at a 3.0 level or below on the National Tennis Rating Program. A \$5.00 (plus postage) kit is available to help start a chapter in your area. Contact Publications, USTA Center for Education and Recreational Tennis, 707 Alexander Road, Princeton, N.J. 08940.

● Four new patient information brochures are available from the **AMERICAN ORTHOPAEDIC SOCIETY FOR SPORTS MEDICINE**. The new publications are entitled "Flexibility," "Running and Jogging Injuries," "Wrestling" and "Youth Soccer". The cost is \$60.00 for 100 copies. For more information write AOSM, P.O. Box 94274, Chicago, IL. 60690.

● **JANE KATZ, Ed.D.** professor of health and physical education, Bronx Community College, City University of New York is being awarded the Townsend Harris Medal for 1988. The medal, conferred on her by the Alumni Association of the City College of New York, recognizes the exemplary contributions Katz has made to her field. Katz, a swimming enthusiast, is the author of four books and a consultant to the PCPFS.

● The **MARYLAND COMMISSION ON PHYSICAL FITNESS** has just released a brochure on fitness walking. Surveys indicate that more than 58 million Americans walk for exercise. The brochure gives tips and guidelines

on setting up a fitness walking program and an incentive awards program to motivate fitness walkers. For a free copy write Maryland Commission on Physical Fitness, 201 West Preston St., Baltimore, MD. 21201.

● **GUSSIE CRAWFORD**, from St. Louis, MO., was elected President of the Amateur Athletic Union (AAU) of the United States during the AAU's 101st annual convention in Indianapolis. Crawford, who served as the AAU's First Vice-President for the last four years, became the first woman president in the 100-year history of the AAU. Other officers elected were First Vice-President Bobby Dodd, Memphis, Tenn.; Second Vice-President, Bob Borisoff, Santa Monica, Calif.; Secretary Harold W. Heller, McMinnville, Ore.; and Treasurer Sheldon Staubitz, Schaumburg, Ill. The president and two vice-president positions are two-year terms.

● Also from Maryland ... Only thirty-three percent of this nation's schools offer daily physical education. Thus, the task of developing fitness has to be continued at home with the family. To assist parents, the Maryland Commission on Physical Fitness, in cooperation with the Maryland Association for Health, Physical Education, Recreation and Dance has developed a pamphlet titled, **A FAMILY PHYSICAL FITNESS PLAN**. This pamphlet educates parents about the benefits of a physically active lifestyle for their children. For a free copy, write the Maryland Commission on Physical Fitness, 201 West Preston Street, Baltimore, MD., 21201.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

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NEWSLETTER



NOVEMBER/DECEMBER VOL. 88, No. 5

Physical Fitness and Sports The Past Eight Years

During the eight years of the administration of President Ronald Reagan, the physical fitness and sports emphasis in the United States manifested itself in a proliferation of related programs, along with changes in the American health and fitness profile. Few would disagree—exercise and fitness is no longer a "fad," but an accepted behavior recognized by millions to enhance health, well-being and performance at all ages.

According to a recent Gallup poll, as many as 69 percent of all adults claim to be working out regularly. That's up from 54 percent in the last two years. Other surveys show that just in the past year, 7.2 million more Americans have begun exercise walking, 6.5 million more are

exercising with equipment and 5.5 million more are bicycle riding. Of significance amidst the "greying of America" is the fact that two million more adults over the age of 55 took up exercise walking in the last year.

The media continues to cover health and fitness, contributing to the knowledge level of Americans. The 1985 Health Interview Survey, conducted by the National Center for Health Statistics, revealed that a majority of respondents indicated an understanding between exercise training and heart/lung endurance. In the early 60s, how often did one see joggers stop to check their training pulse rate?

These changes are encouraging. Yet,

THE WHITE HOUSE
WASHINGTON

November 21, 1988

I am delighted to extend my warmest holiday greetings to everyone associated with the physical fitness and sports professions.

During the eight years I have served as President, I have watched physical fitness and sports activities become a priority in the lives of more and more Americans across our great land. Men and women of all ages have responded to the exciting research documenting the role of physical activity to health and well-being and pursued a more vigorous lifestyle in record number. This represents an important step in our country and one that is vital to our continued prosperity.

As we approach the start of a new year, I encourage all of you to renew your commitment to this encouraging trend. I am confident that it will bring benefits not only to those who participate, but also to our Nation as a whole.

Nancy joins me in thanking you and in sending best wishes for a healthy and happy holiday season. God bless you all.

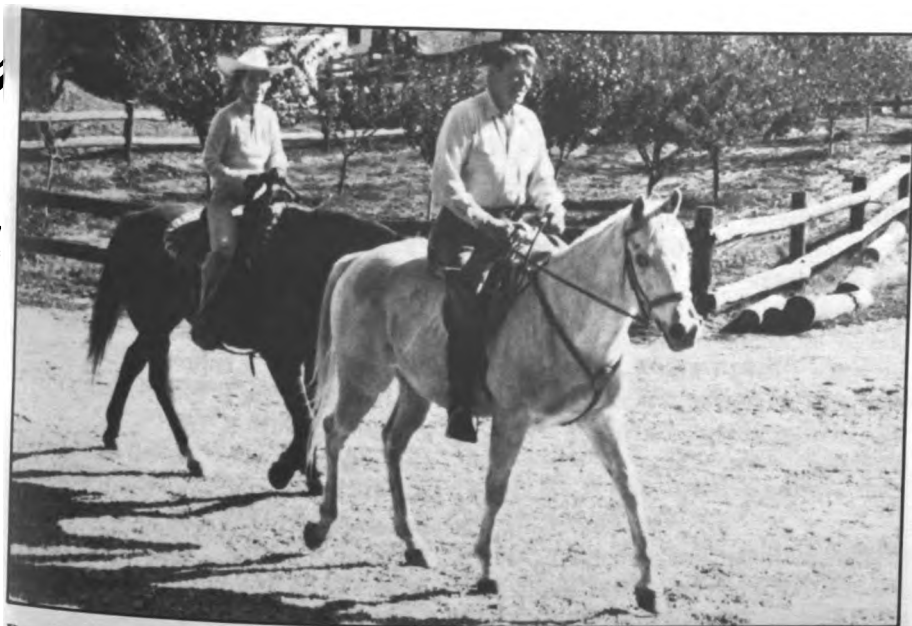
Ronald Reagan

there still remains a substantial segment of the population, particularly among the youth, who have not heard the health and fitness message. Or, possibly, they have heard but do not believe.

Council Programs

The PCPFS, under the chairmanships of George Allen and Richard Kazmaier, has addressed these matters in a variety of ways since President Reagan took office in 1981. As an agency within the Federal government charged with serving as a catalyst for increasing physical fitness and sports participation, the PCPFS interacts with schools, business and industry, governmental bodies, recreation agencies, and sports and youth-serv-

(See Fitness, page 6)



President and Mrs. Reagan will be back in the saddle again when he leaves office in January.

Healthy and Happy Holiday Greetings from the PCPFS



PCPFS in the Media

Three exciting new public service projects designed for different audiences are in the developmental state and should be ready for release soon.

One is the PCPFS annual public service television, radio and print ad campaign which this go-round will be targeted to older adults. The message will be based on the popular song "As Time Goes By" from the movie *Casablanca*.

Another project in production is a 10-minute videotape designed for upper elementary students. The story centers around three youngsters, a television reporter and the physical education teacher who motivate the students at a typical elementary school into a spirited all-out drive for fitness and the new National Physical Fitness Award. The project, which will include a teacher's guide and a leaflet for students, is being funded as a public service by the Sugar Association.

A third project in production is a 30-second public service television spot featuring the animated bear Teddy Ruxpin. It contains fitness tips and encourages young children to participate in the President's Challenge. A 10-second version also will be produced.

More details on the projects, including distribution plans, will be made available upon completion. All are scheduled for release after the first of the new year.

* * *

The print media continues to put a heavy emphasis on fitness and the President's Council. *Shape Magazine's* November issue included a dynamic feature on chairman Dick Kazmaier in Joe Weider's "Publisher's Page" column. "I like people who practice what they preach, and Kazmaier is a shining example of fitness leadership. . .," Weider wrote. "He's a role model in every sense of the word."

The *Washington Post* also scored heavily with a four-page spread entitled "You Don't Have To Be a Fanatic To Be Fit." There were three pages on the work of the PCPFS in the *Journal of the New York State Association for Health, Physical Education, Recreation and Dance*.

USA Weekend featured an article on family fitness titled: "Shape Up the

Spotlight—Mark Saginor, M.D.

(Editors Note: The following is the ninth in a series of profiles highlighting members of the Council.)

"In my opinion there is a probable cause and effect increase in gang participation and drug utilization with a decrease in school organized physical activity," said Council member Mark Saginor, M.D., Director of Internal Medicine and Endocrinology for the Metabolic Research Medical Group, Los Angeles, CA.



Mark Saginor, M.D.

As a member of the PCPFS since 1981 and an expert on eating disorders, Saginor holds strong convictions. He was recently a panelist at the Council-sponsored hearings on the Physical Fitness of Children and Youth in Los Angeles.

Kids, Exercise Together." And *Ebony Magazine* devoted four pages to "The Fitness Craze." The Fall/Winter edition of "Your Child's Health," a special produced by *Women's Day*, featured an article "Every Child Is A Winner." *Redbook's* contribution was "Getting Physical, a Healthy Attitude Toward Exercise."

* * *

Executive Director Ash Hayes was a Council spokesperson for a September 27th segment of "Good Morning, America." Hosted by fitness editor Dan Isaacson, "Good Morning, America" did a week-long series on youth fitness titled: "Back In School and Out of Shape."

In discussing his reactions to the hearing he said, "The cause of youth fitness in physical education is becoming less of a concern to state budget appropriations committees. The trend is getting worse with physical education teachers and their programs treated as second class citizens. In some cases they have been entirely disenfranchised."

For Saginor, who grew up enriched by the sports experience, the current state of physical education in the United States is very discouraging. "I assumed that everybody took physical education every day. I was stunned to hear that this was not the case," he said.

As a youngster growing up in Cleveland, OH, Saginor played football and ran track. In high school he was captain of the varsity swim team.

Sports Benefits

Saginor credits sports participation as one reason he was accepted to top notch Ivy League schools. He graduated from Dartmouth College and was a Phi Beta Kappa graduate of Harvard Medical School.

"Sports in high school helped broaden my background and made me a more appealing, more well-rounded candidate for college and medical school," he said. "Sports helped me develop self-confidence and helped me focus on my studies."

As a father he has tried to instill those same philosophies in his two daughters. "My daughter, Heather, was captain of her tennis team in high school," he said. "This greatly enhanced her chances of getting accepted to college. In fact she became captain of her tennis team during her freshman year at Mount Vernon College in Washington, DC."

In spite of a busy schedule Saginor still finds time to exercise. "I spend 25 minutes four to five times a week climbing a step-master," he said. Several years ago he took up the game of tennis to develop a lifetime sport.

On the issue of children's fitness Saginor has this advice for parents. "Encourage your kids to participate in sports by making it fun. Make opportunity available to them."

Chairman's Corner



Dick Kazmaier

The holiday season is upon us and with it the excitement, fun and, all too often, tension of seasonal demands. It seems that there are never enough hours in the day to share the holiday spirit with friends and family, or to fit in our regular workouts. Between shopping malls, parties, office functions and community events, it's easy to leave our commitment to exercise behind in the wake of the season's jubilation.

In making your personal choices this season, consider the increasing evidence in support of exercise as a means of reducing stress and promoting relaxation. The holidays may just be a time when you need exercise the most.



Compared to the physical benefits of exercise, such as reduced body fat and increased flexibility, strength and endurance, the psychological rewards of exercise are elusive. Regular exercisers report a variety of benefits, such as feeling better, improved sleep patterns and less tension, depression and anxiety. However, these testimonies are often difficult to quantify and document. Research is now just catching up to the many personal claims that physical activity and fitness reduce stress.

When you feel stressed, you are reacting to the world around you and your body prepares itself to deal with the cause. Your heart rate and blood pressure increase, muscles tighten and you may get headaches and back pain. Related emotional tensions such as irritability, and depression may follow.



Dick Kazmaier, left, PCPFS Chairman, recently met with Marot Gramov, Chairman, USSR State Committee for Physical Culture and Sports, to continue an exchange of fitness and sport information, research and specialists for the next three years. The agreement extends the original youth fitness exchange which was carried out during 1987-88. The program is part of the US/USSR agreement signed in Geneva between the U.S. and the Soviet Union in 1985 for scientific, technological, educational and cultural exchanges. Kazmaier, accompanied by Ash Hayes, PCPFS Executive Director, met with Gramov in Moscow to sign the agreement. They then toured fitness and sports facilities in Moscow and Leningrad.

Exactly how physical activity relieves stress is not completely understood. But, consider the response to regular exercise—reduced heart rate and blood pressure, increased flexibility and reduced muscle tension. The benefits are exactly the reverse of some of the common stress responses.

Runners have long reported the "runner's high" feeling they get from their workouts. This has been tied to the production of "endorphins," the body's natural pain killers produced during long-term endurance exercise which cause an overall feeling of "well-being."

Whether you are interested in the short-term effects of a workout in reducing your daily anxiety, or the long-term effects of training to make your body better able to counter stress before it builds up, keeping up your exercise during the holidays will help.

However, don't let your workout become a stress itself. There is just so much you can do and if you're not enjoying your exercise program it's time for a change. Don't be afraid to relax this season and have fun. Remember, there are many ways to be active—dancing, skating, skiing, and this just may be

the time of year to take a break from your regular routine and try something new. Whatever your choice, make it a safe one and have a happy, healthy holiday season.



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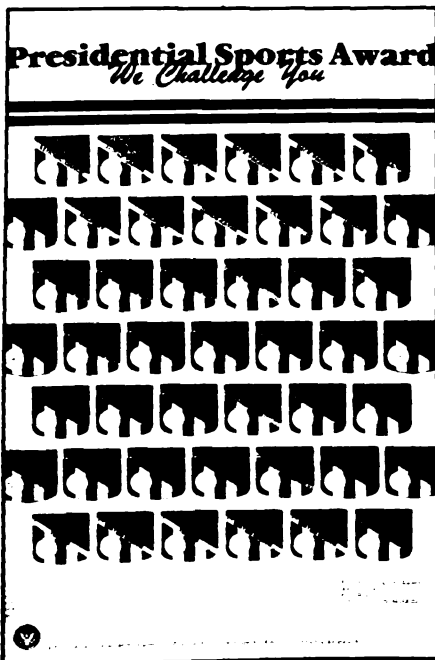
In Memoriam

In looking back at 1989, the PCPFS wishes to acknowledge the support of John W. Galbreath, who died this summer at the age of 90 on his farm west of Columbus, OH. His contributions in the area of health and fitness were extensive and shall be remembered.

He was a major influence of the PCPFS in developing the direction for gaining support of corporations in Council programs. He also was one of the first to be appointed a Special Advisor on Physical Fitness in Business and Industry during the Nixon administration.

Galbreath made his fortune as a real estate developer. He owned the Pittsburgh Pirates baseball team from 1946-1985. During that time they won three world championships. Our condolences go out to his family.

Sports Award Art



This black and white camera-ready artwork for the Presidential Sports Award program is available for use in organizational newsletters, promotional campaigns or magazines. To receive your copy write Presidential Sports Award Artwork, PCPFS, 450 5th Street, N.W., Washington, DC, 20001.

Pitch, Hit, Run ... and Fun



Joining the finalists of the Kellogg's Pitch, Hit and Run Program in Chicago this fall were, from left: Mike Simpson, Executive Vice President, Sales and Marketing, Kellogg's; John Brevitz, Director, Food Services/Government Services, Kellogg's; Matt Guidry, Director, Community Services, PCPFS; Celeste Clark, Director, Food Services, Marketing and Sales, Kellogg's; Ash Hayes, Executive Director, PCPFS.

Pitch, Hit and Run Winners Announced

The PCPFS joined the Kellogg Company in announcing the winners of the second annual Pitch, Hit and Run National Competition held at Wrigley Field, Chicago in September. The contest, sponsored by Kellogg and co-sponsored by the PCPFS and Little League Baseball, encourages children across the nation to improve their fitness by competing in three basic baseball skills.

More than 300,000 children at an estimated 600 camps participated in the competition over the summer. Twelve finalists were chosen to vie for first place in three gender-divided age categories in Chicago. The winners were: **Boys, 8-9 Year Old Division**—Craig White, 9, Princeton Junction, NJ; **Boys, 10-12 Year Old Division**—Ryan Asselta, 11, Spring Valley, NY; **Boys, 13-15 Year Old Division**—Steve Hernandez, 13, Indio, CA; **Girls, 8-9 Year Old Division**—Sara Miceli, 9, Gladwin, MI; **Girls, 10-12 Year Old Division**—

Heather Russo, 12, Fairlawn, NJ; **Girls, 13-15 Year Old Division**—Sara Freeman, 14, Irving, TX.

Winners were determined through a point system in three baseball skills—pitching, hitting and running. In the pitching competition entrants had three opportunities to wind up and pitch at a target 46 feet from the pitching rubber, scoring 50 points for each ball pitched into the target.

In the hitting category entrants tossed the ball straight up in the air hitting it on the fly, with the longest fair hit out of the three recorded. Finally, in the running contest participants were timed as they ran the complete 240 feet around the bases, touching each base.

The twelve finalists and one parent of each received an all-expense paid trip to Chicago. Camp directors, representing the finalists were awarded a trip to a PCPFS regional clinic on physical fitness and sports.

Hearings Conclude on Status of Youth Physical Fitness

Responding to a request from the Senate Appropriations Committee, the PCPFS held four hearings to collect updated information on programs, research and recommendations. The hearings, sponsored by Lilly Endowment, Inc. were held in Indianapolis, Los Angeles, Dallas and Washington, DC. Individuals and groups were invited to address the current state of youth fitness and programs with particular emphasis on any changes since 1984 when the PCPFS last held youth fitness hearings.

Although several new research studies and programs were presented, the majority of testifiers supported the idea that more needs to be done to improve youth fitness levels and expand physical fitness and physical education opportunities for youth at all ages and from all segments of society. This included suggestions that recreation agencies, youth groups and community organizations actively join the schools in offering youth fitness and sport programs. Several testifiers recommended that all states adopt a daily physical education requirement for all grades.

New Research

New studies were presented including several from Georgetown University on the relationship between fitness and blood pressure level in black school-children in Washington, DC. The Georgetown studies consistently showed a positive link between increased fitness and reduced blood pressure in elementary school children enrolled in the District's "Know Your Body" program.

Also, Barbara Dennison, M.D., Cornell Medical Center, reported on her study linking performance of male youth in the 1960s on the Presidential Physical Fitness Awards Program to activity patterns in adulthood. Boys who scored at high levels on the 600-yard run (the endurance test used at that time) tended to report higher physical activity levels in adulthood.

Seventy-four witnesses representing a wide range of disciplines appeared at the hearings, and 50 responses were received by the PCPFS office in writing. "We are most appreciative of the input that came from a variety of sources," said Ash

Hayes, PCPFS Executive Director. "The testimony further substantiated the feeling that there are some serious problems on the youth fitness front. We need to muster all forces for the many children still not engaging in appropriate physical activity."

Hayes sat on all panels and was joined in various cities by Council members Warren Giese, Ph.D. and Mark Saginor, M.D.; Barbara Lockhart, Ph.D., University of Iowa and past-president of AAHPERD; Simon McNeely, Secretary, Society of State Directors of Physical Education; Liz Elliot, past-president American Running and Fitness Association; and Ruth Alexandar, Ed.D., University of Florida, Gainesville.

Among the many groups presenting testimony were the American College of Sports Medicine, Association for Fitness in Business, Amateur Athletic Union, American Alliance for Health, Physical Education, Recreation and Dance, Academy of Pediatrics, National Recreation and Park Association, National Association of Governors' Councils on Physical Fitness and Sports, U.S. Army, U.S. Navy, YMCAs, U.S. Olympic Committee, state departments of education, physical educators and university professors, and national governing bodies for various sports.

A summary of the hearings will be available in February.

Helping Kids Make the Right Move

Alyssa Milano of the hit TV show "Who's the Boss?," the famous California Dancing Raisins and the PCPFS have teamed up to teach students that fitness is a smart move.

They have introduced a new educational poster which has been sent to 35,000 schools and included in 260,000 copies of "Instructor Magazine."

The teaching tool is part of the Great Raisin' Fitness Challenge Contest, and is designed to help teachers motivate their students to exercise regularly and try for the Presidential Physical Fitness Award.

The program offers students and their physical education teachers a chance to win great prizes including an all-expense paid trip to Washington, DC.

To enter, students must first participate in the President's Challenge and try out for the Presidential Physical Fitness Award. They do not have to earn the award. Next they enter "The Great Raisin' Fitness Challenge" and meet written requirements.

Everyone who enters will receive a colorful California Dancing Raisin door-knob hanger. The high school with the highest percentage of entries based on total school enrollment will win a personal performance by the famous California Dancing Raisins.

For more information write Great Raisin' Fitness Challenge, PCPFS, 450 5th St., N.W., Washington, DC, 20001.



Alyssa Milano, star of ABC's "Who's the Boss?" leads the California Dancing Raisins, and the Nation's youth, down the path to fitness in this year's Great Raisin' Fitness Challenge Program. Jointly sponsored by the PCPFS and the California Raisin Advisory Board, this annual campaign raises student awareness of the importance of regular exercise and proper lifestyle habits, and includes this poster and supporting educational information.

* * * *

Fitness in Review

(From page 1)

ing organizations to encourage increased emphasis on the development and maintenance of physical fitness and sports programs.

The following represents some of the major highlights and accomplishments of the Council in the past eight years:

★ Responding to the findings from the 1985 School Population Fitness Survey, funded by the PCPFS, that youth fitness had not improved in the last ten years, and in some cases has declined, the PCPFS expanded the Presidential Physical Fitness Awards Program by adding a second award, the National Physical Fitness Award, and increasing the number of participants by adding the six–nine age groups. Newly named the “President’s Challenge,” the number and nature of test items were revised and many program materials redesigned.

★ Youth fitness also was addressed through a series of public hearings on the subject in 1984 and 1988, and a youth fitness exchange program between the U.S. and Soviet Union. Both projects attracted substantial media coverage and gave impetus to efforts among school administrators to substantiate the need for quality physical education programs.

★ The Council continued its Regional Physical Fitness and Sports Clinic program, conducting 26 clinics since 1981 before an estimated audience of 13,000 fitness, sports and recreation professionals.

★ Working to encourage recreation groups to make physical fitness a pri-



President and Mrs. Reagan will soon be at home at their California ranch, keeping fit by horseback riding, ranch work and fitness walking.

Ablaze in color, the school poster for 1988–89 announces the new National Physical Fitness Award amid a burst of fireworks. The poster has been sent to all schools nationwide. Single copies are still available as supply lasts, along with a revised instructor’s guide for the expanded President’s Challenge Program.

ority, the Fitness Coalition was formed in 1981 in cooperation with the National Recreation and Park Association.

★ To encourage increased adult participation in fitness and sports, the PCPFS instigated May as National Physical Fitness and Sports Month in 1982, with the support of the private sector. President Reagan formally proclaimed May as Fitness Month in 1983.

★ Continuing efforts to promote adult fitness, the Presidential Sports Award Program took on new life during Reagan Administration and several new categories were added, bringing the total number of sports to 49. There is a Sports Award category for just about anyone.

★ To help encourage fitness among public employees, the Federal Health/Fitness Council was launched in 1981 to spearhead efforts to make health and fitness programs a justifiable and effective component of the public workplace.

★ Four major national conferences were held addressing sports medicine and fitness for older adults, women and youth. The White House actively lent support to all. Total attendance exceeded 2,000.

★ In 1982, the Healthy American Fitness Leaders program began in cooperation with the U.S. Jaycees and Allstate Life Insurance Company. Since then, 70 outstanding fitness leaders have been recognized.

“... Physical fitness is vital to the future of this nation and its people.”

—Ronald Reagan

These are just some of the specific efforts of this Administration’s PCPFS to help establish the American health and fitness profile. In general, the Council continued its role as an educator of the American public by conducting two annual public service campaigns on topics ranging from employee fitness to exercise and teenage stress.

Following the lead of the Reagan Administration to partner public and private efforts, the Council intensified efforts to secure private funding for projects. Through public service support of the media, business and industry, millions of dollars are provided annually in private sector support for the many projects and programs of the PCPFS.

CALENDAR OF EVENTS

JANUARY

- 27-28 **Northern California Regional Clinic on Physical Fitness and Sports**, Sacramento, CA. Contact: James S. Bosco, Dept. of Health and PE, California State University, 6000 J St., Sacramento, CA, 95819 (916/278-6389).

APRIL

- 14-15 **Southeastern Regional Clinic on Physical Fitness and Sports**, Florence, AL. Contact: Michael Livingston, Dept. of HPER, University of North Alabama, Florence, AL, 35632 (205/760-4377).

- 19-23 **AAHPERD National Convention**, Boston, MA. Contact: AAHPERD, 1900 Association Drive, Reston, VA, 22091 (703/476-3466).

MAY

MAY is National Physical Fitness and Sports Month

- 5-6 **Ohio Valley Regional Clinic On Physical Fitness and Sports**, Springfield. Contact Thomas P. Martin, Health and PE Dept. Wittenberg University, Springfield, OH, 45501 (513/327-6470).

- 19 **National Employee Health and Fitness Day**. Contact: National Association of Governors' Councils on Physical Fitness and Sports, 201 S. Capitol Ave., Suite 440, Indianapolis, IN, 46225 (317/237-5630).

- 31-
June 3 **ACSM National Meeting**, Baltimore, MD. Contact: American College of Sports Medicine, 401 West Michigan St., Indianapolis, IN, 46202 (317/637-9200).

Students Visit USSR In Cultural Exchange

The first phase of the US/Soviet Youth Fitness Exchange is over. But the program continues to generate interesting spinoff events. Members of the North Marion Middle School, Citra, FL, have just returned from the Soviet Union as part of a goodwill tour to Soviet middle schools.

"We started out by participating in the Soviet Fitness Test," said Holyoak. "But the kids kept asking us 'when are the Russians coming?'"

Holyoak, ten eighth graders and three faculty members left on November 30 for a 12 day trip. "We are going over there to try and make friends," said Holyoak. "Then in March they are sending us a delegation of ten students and four adults."

To pay for the event the school held bake sales and other fund raisers. "The whole community got involved," said Holyoak. Local families have been selected to host the Soviet school visitors. Also, civic organizations will be sponsoring several banquets in their honor.

More than 53,000 students in 234 schools took part in the US/Soviet Youth Fitness Exchange. "We would have never had this opportunity if we had not been invited to participate in the Soviet Fitness Test," said Holyoak.

National Fitness Coalition Moves Forward

A renewed push for fitness was the main thrust of the National Fitness Coalition (NFC) at its annual meeting held in Indianapolis, IN, last October during the National Recreation and Park Association (NRPA) annual meeting, attended by 800 professionals.

The coalition is composed of members from the PCPFS, National Recreation and Park Association (NRPA) and the National Association of Governor's Councils on Physical Fitness and Sports.

As outlined by Kathy Bartlett, National Recreation and Park Association's Northeast Service Center Director, new projects of the coalition include sponsoring a two day fitness seminar for recreation professionals, collection and dissemination of model fitness programs, publishing a newsletter, and providing

technical assistance for fitness program development.

Under the leadership of William Scalza, Director of Recreation for the City of Toledo, Ohio and current NFC Chairman, sessions on a variety of fitness topics were conducted at the NRPA annual Congress, October 6-10, 1988.

Ash Hayes, PCPFS Executive Director, and James Harrell, Deputy Director, ODPHP/PHS, joined Matt Guidry, PCPFS liaison with recreation, on the program.

For more information or a copy of the updated source materials guide "Fitness and Health Publications and Materials," write NRPA, NE Service Center, 1800 Silas Deane Highway, Suite 1, Rocky Hill, CT, 06067.

New Chairman For Federal Fitness Council

Ron Keefer, Director, Office of Administrative Services, U.S. Department of Transportation, was named new chairman of the Federal Interagency Health/Fitness Council (FIHFC) at the group's fall meeting. He succeeds outgoing chairman Randy Schools, General Manager of the NIH Health, Recreation and Welfare Association.

Schools has served as FIHFC chair for two years. York Onnen, PCPFS Director of Program Development, presented a PCPFS Commendation to Schools at the meeting in recognition of his leadership in the federal fitness community.

BULLETIN BOARD

● **The American Association of Retired Persons (AARP)** has been awarded a three-year grant from the Administration on Aging to develop a national resource center that will promote wellness programs for older persons. The National Resource Center on Health Promotion and Aging will help organizations across the country increase the quality and number of health promotion programs now available. The Center will offer a variety of services including training and technical assistance; a health promotion library; support materials designed to encourage participation by minority and low-income groups; and a newsletter for groups and individuals interested in wellness activities for older persons. AARP is the nation's largest organization of Americans aged 50 and older. For further information contact AARP at 1909 K St., N.W., Washington, DC, 20049 or call Tom Nelson (202/728-4350).

● **The National Fitness Leaders Association (NFLA)** has announced the formation of a Speaker's Bureau. The Association is composed of former winners of the Healthy American Fitness Leaders award. This national award is sponsored by the Allstate Life Insurance Company, administered by the US Jaycees and is conducted in cooperation with the PCPFS. It is presented every year to 10 individuals who have made significant contributions in the promotion of health and fitness. The Speaker's Bureau offers a diverse selection of expertise and topics. For more information contact Dr. Robert Karch, National Fitness Leaders Association, Suite 406, The American University, 4410 Massachusetts Ave., N.W., Washington, DC, 20016 or call (202/885-6286).

● **The U.S. National Tennis Team** has joined the cam-

paign against drug abuse with their new slogan, "Say Yes to Tennis and No to Drugs." Members of the National Tennis Team received T-shirts with the slogan at the U.S. Open this month and will wear them at tournaments around the globe, hoping to serve as a positive role model for youngsters. Contact: Rachel Ingber (609/452-2580).

● **AAU/USA Junior Olympians** descended on the University of Kansas for the XXII AAU/USA Junior Olympic Games from August 6-13. Nearly 4000 athletes from all around the country went for the gold. Fifteen AAU/USA Junior Olympic sports decided national champions at the 1988 Games. The 1989 Games will be held August 6-12, 1989 in San Antonio, TX, with the San Antonio Sports Foundation serving as host. Preparations for the next year's games are already underway. Venues for the event will include Trinity University athletic facilities.

● **Shirley Dyson**, management information systems specialist, retired from the PCPFS after seven years of service. Dyson, a devoted worker who took great interest in fitness and sport activities, was reassigned to the Council from the Office of Public Affairs of the Assistant Secretary for Health in 1981. **William McNamara**, long time consultant to the PCPFS, has assumed the position of Executive Director of the US Military Sports Association.

● **The American Orthopaedic Society for Sports Medicine** has just released proceedings of a workshop on "Strength Training for the Prepubescent" held in 1984. The PCPFS, along with several other youth-sports organizations, participated in this workshop to review guidelines and principles governing strength training for this population. Copies are available for \$15.00 from AOSSM, 70 West Hubbard St., Suite 202, Chicago, IL, 60610.

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER

JANUARY/FEBRUARY VOL. 89, No. 1



President George Bush Leads the Way in Fitness

President George Bush comes to the Oval Office as one of the most active presidents since Teddy Roosevelt according to a December 20, 1988 cover story in USA TODAY.

"Consider the recreation resume of the former first baseman," it said. "He's a hunter, fisherman, boat racer, jogger, swimmer, he plays tennis, golf and horseshoes."

In 1948 the President captained the Yale baseball team into the College World Series final against Southern California. (Southern Cal defeated Yale to win its first of 11 national championships.)

The President's "love for sports might boost U.S. athletics, but how it will affect the nation remains to be seen," it said. "The Bush era might produce an array of presidential athletics and outdoor activities not associated with the White House since the days of Gerald Ford.

"Many president's have made their mark on the world of sports, depending on their personal interests. John F. Kennedy, a gifted athlete despite chronic back problems popularized the PCPFS during his presidency," the USA TODAY article said.

"Bush might be the best baseball player to become president but he's not the first. William Howard Taft, despite his girth (320 pounds as president), was an avid player." Taft started the tradition of throwing out the first ball of the baseball season.

Other presidents have chosen from a wide variety of activities. Richard Nixon played golf, scoring in the 90's. Gerald Ford often took his family skiing in Vail. Ronald Reagan's chief athletic interest was riding horseback.

"Some presidents exercised obscurely. Herbert Hoover tossed a medicine ball around for 30 minutes every morning," said USA TODAY. "Calvin Coolidge installed a mechanical horse in the White House."

And "Teddy Roosevelt regularly sparred with boxers until a blow to his left eye caused a detached retina and severe vision loss in that eye. He then turned to

jujitsu. He also rode horses, hiked, hunted, played polo, rowed, even skinny dipped in the Potomac River.

"President Bush is expected to put his mark on the White House. Those closest to him expect him to give the White House tennis courts a regular workout." He and the First Lady jog regularly and a horseshoe pit just may turn up on the White House grounds.



President George Bush jogs into position with other running enthusiasts. The President includes jogging among his many sports and fitness interests.

Council Briefed on New Projects

Council members, PCPFS staff and special guests joined chairman Dick Kazmaier for the winter meeting of the President's Council on December 7th at the Department of Health and Human Services (HHS) in Washington, DC. The meeting culminated the tenure of the members under the Reagan administration, and featured numerous presentations on special projects planned for 1989 and beyond.

At the start of the meeting, Otis Bowen, M.D., Secretary, HHS, and

Robert E. Windom, M.D., Assistant Secretary for Health, HHS, were presented Council commendations for their work in support of the Nation's emphasis on physical fitness. Council member Don Cooper, M.D., presented Dr. Bowen with the first copy of the joint resolution signed by the PCPFS and the American Academy of Family Physicians (AAFP) on the importance of daily physical education. Drs. Cooper and Bowen are both members of the AAFP.

(See Project, page 6)

PCPFS in the Media

The latest PCPFS television public service campaign has been produced and is being distributed to 300 major television stations from coast to coast and the leading TV networks. The campaign, targeted for older adults, is based on the popular song "As Time Goes By" from the motion picture "Casablanca."

The spot opens with an older woman turning the pages of a photo album and reliving the memories of her life—from a young bride to a grandmother. The 30- and 20-second spots are narrated as a public service by film star Van Johnson with the message:

"It seems like yesterday ... You watched your family grow through happy times, rewarding times. You've worked hard to create a life filled with rich memories.

"Now that you've reached the 'golden years' you should have the health and vigor to create new memories. Exercise helps your heart, muscles and mind stay strong. Check with your physician first and exercise regularly. For yourself and those you love."

With a piano playing "As Time Goes By" in the background, the spot ends with a close-up photo of the woman and granddaughter, which turns into real life action as the woman, her daughter and granddaughter begin exercising with their daily brisk walk.

* * *

Nine public service radio announcements, including two based on the "As Time Goes By" theme, also have been produced and are being distributed to 2,000 radio stations from coast to coast. The spots, which contain a variety of messages, are intended for audiences ranging from teenagers to older adults.

One spot is a takeoff on Father Time, who is asked how he managed to stay in such good shape for so many years.

"The secret," he replies, "to enjoying growing older is ... timing."

"Timing?"

"Making time for exercise. I walk, I swim, I lift some weights ..."

"You really keep moving!"

"Time marches on. Three times a week I do at least 20 minutes of aerobic activity. It's a must when you grow older."

From the Executive Director

I am pleased to report that the President's Challenge Youth Fitness Awards Program is running smoothly under the new administration of the Amateur Athletic Union (AAU). Since the AAU began distributing the awards materials in August, 1988, all schools received information on the new National Physical Fitness Award along with the new address and phone number for ordering.

Behind the Scenes

The AAU and the distribution staff have done an exceptional job in fulfilling orders and answering questions from teachers and others interested in the program. Mike Willett heads up the distribution office and has worked diligently with the PCPFS to run a smooth operation. His staff consists of graduate students with majors in physical education, sports medicine and sports administration. They are excited about the opportunity to work with the President's Challenge program.

Mike reports that interest in the new National Physical Fitness Award is growing, judging by the number of orders reaching the AAU office. This

year, all the award certificates have been redesigned. A new Presidential Physical Fitness Award, along with the National Physical Fitness Award, bearing the signature of President George Bush will be available immediately after the Inauguration.

This year, we are collecting demographic data so that we can better understand who uses the President's Challenge program and how many youngsters are actually qualifying for the Presidential and National Awards. We are always interested in your comments and hope that you continue to provide us with feedback about the program.

As a Reminder

As a reminder, the address for ordering award materials is President's Challenge, Poplars Research Center, 400 East 7th St., Bloomington, IN, 47405. The collect number is 812/855-8946. Program information, including order forms, booklets and posters, is available from the PCPFS office. Single copies are free.



Ash Hayes

"Thank you Father Time."

"Is that it? Boy, time sure flies when you're having fun."

Other spots include One Order of Jumping Jacks, which is a takeoff of the activity at a fast-food drive-in that should appeal to teenagers, plus Fortune Teller, Monster Man, In the Park, and The Watch. The latter spot, intended for



Scene from newest PCPFS television public service announcement, soon to be released to stations nationwide.

older audiences, talks about getting a watch at retirement and is also done in Spanish.

* * *

The print media continues to provide extensive coverage of the PCPFS and fitness activities. In addition to the features on President George Bush and his sports fitness emphasis that appeared in USA TODAY, The New York Times and Sports Illustrated, a major six-part series entitled "Building Better Athletes" was produced by The Orlando Sentinel.

Newsday's Steve Jacobson penned a column on PCPFS chairman Dick Kazmaier's views titled "A New Course for Athletes Might Work." American Fitness profiled Jess A. Bell, president of Bonne Bell Co. and a PCPFS Special Advisor. Other major articles appeared in Current Health on "Going Strong—The Right Way," USA Weekend on "Shape Up the Kids: Exercise Together," and a two-part series in The Physician and Sports Medicine on "American Children Really Unfit?"

Chairman's Corner



Dick Kazmaier

It was a great honor and privilege to represent the United States and the President's Council on Physical Fitness and Sports during my recent visit to Moscow and Leningrad. Marat Gramov, Chairman of the USSR State Committee for Physical Culture and Sports and President of the USSR National Olympic Committee, and I signed an extension of our cooperative agreement, which will be in effect until 1991.

Ash Hayes and I visited youth sports club programs, toured the 1980 Olympic facilities in Moscow, and saw some outstanding winter sports facilities in Leningrad. We toured the Lenin Institute of Physical Culture, where we learned about the Soviet system for training coaches and teachers. We were also guests of Philip Brown, the ranking officer at the new American Embassy living quarters.

Our meetings with the Soviet leaders were very enlightening, and they were most interested in cooperative and open discussion of national program efforts.

In September, Steve Guback, PCPFS



Students and faculty from North Marion Middle School, Citra, FL, presented their State flag to the Soviet Sports Committee during their recent visit to the U.S.S.R.—front row, from left: Courtney Lake, Krista Nuce, Lisa Thompson, Christy Popp, Bethany Mix; back row, from left: Teacher Chris Holyoak, Shiloh Lohman, LeeAnn Mackey, Perrin Davis, Valentina Yuritcheva, chief, school physical education, Soviet Union, North Marion principal Rudy Bedford, Biran Lavan, Kavis Murry, Joyce Romanski.

Director of Information, and Annie Clement, professor at Cleveland State University and president of the National Association for Sport and Physical Education, visited fitness facilities in Moscow and Leningrad and outlined procedures for "The President's Challenge" to physical fitness leaders.

They attended several elementary schools in both cities which were involved in the US-Soviet Union youth physical fitness testing exchange and watched students participating in a variety of physical education classes.

Two additional visits this spring by PCPFS representatives to the Soviet Union will cover exercise science/sports medicine and national promotion of fitness and sport in the USSR.

The PCPFS has been pleased to work with the officers of the American Alliance of Health, Physical Education, Recreation and Dance, the National Association for Sport and Physical Education, the American College of Sports Medicine, the Association for Fitness in Business, and leaders of a number of schools, fitness centers, and sport medicine clinics in hosting Soviet visitors to the United States.

The Council commends and thanks the 53,000 students, teachers and administrators of the 234 American schools participating in the exchange of fitness

testing. The exuberant reports from these participants are most appreciated.

We are pleased to be part of this exchange initiative with the Soviet Union. Dr. Gramov and I agreed that we can learn from each other and enthusiastically look forward to this continued friendship.



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pilot project of the PCPFS and grocery store chain, Giant Food, was carried out in October in 146 stores in three major markets. A message on family fitness was publicized using the above in-store posters and milk cartons.

Demonstration Centers Benefit Schools

Respondents to a study by the PCPFS agree that participation in the School Demonstration Center Project (see sidebar) offers many benefits to physical education programs.

In the spring of 1988 the PCPFS commissioned Abt Associates, Cambridge, MA, to evaluate the factors affecting participation at the PCPFS Demonstration Center Schools.

"The purpose of the study was to determine why a number of states had dropped out of the project or had never participated," said Glenn Swengros, Director of Federal-State Relations for the PCPFS. "Enrollment is down to 12 from a high of 25 states ten years ago."

Advantages cited by the study include the following:

- Students receive better physical education in demonstration schools.
- School personnel and the community develop pride in the school.
- Increased interest and publicity in the project enable schools to enlarge equipment inventory.
- Demonstration schools can be used for teacher training and staff development in physical education.

The School Demonstration Center Project is designed to encourage and reward superior comprehensive physical education programs in the nation's school systems. Demonstration Centers

serve as visitor sites for anyone wishing to view a high-quality program.

The survey, consisting of in-depth telephone interviews to state physical education consultants in 27 sample states, focused on program administration, selection criteria, demonstration school functions and activities, benefits and barriers to participation and suggestions for program improvement.

The study showed that many states wished they still were participating in the project but because of the cutback in state department of education staffs they were unable to do the visitations necessary at the school site to evaluate the program.

Other barriers to implementation were an increased focus on other health programs which divert their attention i.e., drug/substance abuse, aids education, and driver's safety education.

As a result some of the states have turned to their local chapter of AAHPERD or their Governor's Council to assist in screening applications.

Based on the survey response the PCPFS plans to update the program to include new informational materials; a redesigned award; increased communication between PCPFS and state physical education consultants and collaboration with other physical fitness and health organizations.



More than 30 students from Lott Elementary School entered the 10,000 meter Azalea Trail Run last spring in Mobile, AL. The students, shown here with their physical education teacher, Lisa Pugh, learned the importance of physical training and pacing. Lott Elementary in Citronelle, AL, has been selected as a PCPFS Physical Fitness Demonstration Center School.

What Are The School Demonstration Centers?

The School Demonstration Center Project is one of the PCPFS' ongoing activities to promote physical fitness through physical education programs in school systems across the country. It was launched in 1960 and is administered through the state departments of education.

To participate in the project schools must undergo a thorough evaluation of their physical education program in accordance with established guidelines. Most states require written applications and on-site assessments.

Program Standards

Specific criteria for selection are approved by the PCPFS and established by individual states. Schools must include a minimum of seven guidelines in their programs such as daily physical education in grades K-12, fitness testing twice a year and comprehensive curriculum offerings in all elements of physical education.

Schools selected as demonstration centers serve as visitation sites where physical educators, the community and the media can observe model programs in action. State departments of education and the Council assist in advising the local media of the honor received by the school.

Each school also is awarded a certificate and a large pennant with the logo of the PCPFS and the words State Demonstration Center.

Schools which serve as demonstration centers for three consecutive years are designated honor roll schools and receive an additional certificate and letter.

These awards are recognized by representatives of physical education and sports organizations. In some states the Governor and the State Superintendent have participated in presenting the awards.

For more information contact Glenn Swengros, PCPFS.

Highlights Of State Champion Programs

Children at several State Champion schools have found that keeping in shape is not only fun but something of which they can be proud. As reported by the following teachers, here's the latest update on the program.

● WEDGEWOOD ELEMENTARY SCHOOL, Baton Rouge, LA:

Wedgewood Elementary has won number 10 and is competing for its 11th consecutive state championship. According to an article from the local newspaper, physical educator Ken Jenkins said, "We put the number one up here (in the school) nine years ago and said we wouldn't take it down until we lost."

Jenkins claims his success is based in part on the following factors: each student has his or her own equipment for class which means no waiting for a turn; the classes are very structured and the program's objective is to have fun.

● REISTERSTOWN ELEMENTARY SCHOOL, Reisterstown, MD:

Seventeen students at Reisterstown Elementary School combined their efforts to win the Category 1 State Champion Award for the 87-88 school year.

The School also won the 1986-87



Governor Booth Gardner Washington State, presents a PCPFS State Champion Award for youth fitness to students of McGee Elementary School, Pasco, WA.

championship for their state. The winning certificate and a picture of the team are displayed in the school lobby.

● FAIRVIEW ELEMENTARY SCHOOL, Port Angeles, WA:

The students at Fairview Elementary decided to try for a State Champion award when physical education specialist, Vicki Tolan, asked them for help on her master's degree project in sports management.

The students agreed to become part of her research on the effects of conditioning. So they exercised, studied bones and how their bodies worked. When it came time for the test, 61% of the students in Tolan's program scored at the 85th percentile or higher on the President's Challenge, earning them best in the state in their category.

At the same time Tolan compared academic scores of her classes. She said, "The results were amazing. Students not only improved physically but a huge improvement was seen academically." As student physical fitness scores improved so did their grades.

The State Champion Award is presented annually by the PCPFS to three schools in each state, those in the following categories, with the largest percentage of their students qualifying for the Presidential Physical Fitness Award:

Category 1—Schools with 100 or less student enrollment.

Category 2—Schools with 101-500 student enrollment.

Category 3—Schools with over 500 student enrollment.

The Award requires that students score at the 85th percentile or higher on the President's Challenge, a five item test battery which consists of curl-ups, pull-ups, a v-sit or sit and reach for flexibility, one-mile run/walk and a shuttle run.

For an entry form on the President's Challenge Physical Fitness Program (which includes the 1988-89 State Champion Physical Fitness Award), write President's Challenge, Poplars Research Center, 400 E. 7th Street, Bloomington, IN, 47405.

Sanders Scores Big With Cooper Assist

Barry Sanders, a junior at Oklahoma State University, is smashing the record books with outstanding achievement in football. Council Member Don Cooper, M.D., Director of the Oklahoma State University Hospital and Clinic, is Sanders' team physician.

In three years on the field this 5'8", 195 pound tailback has tied or broken 24 NCAA records, has won the Heisman Trophy, the Maxwell Trophy and was chosen Consensus All American.

One of his most impressive records is the single season rushing mark of 2628 yards. He also broke the record for all purpose yards gained per game with 295.4 yards. This was the oldest record on the books, last held by Supreme Court Justice Byron "Whizzer" White.

Sanders, who grew up in Wichita, Kansas is one of 11 children.



This beautifully carved wooden plaque is presented to State Coordinators of the School Demonstration Center Project.

Navy Fitness Film

The U.S. Navy Recruiting Command in cooperation with the PCPFS is distributing the film, "Physical Fitness—Are You Ready?" to high schools worldwide.

Teachers are encouraged to order the film, which is hosted by Olympic gold medalist and PCPFS member Mitch Gaylord, and to share the information with their students. An accompanying booklet suggests topics for class discussion including a section on how to motivate youngsters into fitness.

Free copies are available at the following locations by contacting The Commander:

Navy Recruiting Area One
1 Amsterdam Road
Scotia, NY
12302-9462
(518/374-0124)

Navy Recruiting Area Three
451 College Street
P.O. Box 4887
Macon, GA
31208-4887
(912/746-0544)

Navy Recruiting Area Four
Columbus Federal Bldg.
200 North High St.
Room 409
Columbus, OH
43215-2480
(614/469-5748)

Navy Recruiting Area Five
Building 3, NTC
Great Lakes, IL
60088-5135
(312/688-2024)

Navy Recruiting Area Seven
1499 Regal Row
Suite 501
Dallas, TX
75247-3688
(214/630-3620)

Navy Recruiting Area Eight
Oakland Executive Ctr.
7677 Oakport Street
Suite 650
Oakland, CA
94621-1929
(415/635-9526)

Council Member Reelected

Council member Warren Geise, Ph.D., was reelected to the South Carolina State Senate to serve a four-year term representing District 22. He is the first Republican state senator elected since the Reconstruction of 1865.

Geise ousted a strong competitor who was attempting to regain the seat that he lost to Geise during the elections of 1984.

During the next four years the Senator intends to place considerable emphasis on programs for the aging, for mental health and for preschool children.

Geise, who first became a member of the PCPFS in 1971, has held many academic and community leadership positions. Currently he is professor emeritus at the University of South Carolina.



Donald L. Cooper, M.D., right, PCPFS member, and Dick Kazmaier, left, PCPFS Chairman present Otis R. Bowen, M.D., center, Secretary, Department of Health and Human Services, with the signed copy of the joint resolution between the American Academy of Family Physicians and the Council encouraging quality daily physical education.

Project Reports Focus of Meeting (From page 1)

The Council members were briefed on several ongoing projects including the President's Challenge expansion and new administration by the Amateur Athletic Union; plans to conduct a national conference on fitness for older Americans in 1989; the newest public information campaign; the Health Objectives for the Year 2000; and the ongoing series of Indian Health Conferences.

Special projects and programs in the development and planning stages were introduced to the Council for comments. Ellie Dylan, president, SKYSHAPERS, Inc., introduced the National Youth Fitness Program her company is launching this spring to boost interest in health and fitness among boys and girls ages 6-14.

Charles Shamel, president, and Sylvia Rowe, vice president/public relations, for The Sugar Association, reported on the joint program now being completed with the PCPFS entitled "On Your Mark." The project, sponsored by The Sugar Association and aimed at upper elementary school children, is designed to encourage participation in the President's Challenge program and to inform kids about the new National Physical Fitness Award.

This project includes a 13-minute videotape, public service TV announcements with Pam Shriver and Bo Jackson, a poster leaflet for youth and a teacher's guide. Information on the project will be mailed to upper elementary teachers in early 1989.

Jeanne Bosch, L.A. Gear, Inc., introduced a project being developed to encourage physical fitness programming through recreation departments. Entitled "Gear Up For Fitness," the project would run six weeks during the summer and encourage youth and families to get involved in a variety of fitness and sports activities.

Hanna-Barbera has offered the use of Yogi Bear as a spokesperson for a Council family fitness project. Alan Finehirsch, Hamilton Projects, Inc., gave background on Yogi Bear and outlined a project that would involve the PCPFS, the National Recreation and Park Association (NRPA), the National Park Service and the U.S. Forest Service. Together, these groups are working to develop a family fitness project which would then be sponsored by the private sector. Dean Tice, executive director, NRPA, commented on how he sees the project working.

CALENDAR OF EVENTS

MARCH

- 2-3 **The Annual National Meeting of the National Association of Governors' Councils on Physical Fitness and Sports**, Colorado Springs, CO. Contact: NAGCPFS, 201 South Capitol Ave., Suite 440, Indianapolis, IN, 46225 (317/237-5630).

APRIL

- 7 **World Health Day**. Contact American Association for World Health, 2001 S Street NW, Suite 530, Washington, DC, 20009 (202/265-0286).

- 14-15 **Southeastern Regional Clinic on Physical Fitness and Sports**, Florence, AL. Contact Michael Livingston, Dept. of HPER, University of North Alabama, Florence, AL, 35632 (205/760-4377).

- 19-23 **AAHPERD National Convention**, Boston, MA. Contact AAHPERD 1900 Association Drive, Reston, VA, 22091 (703/476-3466).

MAY

National Physical Fitness and Sports Month

- 5-6 **Ohio Valley Regional Clinic on Physical Fitness and Sports**, Springfield. Contact Thomas P. Martin, Health and PE Dept., Wittenberg University, Springfield, OH, 45501 (513/327-6470).

- 19 **National Employee Health and Fitness Day**. For information on coordinating events contact National Association of Governors' Councils on Physical Fitness and Sports, 201 S. Capitol Ave., Suite 440, Indianapolis, IN, 46225 (317/237-5630).

- 31-
June 3 **ACSM National Meeting**, Baltimore, MD. Contact: American College of Sports Medicine, 401 West Michigan St., Indianapolis, IN, 46202 (317/637-9200).

"Shape Up America" Campaign Revs Up

It's time to mark your calendars for the 1989 National Physical Fitness and Sports Month campaign designated once again for the month of May.

Last year's popular banner, "Shape Up America," will continue to be the theme used by the PCPFS in an effort to encourage daily physical activities for all Americans.

To kick off planning efforts, a mailing will be sent to recreation departments, employee fitness programs, health maintenance organizations and others who have an interest in conducting Fitness Month events. Cosponsored by the Sporting Goods Manufacturing Association, the mailing includes a promotional poster and informational brochures.

In addition, The PCPFS will join forces with the National Association of Sports and Physical Education to promote May 1-7 as Physical Education and Sports Week.

Launched in 1983 this annual campaign encourages local groups to call attention to their fitness activities. The PCPFS spearheads the effort which has the support of Congress and the President.

1988 Sports Award Tally

Year-end results for 1988 participation in the Presidential Sports Award (PSA) program support the popularity of fitness walking, as 33.5 percent of all awards earned were in that category. It is the most popular sport among PSA participants.

The sports/fitness award category finished second with 10 percent of the awards, followed by aerobic dance with seven percent. 1988 was the first full year that aerobic dance was a separate PSA category.

For 1989, PSA materials will be redesigned and will include a personalized certificate and letter from President George Bush, an embroidered emblem signifying the sport in which the award was earned, and a "Presidential Sports Award—I Met the Challenge" sports bag identification tag.

National Employee Fitness Day Launched

"More than 20 of the Fortune 100 companies have already signed up to support the first National Employee Health and Fitness Day," said Jean Yakovac of the National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS).

The national event, set for Friday, May 19, 1989, is designed to encourage workers in all fifty states to participate in noncompetitive activities promoting exercise and fitness at the worksite.

It is being presented as part of National Physical Fitness and Sports Month by the NAGCPFS and the Association

for Fitness in Business. The NutraSweet Company and Converse are corporate sponsors.

More than 300,000 employees representing 3000 companies and corporations are expected to participate. In addition 15 national allied health, fitness and business organizations have agreed to take part in the fun.

Those interested in coordinating the event for their company contact NAGCPFS, 201 South Capitol Avenue, Suite 440, Indianapolis, IN, 46225 (317/237-5630).

BULLETIN BOARD

• Prince Manufacturing and Ashaway Line and Twine Company have donated 16,000 sets of tennis strings to the Garland Rehabilitation Center in TX. The Center employs disabled and mentally retarded individuals to string tennis rackets for the **United States Tennis Association's School Program**. The Program is trying to give every school child nationwide a chance to discover the game of tennis by providing start-up equipment to each school. The USTA purchases new frames for the program but also relies on donations from manufacturers and local used racket collection drives. Many of the rackets collected need to be restrung. To date the Garland Center has strung more than 30,000 frames. Anyone interested in learning more about the USTA School Program, or with rackets to donate to the program, should contact the USTA at (800/223-0456).

• Swimmer Janet Evans, figure skater Brian Boitano and track and field star Florence Griffith Joyner are among ten finalists who have been announced for the **1988 AAU James E. Sullivan Memorial Award**. Named after one of the founders of the AAU, the award annually recognizes the outstanding amateur athlete in the U.S. Of the 47 athletes originally nominated, 35 represented the U.S. in the 1988 Summer Olympic Games in Seoul and four competed in the Winter Games in Calgary. The finalists have been invited to the AAU Sullivan Award Dinner to be held on March 6, 1989 at the Westin Hotel, Indianapolis where the winner will be announced. He or she will be selected by 2500 voters including the AAU's Board of Directors, past winners and the sports media.

• Orlando, FL will be the site for the **National Youth Sports Coaches Association's (NYSCA) First Annual National Convention**. Scheduled for July 14-16, 1989 it will bring together delegates from across the U.S.A., both volunteer and professional, who deal with out-of-school youth sports. Topics at the three-day conference will include the medical, physical, psychological and sociological factors affecting children participating in youth sports

programs. The NYSCA is a national non-profit organization headquartered in West Palm Beach, FL. Sport Shake, a division of Mid-America Farms, has signed up to be the national sponsor. For more information write NYSCA, 2611 Old Okcechobee Road, West Palm Beach, FL, 33409 (407/684-1141).

• **The Kansas Governor's Council on Fitness** has announced its Annual Fitness Project Contest. Winners in the Special Project and Ongoing Project categories will receive Governor's Awards. All projects submitted for the contest must be nonprofit and held in the State of Kansas by Kansans. Applications will be considered based on the following information: The ratio of participants to the number of eligible participants (percentage and total number); how the project reflects wellness values such as physical fitness and nutrition; and how the project provides opportunity for challenge and has measurable success. Individuals, schools, communities and businesses are encouraged to apply by the deadline date of June 1, 1989. For more information contact: Jeanette Jo Morrell, B.S., M.S., Governor's Council on Fitness, Fitness Projects Contest, Bureau of Local Health Services, Kansas Department of Health and Environment, Landon State Office Building, 900 S.W. Jackson, Topeka, KS, 66612-1290 (913/296-1209).

• **The Foundation for Sports Medicine Education and Research** has announced a "First Time Investigator" grant program for members of the American Orthopaedic Society for Sports Medicine. An initial total of \$50,000 has been designated to encourage the AOSSM members who have not previously engaged in independent sports medicine research to do so. Proposals from members under this program will be reviewed by the AOSSM Research Committee to ascertain the proposal's relevance to the larger research program the Committee conceives and administers. For information contact Foundation for Sports Medicine Education and Research, 70 West Hubbard St., Suite 202, Chicago, IL, 60610 (312/644-2623).

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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Washington, D.C. 20001

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NEWSLETTER

MARCH/APRIL VOL. 89, No. 2



Council Float Salutes a "Fit America" In 1989 Inaugural Parade

Participants in more than 40 sports and fitness activities in the popular Presidential Sports Award Program were highlighted in the "Salute to a Fit America" float of the PCPFS in the 1989 Inaugural Parade of President George Bush.

They were joined by the famous California Raisins, who delighted the crowd along the parade route with their fast-paced dancing routines. The California Raisins are promoting youth health and fitness with the President's Council through the Great Raisin' Fitness Challenge.

Thousands Cheered

"I liked being able to hold the banner and wave at the President. He waved back at me," said an enthusiastic Wesley Hayford, age 10, one of those who carried the PCPFS banner.

"The most exciting part was walking down Pennsylvania Avenue in front of the President, which is something very few people get to do," said Noelle Holland, age 18. "It was a special honor and everyone had such a good time, too. Walking with people from all over the U.S. and being a part of this event meant the most."

Sports/fitness categories represented on the float included aerobic dance, bicycling, golf, tennis, running, skiing, basketball and fitness walking, among others. The float's 82 riders and walkers included youth groups, members of the military sports community, wheelchair athletes and Special Olympians. The amateur sports enthusiasts ranged in age from six to 70.

The four-section float also recognized participants in the President's Challenge

fitness testing program where youth ages 6-17 can earn the prestigious Presidential Physical Fitness Award or the new National Physical Fitness Award.

Council chairman Dick Kazmaier, a Heisman Trophy winner while at Princeton, appeared on the first section of the float with his wife, Patti. Ash Hayes, Council executive director, and his wife, Juanita, were bicyclists.

The five corporate sponsors of the float were: Eastman Kodak; Gilmore/AJ

Foyt Racing Team; The California Raisins; Universal Gym Equipment; and General Mills' Wheaties.

"I liked shaking hands with the Raisins and seeing the people dressed as skiers," said Sessel Washington, age 6, one of the youngest of the float participants. "And I liked seeing President Bush."

That last phrase seemed to sum it up for just about all the float participants, and the crowd that lined the streets.



The PCPFS salutes a "Fit America" as staff and friends parade down Pennsylvania Ave. aboard the Council's float in the 1989 Inauguration of President Bush. The 82 participants represented more than 40 fitness and sports activities as they cheered from the four-section float, which was sponsored by Eastman Kodak, Gilmore/AJ Foyt Racing Team, the California Raisin Advisory Board, Universal Gym Equipment and General Mills' Wheaties.

PCPFS in the Media

Some 325 television stations nationwide will be receiving this month the PCPFS' latest public service announcements. The 30-and-15 second spots feature Council member and tennis star Pam Shriver and baseball-football star Bo Jackson.

The spots, provided as a public service by The Sugar Association as part of the joint "On Your Mark" campaign, encourage youngsters to keep physically fit and participate in the "President's Challenge."

The spots begin with an active visual of a magazine-type cover entitled "Get Fit" flying toward the viewer with either Shriver or Jackson pictured. The narration begins immediately as the special effects end:

"Hi, I'm Bo Jackson. As a professional athlete I know the importance of being physically fit. I also know that the time to start exercising and eating right is when you're young."

"This year millions of kids will attempt to qualify for the National or Presidential Physical Fitness Award and find out how fit they really are. And, hey, it's a lot of fun. Ask your teacher about participating in the "President's Challenge" and then give it your best shot."

The spots end with either Jackson throwing a football or Shriver belting a tennis serve toward the viewer as they say ... "and give it your best shot." Both athletes participated as a public service.

* * * *

Although the latest series of Council radio public service messages has been out for only a month or so, 276 stations already have notified the PCPFS that they are playing the spots. Some of the comments:

"These are perfect for us," WLLN, Lillington, NC.

"Very good," WBBK, Blakely, GA.

"These are good and will catch the listeners' attention," WZOB, Fort Payne, AL.

"Very informative," WXXM, Winston-Salem, NC.

"Very creative, keep up the good work," KMON, Great Falls, MT.

Get Set and Go With New Fitness Video

Are you ready? The film, ON YOUR MARK, is set for distribution. This motivational 13 minute video, funded as a public service by The Sugar Association Inc., is designed to motivate 4th, 5th and 6th grade students to go for the new National Physical Fitness Award as well as the Presidential Physical Fitness Award.

Cameo appearances by tennis star Pam Shriver and football/baseball great Bo Jackson drive the message home. "If you work out with other kids you develop friendships and lots of times those friendships can last a lifetime," said Shriver.

"It helps in all aspects of life. It enables you to be more attentive in

school. It helps you be more assertive out on the playing field and hey! it's a lot of fun," asserts Jackson.

The ON YOUR MARK video is being offered, at cost, to schools for \$15 (1/2") and \$20 (3/4"). Included with each film are 250 colorful, free, take-home brochures. They explain each of the test items of the President's Challenge then open into posters that highlight the relationship between good nutrition and fitness.

A guide to help teachers incorporate the film into the curriculum is included in the classroom kit. For your copy, send a check payable to "On Your Mark" to: ON YOUR MARK, Department 5002, Washington, DC, 20061-5002.



Schools around the country are now placing their orders for "On Your Mark," a new educational packet produced for the PCPFS by The Sugar Association. Designed to encourage participation in the President's Challenge the program consists of a motivational videotape and poster, and a teacher's guide.

Newspapers and magazines, large and small, continue to give good exposure to the President's Council on the need to improve fitness. A sampling of some of the recent headlines: "Schools Miss the Mark on Fitness," San Francisco Examiner; "Latest School Problem: Why Can't Johnny Do a Pull-up?" Detroit News; "Plan to Drop Gym Shocks Fitness Experts," Asbury Park, N.J. Press; "Why Johnny Is Out of Shape (And Out of Breath)," Staten Island, N.Y., Advance; "Walking Gaining New Respect," Arizona Republic; "'No Pain, No Gain'—No Sense," San Diego Evening Tribune.

Allen Honored

George Allen, former chairman of the PCPFS, was inducted into the Whittier College Athletic Hall of Fame on March 5. Allen coached at Whittier from 1951-56.

As a professional coach, Allen rebuilt franchises in Los Angeles and Washington and coached 12 years without ever having a losing season. His 116-47-5 record in the National Football League is the best for any coach who coached more than 10 years.

* * * *

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The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, D.C. 20001.

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Staff members are: Ash Hayes, Ed. D., Executive Director; York E. Onnen, Director of Program Development; Glenn Swengros, Director of Federal-State Relations; Matthew G. Dry, Ph.D., Director of Community Services; Steve Guback, Director of Information; and Christine Spain, Research and Program Development Specialist.

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From the Chairman



Dick Kazmaier

A commitment to physical fitness is one of the most important aspects of a wholesome family life. Regular exercise promotes physical and psychological health, and healthy families are the framework of our society. Within this framework come the values our youth carry into adulthood. Leading a healthy, vigorous lifestyle is one value we, as a generation, cannot afford to ignore.

Each generation can benefit from regular exercise. Youth develop healthy habits that will help them avoid chronic illness as adults. Some studies show that exercise helps boys and girls do better in school. Exercise can reduce stress and calm nerves, helping both child and parent deal with family tension. And, physically fit grandparents are more likely to have the energy and strength to keep up with the younger "generation."



As the nice weather approaches, it's time to think about spring fitness activities. The Council encourages families to take time out from their daily routines and exercise together. Staying with a family fitness plan will add health, excitement and fun to your family life.

The fitness formula is basically the same for all family members—follow a well-designed program at least three times each week, incorporating exercises for strength, endurance and flexibility. Older family members should always check with a physician before starting an exercise program.

President Bush Salutes Olympian



President George Bush helped celebrate National Girls and Women in Sports Day, February 2, by meeting with leading female athletes and presenting the Women's Sports Foundation (WSF) Flo Hyman Award to Evelyn Ashford, right, three-time track Olympian and gold medalist. Joining them are Mrs. Bush and Carol Mann, WSF president. The Flo Hyman Award is presented annually to a female athlete who demonstrates the "dignity, spirit and commitment to excellence" of Hyman, a member of the 1984 U.S. Olympic volleyball team who died of Marfan's Syndrome in 1986. Girls and Women in Sports Day honors the achievements of America's female athletes.

Keeping a family commitment to exercise requires some creativity and an understanding of the differing needs of each family member. Some families may find motivation in exercising together, choosing an activity that mom, dad and the kids all enjoy. Other families may find it more effective when each member chooses their own exercise and then shares their progress and experiences.

Here are a few tips to help your family develop and stay with a fitness plan:

- Choose group or individual activities that are enjoyable. Studies show that people who have fun while they exercise are more likely to maintain their commitment and get results.
- Involve each member in planning the family program. Kids are more likely to get excited about exercising if they've had a say in selecting the activity.
- Monitor your family's progress. Keep track of each member's fitness achievements as you would your child's height and weight through the years. Fill-in the kitchen calendar with the week's activity plans and mark off each day a workout is completed.

Nominate a Leader For Fitness Honor

Do you know someone who has made an outstanding contribution to the field of physical fitness and sports? Or who by example has inspired others to change their habits and lead more active, healthy lives?

Then why not nominate them for the Eighth Annual Healthy American Fitness Leaders Award (HAFL). The HAFL program honors ten individuals who have improved attitudes toward fitness and health, overcome a physical hardship or have developed a new physical fitness method.

The awards are administered by the US Jaycees and sponsored by Allstate Life Insurance Co., in cooperation with the PCPFS, and will be presented in Indianapolis on September 23.

Men and women, 18 and older are eligible to receive the prestigious HAFL award. Applications, available from the PCPFS, should be postmarked by April 1.

Stage Set For Physical Fitness Month Activities

Pull out your fitness gear. National Physical Fitness and Sports Month is almost here. Since 1983 the PCPFS has set aside the month of May to energize the nation's commitment to physical fitness and sports.

This year's events are in the final stage of preparation. Promotional packets are ready to send so if you haven't put in a request now is the time to contact the PCPFS.

Included in the kit are a cover letter from PCPFS Chairman Dick Kazmaier, a poster and a brochure with guidelines on how to develop, promote and conduct special events, and a promotional insert provided by the U.S. Tennis Association. The poster and brochure were printed as a public service of the Sporting Goods Manufacturers Association.

Among the many events planned are:

- Federal Fitness Day, scheduled for April 28 on the Mall in Washington DC, will kick off the month for the federal work force. More than 2500 employees are expected to participate. Caro Luhrs, M.D., of the Veterans Administration serves as chairman of this year's event.

Co-ed teams of 6 representing their agencies will vie for the Secretary's Cup in the FUN RUN and the NIH Trophy in the FUN WALK. The 3K (1.86 mile) course was laid out by the Potomac Running Club under the supervision of Sal Corallo, director of the event and a Department of Education employee.

In continuing the tradition started seven years ago there will be an agency participation award for the agency with the most teams entered.

In addition, the increasingly popular Fitness Day has grown to include a Physically Challenged Division for wheelchair athletes; a health and fitness fair under the direction of LTC Susanne Allen, chief of health promotion, U.S. Army, and a fitness testing contest. Awards will be given for the best federal employee in each of four categories.

All federal agencies are encouraged to promote their own special events during the month of May. Information packets and entry forms, available from the PCPFS, must be returned by April 21.

- National Physical Education Week, May 1-7, sponsored by the National



Federal employees walk/run to celebrate National Physical Fitness and Sport Month during last year's Federal Fitness Day activities on the mall in Washington, DC.

Association for Sports and Physical Education (NASPE). NASPE, a member organization of the American Alliance for Health, Physical Education, Recreation and Dance, has distributed some 5,000 Fitness Month posters and brochures to schools around the country.

- Running and Fitness Week, May 7-13, sponsored by American Running and Fitness Association.

- Project ACES (American Children Exercising Simultaneously) scheduled for May 8 at 10 A.M. local time. The goal is for all children from at least one school in each state to exercise at the same time that other schools in the same time zone are performing the same activity.

The concept, developed by Leonard Saunders, a New Jersey physical education teacher, will promote children's fitness. For information send a self-addressed, stamped envelope to Saunders at Valley View School, Montgomery Ave., NJ, 07045 (201/335-5560).

- National Employee Health and Fitness Day is to take place on Friday, May 19. More than 300,000 American workers representing 3000 American corporations and companies are expected to join in the fun.



This poster was developed in cooperation with Jacques Moret Bodywear as part of the PCPFS's ongoing effort to encourage youth participation in exercise. More than 10,000 free posters were distributed through a cooperative program with J.C. Penney. The Council has a limited supply available. For your copy contact Dr. Matthew Guidry, PCPFS.

Activities Governor Addresses Physical Education

In his eighth and final State of the State address New Jersey Governor Thomas H. Kean proposed repealing the state law that mandates four years of daily physical education classes for high school students.

His controversial plan encourages local school districts to establish their own requirements for physical education for grades nine through twelve.

Plan Opposed

In a vocal response, many physical education proponents have vowed to block the Governor's recommendations.

"We strongly oppose the Governor's proposal to eliminate required high school physical education in New Jersey public schools," said Assemblyman Edward H. Salmon (D-Cape May-Cumberland Counties). "We have circulated a petition which already has 400,000 signatures that we hope to present to the Governor by March 15th."

Salmon, the coordinator of health and physical education for Millville Public Schools, also has spearheaded a drive to block Gov. Kean's position in the legislature.

"Senator John Ewing (R-Somerset) and Assemblyman Robert Shinn (R-Burlington) have introduced legislation to implement the Governor's proposal. Next it goes to committee," said Salmon. "But I have worked diligently with my fellow legislators and have 80% support. I think I have bottled it up in committee."

Reforms Offered

"Frankly I thank the Governor for raising the issue. It's an opportunity for us to make positive changes across the country in physical education," said Salmon.

Specifically, Assemblyman Salmon hopes to implement the following reforms:

- Statewide curriculum in physical education.
- Physical education personnel at the state level (currently in New Jersey there are none).
- Mandatory physical fitness testing.

A Fond Farewell



Dick Kazmaier, second from left, PCPFS Chairman, presents President Reagan with a riding jacket bearing the Presidential Sports Award in the Equestrian category. Mr. Reagan enthusiastically accepted the gift, promising to wear it when he goes horseback riding in California. Looking on, from left: Council members Warren Giese and Pam Shriver, and PCPFS Executive Director Ash Hayes.



Members and staff of the PCPFS bid President Reagan a fond farewell after a short meeting in the Oval Office.

San Diego Leader Recognized

Fred Bates, coordinator of health and physical education for the San Diego Unified School District, was presented with the PCPFS Commendation Award on the occasion of his retirement on January 26 in San Diego.

Bates has been one of San Diego's outstanding leaders in school health, physical education and athletics for 37 years. His contributions as a teacher, coach and administrator have been sig-

nificant at the district, state and national level.

The PCPFS Commendation Award is given periodically to outstanding professionals and organizations who have made substantial contributions to the nation's physical fitness and sports effort. Ash Hayes, PCPFS Executive Director and former administrator of health, physical education and athletics for the San Diego schools, presented the award.

Health Promotion Funds Available

The Office of Disease Prevention and Health Promotion (ODPHP) in the Department of Health and Human Services has recently announced the availability of funds for the purpose of stimulating the development of targeted health promotion/disease prevention programs and policies.

These funds are available to national membership organizations whose concerns could be addressed through the following initiatives:

1. Putting the Year 2000 National Health Objectives into Practice: Targeting Special Populations and Settings for Health Promotion and Disease Prevention;
2. Developing a National Worksite Health Promotion Resource Center;
3. Promoting Healthy School Lunch Programs.

The announcement was published in the February 7, 1989, Vol. 54, No. 24 issue of the FEDERAL REGISTER. All applications must be postmarked by April 18, 1989. Additional information is available from Ms. Patricia Jones, ODPHP, who may be contacted on (202/472-5307).



Jackie Sorenson, creator of Aerobic Dancing, presented Carlos Castaneda with the Presidential Physical Fitness Award. Castaneda, an eighth-grader at El Rodeo Elementary School, Los Angeles, CA, earned his emblem after scoring at or above the 85th percentile on all five items of the President's Challenge fitness test battery as part of the Great Raisin Fitness Challenge.

PCPFS Representatives Visit Soviet Schools



Steve Guback, PCPFS Director of Information, joined physical education teachers and Soviet youngsters during a dance program while touring school physical education programs in Moscow and Leningrad last fall. He was accompanied by Annie Clemmons, president, National Association for Sport and Physical Education, as part of the US/USSR Youth Fitness Exchange Program between the PCPFS and the Soviet Sports Committee.

Conrad Honored at Regional Clinic

C. Carson Conrad, former PCPFS executive director, was honored with the Distinguished Service Award, the PCPFS highest achievement, on January 27, at the Western Regional Clinic on Physical Fitness and Sports, Sacramento, CA.

The two-day clinic, presented by the PCPFS and presided over by clinic director, James Bosco, Ph.D., Chair, Department of Health and Physical Education, California State University, Sacramento, was attended by some 300 physical education, recreation and fitness professionals and was an appropriate forum for the award presentation.

The University was the site of the first PCPFS regional clinic held in 1964. In recognition of that fact several sessions, including the keynote address by Larry Lamb, M.D. were successfully opened to the public for a one dollar entry fee.

Conrad, a world renown leader in physical fitness and sports, was appointed special advisor to President Kennedy in 1961. In 1970, President Nixon appointed Conrad executive direc-

tor of the PCPFS, a post he held for 14 years.

In 1984 Conrad resigned to become president of the National Fitness Foundation. The award was given in appreciation of his leadership to the PCPFS.

Other award winners included Vern Miller, director, financial development, American Red Cross. He received a PCPFS Commendation for his years of voluntary work in promoting physical fitness in the Sacramento area.

In addition, a PCPFS Certificate of Appreciation was bestowed upon Ikeda Masaru, professor and guest lecturer at the University of Illinois. Masaru is a leading authority on physical fitness in his native country of Japan.

PCPFS clinicians were sponsored by USTA, U.S. Soccer Association, U.S. Volleyball Association and the Nissan Equipment Company. Other sponsors included the California Park and Recreation Society, Sacramento Sports Medicine and Fitness Council and the YMCA of Greater Sacramento.

CALENDAR OF EVENTS

APRIL

7 **World Health Day.** Contact: American Association for World Health, 2001 S St., NW, Suite 530, Washington, DC, 20009 (202/265-0286).

14-15 **Southeastern Regional Clinic on Physical Fitness and Sports,** Florence, AL. Contact: Michael Livingston, Dept. of HPER, University of North Alabama, Florence, AL, 35632 (205/760-4377).

19-23 **AAHPERD National Convention,** Boston, MA. Contact: AAHPERD, 1900 Association Dr., Reston, VA, 22091 (703/476-3466).

MAY

National Physical Fitness and Sports Month

5-6 **Ohio Valley Regional Clinic on Physical Fitness and Sports,** Springfield. Contact: Thomas P. Martin, Health and PE Dept., Wittenberg University, Springfield, OH, 45501 (513/327-6470).

19 **National Employee Health and Fitness Day.** For information on coordinating events contact: National Association of Governors' Councils on Physical Fitness and Sports, 201 S. Capitol Ave., Suite 440, Indianapolis, IN, 46225 (317/237-5630).

31-
June 3 **ACSM National Meeting,** Baltimore, MD. Contact: American College of Sports Medicine, 401 West Michigan St., Indianapolis, IN, 46202 (317/637-9200).

JULY

14-16 **National Youth Sports Coaches Association's (NYSCA) First Annual National Convention,** Orlando, FL. Contact: NYSCA, 2611 Old Okeechobee Rd., West Palm Beach, FL, 33409 (407/684-1141).

USOC Sets New Goals

The decline in physical education programs in the schools "are an unfortunate and perhaps shortsighted response to budget exigencies. They make difficult the task of developing winning Olympic teams and also may have a negative societal effect by depriving our youth of opportunities for competition."

This conclusion was reached in a year-long study presented by the Olympic Overview Commission at the U.S. Olympic Committee (USOC) meeting on February 19 in Portland, OR.

The Commission, chaired by George M. Steinbrenner III, principal owner of the New York Yankees, was established to modernize the management of the USOC.

Newly elected officers of the USOC are: Robert H. Helmick, Des Moines, IA, as President; Michael B. Lenard, Los Angeles, CA, as Vice President; George M. Steinbrenner III, Tampa, FL, as Vice President; William B. Tutt, Colorado Springs, CO, as Vice President; Leroy T. Walker, Durham, NC, as Treasurer; Charles U. Foster, Duxbury, MA, as Secretary.

New Proposals

The following recommendations are among those made by the Commission so that the USOC can adequately fund programs necessary to ensure optimal athlete preparation:

- Streamline operation of the USOC.
- Relocate the merchandising and marketing functions of the USOC to the New York area.
- Establish a full-time presence in Washington, DC.
- Confirm that the objective of the USOC team is to win medals.
- Expand direct payments to athletes with tuition assistance, the Olympic Job Opportunities Program and direct financial assistance in the currently approved forms.
- Strengthen cooperative efforts between National Governing Bodies and the multi-sport members of the USOC, particularly the school and college community.

Coalition Sponsors Wellness Conference

The National Fitness Coalition chartered its course for 1989 during the recent National Recreation and Park Association (NRPA) mid-year meeting.

First on the agenda for the Coalition, a joint venture of the NRPA, the PCPFS and the National Association of the Governors' Councils on Physical Fitness and Sports, is an Annual Wellness Conference.

Scheduled for April 13-14 at the Park Palace Hotel, Boca Raton, FL, the conference will examine wellness and fitness from a personal to a global perspective.

Many of the sessions will showcase "success stories" or wellness projects which have had a positive influence in the workplace, in community planning and development, in health care/hospital outreach and recreational opportunities.

Other projects of the Coalition include a national survey on the scope of fitness programs in recreation, fitness in recreation seminars and youth fitness programming through recreation and park departments for this summer. In addition educational sessions on fitness are planned for the NRPA National Congress in San Antonio, TX, in September.

BULLETIN BOARD

● **The U.S. Tennis Association** announces the availability of 1989 grants and scholarships to foster the growth of recreational tennis. They include Adult Recreational Tennis Developmental Grants awarded to aid organizations initiating recreational tennis programming geared specifically to adults. Contact: Henry Cox, Coordinator, Adult Recreational Tennis, USTA, 707 Alexander Rd., Princeton, NJ, 08540. For Senior Tennis Seed Grants to assist new/or existing recreational tennis programs for senior populations. Contact: Henry Talbot, Director, Amateur Tennis, USTA, 1212 Ave. of the Americas, New York, NY, 10036.

● The International Olympic Committee Medical Commission will conduct the **First IOC World Congress On Sports Sciences** from October 29–November 3, at the Broadmoor Hotel, Colorado Springs, CO. This Congress is sponsored by 3M Health Care and organized by the U.S. Olympic Committee. The program will feature keynote and invited presentations by internationally known experts, as well as contributed papers and poster sessions featuring reports of recent research. The program committee is accepting papers for consideration until April 15. Contact: M.M. Newsom, U.S. Olympic Committee, Department of Educational Services, 1750 East Boulder St., Colorado Springs, CO, 80909 (719/578-4575).

● The first annual **HealthAction Leadership Award** will be presented in 1989 by Kelly Communications to the corporation with the most effective employee health strategy. The award to be presented in November in New York will be accompanied by a \$25,000 grant to be used to promote the winning program in all 50 states. The program must be both an effective cost-containment tool and part of a corporate strategy to increase employee productivity. In connection with the award, HealthAction and HealthAction Managers, two Kelly Communications' publications, will sponsor the 1989 HealthAction Leadership Forum, a series of dinner meetings in five U.S. cities. Each session will feature representatives from leading employers in the host city. Contact: Tom Allen (804/296-5676).

● **The American Running and Fitness Association** announces a National Speaker's Bureau as a new public service. It offers a listing of 600 sportsmedicine professionals across the nation who speak on a wide variety of fitness-related topics. As a nonprofit, educational association, AR&FA has been promoting running and other aerobic activities since 1968. For the name of a speaker in your area or to be included in the Speaker's Bureau (\$15.00 sign-up fee, free for members) contact: AR&FA, 9310 Old Georgetown Rd., Bethesda, MD, 20814 (301/897-0197).

● **Ed Shea, 74**, professor emeritus in physical education, Southern Illinois University at Carbondale, IL, won two gold medals in the World Masters Swimming Championships in Brisbane, Australia. He defeated nearly 40 competitors in the 100 and 200 meter backstroke, 70–74 age group. He also took the silver in the 50-meter backstroke. The World Masters is held every two years at a different host nation. Nearly 4000 swimmers from 26 countries competed in this year's championships. The swimmers range in competition from 25–80 with competition levels grouped in five year intervals.

● The Olympics, past and present, enhanced the theme of the United States Sports Academy's Fifth Annual Awards of Sport on February 25, in Point Clear, AL. Among the winners was **President George Bush** with the Dwight D. Eisenhower Fitness Award. Julie Krone, a pioneer in horse-racing was named winner of the Professional Sportswoman Award. The 4'10", 100-pound jockey holds the number two ranking in the world among jockeys. Diver Greg Louganis claimed the title Athlete of the Year. Louganis became the first man in history to win gold medals in both the springboard and platform competitions in two successive Olympic Games. Numerous others were honored including Swiss artist Hans Enri, USOC President Robert Helmick, broadcaster Curt Gowdy and U.S. Women's Basketball coach Kay Yow. The Academy's Awards of Sports is held each year to benefit the development of the American Sport Art Museum and Archives, a division of the U.S. Sports Academy.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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Washington, D.C. 20001

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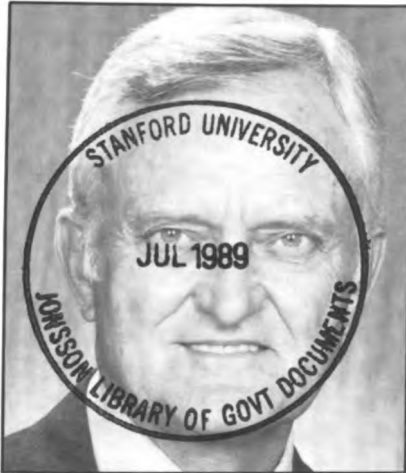
Hayes Resigns From Physical Fitness Council

Ash E. Hayes, Ed.D., the Executive Director of the President's Council on Physical Fitness and Sports, resigned on March 31, 1989 to pursue business opportunities in California.

Hayes, who has been associated with the Council in various capacities since 1974, served as Executive Director since September 15, 1985 and has been credited with many of the Council's innovative programs, including revision and expansion of the President's Challenge, the fitness awards program for youth.

Prior to his appointment as Executive Director by President Reagan, Hayes was Acting Executive Director for 16 months following the resignation of C. Carson Conrad. Hayes and his wife Juanita, will return to California to jointly operate a new firm called A & J Hayes Associates.

"Juanita and I decided last year to go



Ash Hayes

back to California at the end of the Reagan administration," Hayes explained. "I will pursue business and professional opportunities there as a consultant on physical fitness and other special public events."

Under his leadership, the Council expanded its programs with the private sector, conducted a series of significant hearings on youth fitness, held special conferences on fitness for women and the aging population and revised the President's Challenge following the 1985 School Population Physical Fitness Survey. To broaden participation and motivate more youngsters, the age requirement was lowered from 10 to six, a category was developed for the specially challenged and a new Physical Fitness Award was added to the program.

Hayes' long career includes experiences with youth and adults as a teacher, coach and administrator. He is past president of the California Association for Health, Physical Education and Recreation and former chairman of the Council of City and County Directors of the American Alliance for Health, Physical Education, Recreation and Dance.

Participants in Fitness Month Off and Running

Thousands gathered on the Mall in Washington, DC, to kickoff May as National Physical Fitness and Sports Month with Federal Fitness Day on April 28, 1989. Ceremonies and activities included more than 3300 federal employees participating in a morning Fun Run and Fun Walk under the PCPFS banner.

Some 450 teams of runners/walkers with three men and three women on each participated. The winners of the Fun Run were the National Institute of Health (NIH) Health's Angels. Winners of the Fun Walk were the Federal Reserve Board's Road Ducks.

(See Fitness Month, page 4)



More than 3300 federal employees celebrate National Physical Fitness and Sports Month in a Fun Walk on the Mall.

PCPFS in the Media

More than 2,500 newspapers, magazines and other publications have been asked to join the President's Council in emphasizing the importance of exercise for older adults.

A series of four different-sized print public service advertisements showing an over-stuffed easy chair and titled "I'm Too Old For This . . ." was sent to leading publications nationwide with a covering letter from chairman Dick Kazmaier.

The ads start off saying: "I thought I was too old to exercise. This chair was my best friend. Then it came to me . . . I suddenly realized I'm too old to just sit around."

The message follows: "Staying active can help you stay healthy, no matter your age. If you're an older adult, check with your doctor first. Then exercise regularly, three times a week for at least 20 minutes."

"Whether you walk, swim or ride a bike, exercise can strengthen your heart, muscles and mind. And help you enjoy life longer."

The ads indicate that a free copy of "Pep Up Your Life," a joint publication of the President's Council and AARP, will be mailed to those who write to the Council.

* * *

To help call attention to National Physical Fitness and Sports Month, a series of 31 live announcer fitness tips—one for each day in May—was sent to some 6,000 radio stations nationwide. The 30-second tips are designed to be read each day by a station personality, disc jockey or reporter.

A sampling of the messages:

"Here's a fitness tip from the President's Council on Physical Fitness and Sports and this station. Whether you're on the road for business or pleasure, look for hidden opportunities to be physically active. Use the stairs instead of the elevator and walk to meetings when possible. Take a walking tour of local attractions and scenic highlights. You really get to know the area best when you explore on foot, and you'll keep up your exercise program."

"Here's a fitness tip from the President's Council on Physical Fitness and Sports and this station. Flexibility is a

From the Executive Director A Vision For The Future



Ash Hayes

The challenges in providing programs in physical fitness and sports for all Americans are twofold. The first aspect is that of leadership. The newly appointed Commissioner of Baseball and former President of Yale University, Angelo Bartlett Gramotti, said, "Leadership . . . is the assertion of a vision, not simply the exercise of a style."

Motivation is Vital

The role of the President's Council on Physical Fitness and Sports and the vision for all to improve and maintain their physical fitness and lead active, productive and healthy lives have been spelled out by Presidential Executive Orders since President Eisenhower. This sound vision is essential for program managers as well as for fitness leaders, teachers and coaches who have direct contact with program participants. Day-to-day lesson plans, workout schedules and teaching techniques must be based on this overall goal. Motivating each individual to give priority to fitness and exercise is vital to success in meeting personal needs and interests.

Management is Key

The second aspect is management. Management encompasses the many

details of organization and conduct of overall programs as well as individual schedules. The regular application of the principles and knowledge dealing with areas such as exercise science, pedagogy, and individual differences, as well as sound practices relative to facility and equipment management, will help each program participant reach desired ends.

The great interest of our citizens in leading vigorous lives and the vast capabilities of professionals, institutions, and organizations has resulted in a resurgence of an active America. It has been an honor and a privilege to have been a member of the physical fitness and sports fraternity for 43 years. It is now my intention to be active in the field from a different base.

Thanks to all of you who have contributed to the effort. I wish you the greatest of continued success.

* * *

Dr. Hayes may be contacted as follows:

Dr. Ash Hayes
A & J Hayes Associates
P.O. Box 549
San Marcos, CA 02069

key aspect of fitness. It's important to know good, safe ways to stretch. Allow a few minutes for a rhythmic warmup,

such as marching in place, before you begin to stretch. Always hold a stretch for at least eight seconds without bouncing. Maintaining a flexible body will help reduce your chance of injury and help you feel better."

* * *

Among the recent stories in the nation's press was a feature in the Virginia Weekly section of The Washington Post in which upper elementary students at Newington Forest Elementary School in Springfield challenged their parents to a fitness competition. Parents tried to beat their children's scores in pullups, situps, pushups, rope-jumping and other events similar to the President's Challenge program.

Palaestra, the Forum of Sport, Physical Education and Recreation for the Disabled, ran a two-page spread on the Presidential Sports Award.

"I'm too old for this."

"I thought I was too old to exercise. This chair was my best friend. Then it came to me. I suddenly realized I'm too old to just sit around."



Staying active can help you stay healthy, no matter your age. If you're an older adult, check with your doctor first. Then exercise regularly, three times a week for at least 20 minutes.

Whether you walk, swim, or ride a bike, exercise can strengthen your heart, muscles, and mind. And help you enjoy life longer.

For a free copy of "Pep Up Your Life," a joint publication of the President's Council on Physical Fitness & Sports and AARP, write: Fitness Dept. 125, Washington, DC 20001



From the Chairman



Dick Kazmaier

One of the most common health problems experienced by adults is lower back pain. An accident or structural deformity may be the cause of this discomfort in some, but for most people it is due to improper posture, weak abdominal muscles or poor flexibility of the lower back.

Strong and balanced abdominal muscles flatten the mid-section and help stabilize the lower back area. Weak abdominals cause the well-recognized "pot belly" and enhance the curvature of the spine, causing increased pressure in the sensitive lower back area.

Also weak and inflexible lower back muscles further "tighten" the lower

back making it feel stiff and uncomfortable. Without some degree of strength and flexibility, you're more likely to injure your lower back when you have to reach or stretch for something.

Since the muscles of the upper and lower body are used in so many activities they are more likely to develop some degree of strength and endurance. Strengthening the abdominal muscles, however, requires a specific approach.

Exercises that strengthen the abdominal muscles are commonly known as sit-ups or curl-ups, and there are quite a few variations of each. The most effective and safest follow these guidelines:

- Keep knees bent and the lower back flat on the floor when doing curl-ups.
- Exhale as you perform the motion.
- Perform the exercise slowly. A slow controlled curl-up is more effective than rapid movements, which have momentum.

It is important to also maintain



strength and flexibility of the lower back muscles.

Exercises for the lower back should be done with caution as this is a sensitive area. If you tend to have any discomfort you should check with an expert for advice.

Assuming good posture and adherence to a regular strength and flexibility program for the abdominals and lower back should keep you walking tall.

Steve Guback Becomes Acting Executive Director

Steve Guback, who has served as Director of Information since 1984, was named Acting Executive Director of the President's Council on Physical Fitness and Sports on April 3, 1989.

Guback, a former award-winning sportswriter with *The Washington Star*, succeeds Ash E. Hayes, who resigned on March 31, 1989, to pursue business and professional opportunities in California.

As Director of Information, Guback handled media inquiries, special promotions, various fitness-related projects and was responsible for the Council's public service programs, including television, radio and print messages.

During his 20 years with *The Washington Star*, Guback covered a wide variety of sporting activities, including NCAA basketball championships, more than a dozen Super Bowls, heavyweight championship fights, collegiate football bowl games, tennis, baseball and track.

When *The Washington Star* ceased publication in 1981, Guback worked for two years with the Washington Redskins on special projects and then edited *Redskins Report*, a subscription newspaper providing coverage of Redskins activities. During this time he also



Steve Guback

served as a consultant to the Council, writing on fitness and sports related topics.

Prior to joining the *Star*, Guback wrote for the Richmond (VA) *Times-Dispatch* and the Winston-Salem (NC) *Journal*. He also has contributed to numerous national publications.

Guback was voted Virginia/DC Sportswriter of the Year three times. He was born in Wallington, NJ and was brought up in Norwalk, CT. He married

the former Irene Lapish of Statesville, NC in 1964. They have made their home in Alexandria, VA, since that time.

* * *



VOL. 89, NO. 3

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th Street, N.W., Washington, D.C. 20001.

Council members are Dick Kazmaier, Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Jere W. Thompson, Harry N. Walters and David A. Werblin.

Staff members are Steve Guback, Acting Executive Director, York E. Onnen, Director of Program Development; Glenn V. Swengros, Director of Federal-State Relations; Matthew Gundry, Ph.D., Director of Community Services; and Christine Spain, Research and Program Development Specialist.

Editor: Ginna Rogers-Gould

Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through September 30, 1989.

Fitness Month (from page 1)

The Office of Personnel Management took first place in the most teams entered with 50. This year's event had the largest turnout since it began seven years ago.

In what turned out to be a coast to coast celebration of health and fitness by federal employees, the Washington, DC, activities were duplicated in the state of Washington by the Department of Energy employees at the Hanford Site, Richland, WA.

At the same time 1700 Public Health Service employees participated in the 13th Parklawn Classic in Rockville, Md. Their activities ranged from a competitive 5 mile run to a 2.5 mile health walk.

Also scheduled was Project ACES (American Children Exercising Simultaneously) on May 8th at 10 a.m. local time nationwide. At least one school from each of 50 states was registered to participate. Nineteen schools have signed up from St. Croix. It is estimated that 200,000 children from 1000 schools will be involved.

Leaders Honored During Youth Fitness Gala

The PCPFS called attention to the great need to improve the physical fitness of American youth during festivities of National Physical Fitness and Sports Month in Washington.

To help motivate youngsters toward a more vigorous and healthy lifestyle, the PCPFS scheduled the introduction of the new National Physical Fitness Award and the "On Your Mark" video and classroom kit in a special hour-long gala on May 10 on the west steps of the Capitol Building.

As part of this celebration, the PCPFS was to present special commendations to Sen. Albert Gore, Jr. (D-TN), Rep. Claudine Schneider (R-RI), Rep. David Dreier (R-CA) and former Ambassador J. William Middendorf, all of whom are physical fitness enthusiasts.

The commendations recognized the four leaders for their contributions to programs of the PCPFS, along with their contributions "to the health and physical fitness of the American people, and to

the quality of our life and vigor of our society."

The new National Physical Fitness Award has been added to the "President's Challenge" awards program of the Council this school year. It is designed for those youngsters who achieve a basic but challenging level of fitness by reaching the 50th percentile or above on five test items.

"On Your Mark" is a program funded by The Sugar Association as a public service in an attempt to further encourage American children to increase their physical fitness. "On Your Mark" includes a teacher's guide, posters, pamphlets and a 14 minute motivational video designed to familiarize students with the new award.

Football/baseball great Bo Jackson and professional tennis star Pam Shriver appear in the video and the poster. The two outstanding athletes also participated in television public service announcements that are being aired nationwide.

Federal Fitness Day in Washington, D.C.



Participants lining up for a fitness test.



The Health Angels (NIH) were Fun Run winners.



The Road Ducks (Federal Reserve Board) took first place in Fun Walk.



Jim Leatherman, winner of the physically challenged division.



OPM members accept award for most teams entered in race.



This new 1989 National Physical Fitness and Sports Month poster and brochure have been distributed to some 15,000 schools and recreation departments across the country in celebration of May, National Physical Fitness and Sports Month. The posters were provided as a public service of the Sporting Goods Manufacturers Association.

Shriver Honored

Pam Shriver, a member of the President's Council on Physical Fitness and Sports, has been selected as the winner of the 1988 Tennis Magazine/IIAA Service Award. The presentation was made at the Virginia Slims Championship Tournament on Friday, April 14, at Amelia Island Plantation, FL.

Shriver was selected by a Tennis Magazine panel for her outstanding contributions of time and energy to various civic and charitable organizations.

In addition to her active participation as a member of the PCPFS, Shriver's annual Tennis Festival for Cystic Fibrosis of Maryland netted more than \$500,000 in just three years. Other credits include the White House tennis event for "Just Say No to Drugs," Partners in Excellence for Literacy and the Martina Navratilova Youth Foundation. In addition Shriver serves on the Board of Directors for the Tennis Hall of Fame.



Pam Shriver

Guback Inducted into Writers Hall of Fame

Steve Guback, the former award winning Washington Star sportswriter who is now Acting Executive Director of the President's Council on Physical Fitness and Sports, was inducted into the United States Basketball Writers Hall of Fame during the 1989 NCAA Basketball Championships on April 3 at Seattle, WA.

Guback, who covered sports for the Washington Star for more than 20 years until it ceased publication in 1981, served as president of the United States Basketball Association in 1976-77 and was its executive director from 1977-1983.

A graduate of Indiana University Guback was voted the Outstanding Journalism Graduate of 1950 and was one of the first recipients of the Ernie Pyle Scholarship, awarded to outstanding journalism majors in honor of the late Scripps-Howard war correspondent.



What's all the racket? Older Americans are getting in the swing of exercise by taking up the sport of tennis to stay active and enjoy a more vigorous lifestyle.

Kanner To OPM

Lisa Kanner recently left the PCPFS to join the staff of the Employee Health Services Division of the U.S. Office of Personnel Management to handle employee health and fitness initiatives.

She was with the PCPFS for five and a half years, most recently as a program manager. In her new assignment with OPM she will continue to coordinate projects with PCPFS staff.

US/USSR Youth Fitness Exchange Continues

A three-man delegation, headed by Council Member Bob Levy, visited the Soviet Union in March for a close up look at industrial physical fitness and sports sites as well as youth programs established under the US/USSR Youth Fitness Exchange.

Joining him on the trip were York Onnen, PCPFS Director of Program Development, and Bill Horton, president of Fitness Systems, who represented the Association for Fitness in Business.

In discussions with representatives of the USSR Sports Committee they gathered information on a variety of related topics. "The Soviets are having a fitness boom of their own," said Onnen. "For example 4000 fitness complexes of various sizes have been planned through 1990. It appears that in the Soviet Union fitness centers will be increasingly owned and operated by cooperatives—the USSR term for private enterprises."

Other projects which were discussed include the Soviet plan to develop a 218-hour course of study to train fitness program supervisors. The training and subsequent passing of a state exam will enable them to be qualified without previous education in the exercise sciences. In addition, members of the USSR Sports Committee estimated that 10 million USSR youths will be taking the President's Challenge, our Youth Fitness Testing Awards Program.

Members Visit USSR

Donald Cooper, M.D., and Warren Giese, Ph.D., both members of the President's Council on Physical Fitness and Sports, traveled in the Soviet Union April 2-9 with a delegation of fitness and sports medicine leaders.

Cooper, team physician at Oklahoma State University and director of the University's hospital clinic, and Giese, a state senator from South Carolina and distinguished professor emeritus of the University of South Carolina, joined Peter Raven, Ph.D., former president of the American College of Sports Medicine (ACSM) as part of President Bush's US/USSR initiative.

The trip focused on issues relating to sports medicine and exercise science with visits to research facilities.



A Soviet delegation of students and escorts visits the PCPFS office en route to host school, North Marion Middle School, Citra, FL. as part of the US/USSR Youth Fitness Exchange Program. Seated with them are Ash Hayes, Ed.D., second from left, former Executive Director of the PCPFS, and Steve Guback, fourth from left, newly appointed Acting Executive Director of the PCPFS.



Bill Horton, president of Fitness Systems in L.A., seated left, York Onnen, PCPFS Director of Program Development, standing center and Bob Levy, PCPFS member, seated right, visit with students at the Moscow Gymnastics Sports Complex on their recent trip to the USSR.

AAHPERD Booth on Fitness a Success

The PCPFS booth at the 104th anniversary AAHPERD convention held in Boston on April 19-23 was well received with close to 1000 people visiting the display.

Staffed by members of the PCPFS and the Amateur Athletic Union (AAU), the booth featured the President's Challenge Program with its Presidential Fitness Award and the new National Physical

Fitness Award. It was also an excellent opportunity for the PCPFS to introduce the AAU as the new administrator of the President's Challenge Program to members of AAHPERD.

In addition, information was available on the Presidential Sports Awards, community fitness, corporate fitness, weight control, adult and youth fitness.

CALENDAR OF EVENTS

MAY

National Physical Fitness and Sports Month

- 31-
June 3 **ACSM National Meeting**, Baltimore, MD. Contact: American College of Sports Medicine, 401 West Michigan St., Indianapolis, IN, 46202 (317/637-9200).

JUNE

- 5-6 **Frontiers in Disease Prevention**—A National Conference on the Impact of the U.S. Preventive Services Task Force Guidelines, Johns Hopkins Medical Institutions, Turner Auditorium, Baltimore, MD. Contact: Office of Continuing Education, The Johns Hopkins Medical Institutions, Turner Building, 720 Rutland Ave., Baltimore, MD, 21205 (301/955-2959).

- 29-
July 2 **National Strength and Conditioning Association Annual Conference**, Denver Radisson Hotel, Denver, CO. Contact: Bobbi Schmidt, NSCA, P.O. Box 81410, Lincoln, NE, 68501 (402/472-3000).

JULY

- 14-16 **National Youth Sports Coaches Association's (NYSCA) First Annual National Convention**, Orlando, FL. Contact: NYSCA, 2611 Old Okeechobee Rd., West Palm Beach, FL, 33409 (407/684-1141).

- 16-21 **National Wellness Conference**, University of Wisconsin-Stevens Point campus, WI. Contact: Linda Newcomb, R.D., National Wellness Institute, South Hall, 1319 Fremont St., Stevens Point, WI, 54481 (715/346-2172).

AUGUST

- 3 **Manufacturers Hanover Corporate Challenge**, Chicago, IL. This 3.5 mile road race is open to all full-time employees of corporations, business and financial institutions. Contact: Lakeshore Athletic Service (312/836-4378).

Clinic Held in Alabama

More than 300 physical education instructors and recreation leaders registered for the Southeastern Regional Clinic on Physical Fitness and Sports, held at the University of North Alabama, Florence, AL, on April 14-15.

The two-day clinic, cosponsored by the PCPFS and the University of North Alabama, was directed by Michael Livingston, Ed.D., Department of Health, Physical Education and Recreation.

Most of the registrants came to the clinic dressed to actively participate in

some of the more than forty concurrent sessions. They included elementary school physical education, fitness testing, tennis, soccer, volleyball and activities for the handicapped.

A gala held the first night drew an audience of 3500 people. The highlight of the evening was a demonstration called "Fitness in a Bucket." It was a choreographed fitness routine performed by elementary school students using common household items as a complement to the workout.

Athlete Crosses U.S.A.

Bill Duff, 26, who was paralyzed in an automobile accident at the age of 19, is on the road with his "Wheels Across America" campaign.

He left Los Angeles in his wheelchair on January 17 and plans to reach his destination, New York City, in early July after traveling 5000 miles at an average pace of 50 miles a day.

The expedition, sponsored by Hilton Hotels, will raise money and awareness for the Miami Project, a full-time hospital and research effort dedicated to finding a cure for paralysis.

The Miami Project was founded in 1985 by Nick Buoniconti, former Miami Dolphins linebacker, after his son, Marc, received an injury playing football at the Citadel which left him a quadriplegic.



Paraplegic Bill Duff at the starting mark of his "Wheels Across America" expedition this January in Los Angeles.

Clinic Postponed

The Ohio Valley Regional Clinic on Physical Fitness and Sports was postponed due to an outbreak of measles on the campus of Wittenburg University, Springfield, OH. The Clinic was to be held on May 5th and 6th. For further information contact Glenn Swengros, PCPFS.

BULLETIN BOARD

● The **American Medical Association** has declared an attack on high blood cholesterol, a problem that contributes greatly to the development of coronary heart disease. The "Campaign Against Cholesterol" was introduced in February with the release of "Count Out Cholesterol" a book by Dr. Art Ulene designed to help people lower their blood cholesterol levels. The program includes five week courses of personalized instruction and counseling to those with high cholesterol levels. For information contact Shelly Kern (213/851-1027).

● The **International Center for Sports Nutrition**, an organization devoted to the dissemination of the most current information on sports nutrition, has been established in Omaha, NE. The Center encourages scientific research and provides information to athletes and physically active people interested in the benefits of good nutrition. For further information, write: Barbara Connelly, Administrator, ICSN, 502 South 44th St., Suite 3012, Omaha, NE, 68105.

● An Olympic heavyweight gold medalist and a member of the Amateur Athletic Union women's basketball championship team were named 1988 Armed Forces Athletes of the Year. Army Spec Ray A. Mercer and Air Force AIC Priscilla Sweeney were selected for the top ranking honors by the Armed Forces Sports Committee, the Department of Defense-designated organization overseeing athletics in each of the services. The awards were made at the **United States Military Sports Association (USMSA)** reception prior to a banquet hosted by the Touchdown Club in Washington, DC. At the Touchdown Club, Mercer and Sweeney also received TIMMIE awards for their achievements. For further information write USMSA, P.O. Box 2352, Alexandria, VA, 22301.

● The **United States Tennis Association** has announced that nominations for the 1989 USTA Community Service Awards are now being accepted. All candidates must have at least three consecutive seasons of field work and be nominated by a minimum of two people familiar with the

person's work. In addition candidates must be approved by their local USTA section and district. Anyone interested in nominating an outstanding volunteer should write for an application to: USTA Community Service Awards, USTA, 707 Alexander Rd., Princeton, NJ, 08540. Nominations should be postmarked by June 10, 1989.

● The **National Recreation and Park Association** has designated July as "National Recreation and Parks" Month. This year's celebration highlights the 1989 NRPA theme: "Leisure, Legends and Landmarks." The month is broken down into four weekly areas of concentration. Week one focuses on latchkey children/childcare issues and programming ideas. Week two is dedicated to therapeutic recreation/special populations. Week three deals with possible at-risk youth and teens in general. Week four focuses on general health, wellness and fitness. The purpose of the celebration is to highlight that park and recreation facilities improve the quality of life and to recognize the variety of recreation opportunities available to citizens throughout the nation. Those interested in receiving a resource booklet on July events, should send \$2.00 per booklet to NRPA/"JULY", 3101 Park Center Dr., Alexandria, VA, 22302.

● The annual **La Crosse Health and Sports Science Symposium** will be held Oct. 15-18, 1989 in La Crosse, WI. The event, sponsored by the La Crosse Exercise and Health Program and the Wisconsin Heart Institute, is actually three conferences in one. It is directed to the topics of cardiac rehabilitation, exercise testing and prescription; nutrition; orthopaedic and sports injuries. Although each conference is independent, the agenda offers related areas of interest and participants may attend any of the sessions they choose. The 24 member symposium faculty is comprised of nationally renowned speakers from throughout the United States. For further information contact Dr. Mary McLellan, La Crosse Exercise and Health Program, 221 Mitchell Hall/UWL, La Crosse, WI, 54601 (608/785-8686).

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER



JULY/AUGUST VOL. 89, No. 4



President Bush Receives Sports Award

President George Bush, whose vigorous lifestyle and sports/athletic background is well-known, received a Presidential Sports Award in running with a master's designation from PCPFS chairman Dick Kazmaier and acting executive director Steve Guback in a special Oval Office ceremony in May.

The presentation not only called attention to the Council's Presidential Sports Awards program, but also coincided with the observance of May as National Physical Fitness and Sports Month.

The colorful embroidered emblem of the Presidential Sports Award was attached to a white warmup jacket, which Kazmaier presented to the President. The President also received a blue T-shirt with the PCPFS seal. The President promised to wear both the warmup jacket and T-shirt during some of his workouts.

The President runs several times a week, usually for 20 minutes or more. Although he received the award for running, he probably could have qualified in other sports such as tennis, swimming, sailing and golf, if his schedule permitted.

The Presidential Sports Award recognizes a commitment to fitness through active and regular participation in any of 49 sport/fitness activities over a four-month period.



President George Bush receives a warmup jacket embroidered with the Presidential Sports Award and a T-shirt from Dick Kazmaier (left), chairman of the PCPFS and Steve Guback (right), acting executive director, PCPFS.

"On Your Mark" Expands



Students from Lynbrook Elementary (Springfield, VA) helped the President's Council and The Sugar Association kick-off the new ON YOUR MARK fitness program on May 10.

The Farmer's Home Administration, a lending agency for farmers, will be sending its wellness coordinators into rural communities this fall to introduce the "On Your Mark" program to local school officials.

The program, developed by the PCPFS and funded by the Sugar Association as a public service, encourages American children to increase physical fitness levels.

"On Your Mark" was introduced this May as part of National Physical Fitness and Sports Month. To date schools in 49 states have requested the 14-minute

Bush Salutes Baseball

The President's Council was represented in ceremonies at the White House in July for the Salute to the 50th Anniversary of Little League Baseball. President Bush, who once coached Little

(See Baseball, page 4)

(See On Mark, page 4)

PCPFS in the Media

The latest PCPFS media campaigns have produced outstanding results. Surveys show that "As Time Goes By," a television public service message targeted for older adults, was played by 189 stations nationwide with an estimated 13,321 telecasts. The comparative advertising value was \$1,870,748.

The spot opens with an older woman turning the pages of a photo album and reliving the memories of her life—from a young bride to a grandmother. The 30- and 20-second spots were narrated as a public service by film star Van Johnson and urge older adults to exercise regularly "for yourself and those you love."

With a piano playing "As Time Goes By" in the background, the spot ends with a close-up photo of the woman and granddaughter. It turns into real life action with the woman, her daughter and granddaughter starting their exercise regimen with a daily brisk walk.

Many of the television stations wrote glowing comments. "This spot is of excellent quality," wrote Tim Garragan of KIRO-TV in Seattle. "We produce 90% of our PSAs in-house, but we felt this spot deserved airplay."

"We always air PCPFS spots because they are always of excellent quality," wrote Margaret Garcia of KRIV-TV in Houston. "The production quality is always excellent, and so are the messages they communicate."

"Excellent spot," added Sue Stauffer of WCPX-TV in Orlando, FL. "The

subject is an important one—especially for our audience."

Nine public service announcements for radio, including two based on the "As Time Goes By" theme, also were produced and distributed nationwide. The radio spots contained a variety of messages intended for audiences ranging from teenagers to older adults.

Preliminary response showed that 370 stations played some or all of the messages.

* * *

The "On Your Mark" motivational video for upper elementary school children was used by more than 1,000 schools in 49 states. Public service messages featuring football/baseball star Bo Jackson and tennis star Pam Shriver were shown by 47 stations, 27 of which were in the top 50 markets. Both videos were produced for the PCPFS as a public service by The Sugar Association, Inc.

* * *

A series of 31 live announcer radio public service messages, which were designed to be read by a station personality each day during May as part of National Physical Fitness and Sports Month, was utilized by 345 radio stations nationwide.

The PCPFS continues to get strong coverage in the print media. Among recent stories was a feature on the exercise habits of Vice-President and Mrs. Quayle as part of a fitness roundup which appeared in USA Weekend.

Chairman's Corner



Dick Kazmaier

Summer may be a half over but there still is time to take the family on a fitness vacation. It is a perfect opportunity to involve your loved ones in an active way of life.

While workouts may not be the same on vacation, there are numerous ways to maintain your exercise routine. The first place to start your vacation fitness plan is when traveling to your destination.

On airplanes or trains take every chance to get up and walk around. Doing easy stretching movements in your seat may prevent muscles from becoming stiff and sore. Some suggestions include neck rolls, shoulder shrugs and ankle circles.

When traveling by car, stop frequently. The whole family can participate in a mini-workout. Light calisthenics will get the circulation going. Jogging in place, jumping jacks and knee lifts are some suggestions. Or take a brisk walk.

The environment you encounter when you get to your destination may be very different from home. Temperature, humidity or altitude may affect your physical abilities. So start slowly and adjust the pace and length of your workout to how you feel.

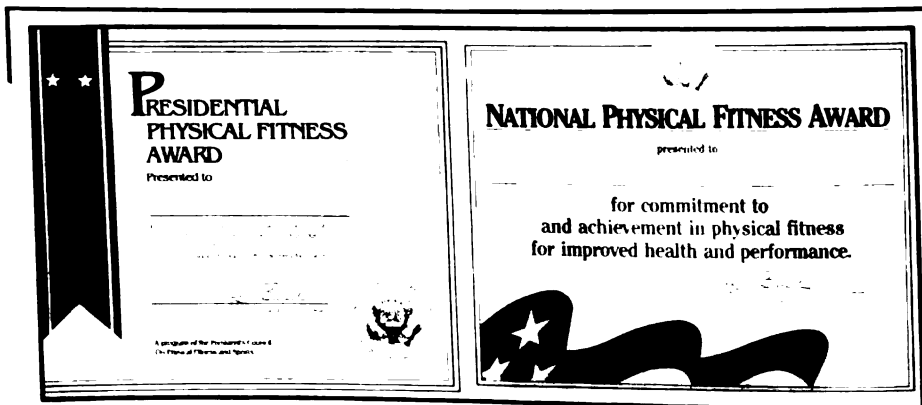
Here are some suggestions to assist you in planning a fun fitness vacation:

- Be creative. Cabins, tents and hotel rooms can be used to set-up a mini-workout circuit. You may wish to include situps, pushups, side-leg raises, bicep curls, heel raises (using a telephone book) and toe raises.

- Bring along a cassette player and your favorite aerobic music.

- Set up a walking or bike tour of the area to enjoy the beautiful countryside or a city's historical features. Be sure to wear comfortable shoes and clothing. For day trips, carry water and add a picnic lunch.

Additionally, you can try new activities to involve your whole family in an active lifestyle. You'll have more vacation fun that way.



A handsome navy banner and gold presidential seal enhance the newly designed certificate for the Presidential Physical Fitness Award (left). A red, white and blue banner waves across the bottom of the National Physical Fitness Award certificate. Both bear the signature of President George Bush.

Fun and Fitness Program Kicks Off

The National Youth Fun and Fitness program was launched July 6 at Freedom Plaza in Washington, DC. The program was presented in cooperation with the PCPFS, the National Recreation and Park Association, L.A. Gear and GameTime Inc., as a response to the growing concern among education, recreation and other leaders that the youth of today lack opportunities to develop sound lifetime physical fitness habits.

Included in the opening festivities were speeches by Steve Guback, PCPFS acting executive director; Scott Gupp, senior vice president, GameTime Inc., and Paul Woodard, director of the DC Department of Recreation. A fitness forum was conducted by "Ruggedd" Rose, director of youth fitness for L.A. Gear.

This event marks the beginning of a ten-city effort designed to encourage and motivate youth to start participating in lifetime fitness activities at an early age.

The program will be conducted for boys and girls, ages 6-12, at designated community centers three times a week for six weeks. The basic theme will emphasize the three elements of an effective workout. Participants will learn proper warmup, stretching and flexibility



VIPs gather at the National Youth Fun and Fitness festivities. From Left, Lt. Col. Susan Allen, Army Health Promotion; Dr. Matt Guidry, PCPFS; Arthur Dockery, DC Dept. of Rec., Scott Grupp, Game Time; "Ruggedd" Rose, L.A. Gear; Andrew Oser; Glenn Harris, WHUR; Florette Haisten, Rockwell Int'l; Steve Guback, PCPFS.

exercises. The workout involves a variety of aerobic activities combined with muscular strength and endurance movements. It ends with a cooldown.

Each child will receive a personal fitness guide and game board poster to chart his/her progress. Each week participants will receive a sticker to place on

the game board. As they continue to complete their weekly exercise sessions, they can post their accomplishments on the board.

Only activities that have elements of fun and physical development potential have been selected.



Steve Guback, acting executive director of the President's Council (center), joins other delegates at the XI Trim & Fitness International Conference in June at the Geneva Park YMCA Conference Center, Orillia, Canada, where discussions took place on "Quality in Sports for All." From left, Amando Larrea, Ecuador; Brian Dixon, Australia; Guback, USA; Prof. Aleksandr Laptev, USSR; and Vassil Girginov, Bulgaria.



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Staff members are Steve Guback, acting executive director, York E. Onnen, Director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Matthew Guidry, Ph.D., director of Community Services; and Christine Spain, Research and Program Development specialist.

Editor: Ginna Rogers-Gould

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1989.

(Baseball (From page 1)

League Baseball and had his sons participate in the program, paid tribute to the long history and impact of the Little League on the American way of life.

Attending the ceremonies for the PCPFS were Council member Jim Gilmore, acting executive director Steve Guback and director of community services Matt Guidry. Special guests included baseball stars Stan Musial, a former chairman of the PCPFS; Gary Carter, Brooks Robinson, Mike Schmidt, Joe Morgan and Ted Sizemore. More than 4,000 Little Leaguers from Virginia, Maryland, Pennsylvania and the District of Columbia were in attendance.

On Mark (From page 1)

motivational video and classroom kit, the highlight of the program. They are designed to familiarize students with the new National Physical Fitness Award. The Farmer's Home Administration field agents hope to reach a number of rural communities that may not be aware of the program.



Kaye Buchanan receives recognition for her 30 years in government service, the last 25 with the PCPFS. With her are Dr. James O. Mason, assistant Secretary for Health (center) and Steve Guback, PCPFS (right).

Soviets Visit USA



Pictured above in a symbol of friendship are, standing from left Dr. Matt Guidry, PCPFS; Chris Spain, PCPFS, York Onnen, PCPFS. Seated from left, Bill Horton, Fitness Systems; Steve Guback, PCPFS; Dr. Anatoly Tsarik, USSR; Sergei Potanick, USSR.

Dr. Anatoly V. Tsarik, chairman, General Department of Physical Education, USSR State Sports Committee, visited the United States in June as a guest of the PCPFS. During his stay, Tsarik and interpreter Sergei Potanick, were given the opportunity of learning first hand about several areas of interest.

Their first stop was in Washington, DC, for an inspection of the fitness facility at the Chevy Chase Bank headquarters. This was followed by a tour of the Gannett Building, publisher of USA Today. After a reception hosted by John Curley, president, USA Today, Tsarik was interviewed by staff writer, Erik Brady.

In the June 23 issue of the paper Tsarik was quoted saying "My personal view is the level of fitness of all peoples is higher in America than in the Soviet Union. Luckily priorities are changing. So we have a restructuring in all walks of life, political, economical, cultural and now physical culture."

Steve Guback, acting executive director, PCPFS, and Bill Horton, president, Fitness Systems, served as hosts for the Washington leg of the trip.

The next stop was South Carolina where Council member Warren K. Geise, Ph.D., a state senator from South Carolina and distinguished professor emeritus (retired) at the University of South Carolina, took over as host.

Geise escorted Tsarik and his interpreter to the University of South Carolina to observe programs which prepare teachers of physical education and health.

They toured facilities used by the general public for physical recreation and personal fitness. And they visited several South Carolina high schools to gain an understanding of school training programs for elite athletes.

The remainder of the visit was spent touring the area and generally acquainting the Soviets with southern hospitality and lifestyles. Tsarik then flew to Pennsylvania to meet for three days with Council member Bob Levy. This stop included a visit to the University of Pennsylvania Sports Medicine Center, the Spectrum, a Philadelphia Police Athletic League Center and Recreation Center, the Atlantic City race track and a Philadelphia Phillies baseball game.

Employees Meet the Challenge

In a special "Washington to Washington Challenge," 1500 employees from the Department of Energy—Hanford Nuclear Reservation, Richland, WA, logged 3404 miles in a walk on the road to fitness.

Their original goal was to accumulate 2571 miles, the distance between Richland, WA and Washington, DC. But this number was quickly reached, then passed as determination combined with energy. Federal employees walked on April 29th during Federal Fitness Day. Private sector employees participated in the "Challenge" on May 19th during National Employee Fitness Day.

"We estimate that the Richland site qualified for the highest per capita participation rate in the northwest for National Employee Fitness Day," said Les Brown, executive director of the Washington Governor's Council on Physical Fitness and Sports. "Employees turned out in record numbers to walk during their lunch break. Even though they walked in hot and windy weather, the accumulated mileage just kept adding up."

Brown notes that under the proper leadership, health and fit employees can mean millions of dollars in savings in health-care costs. "Mike Lawrence, who controls 12,000 employees and a billion dollar budget at the Hanford site provided the leadership for this event," said Brown. "And Santos Ortega was instrumental in getting this program off the ground for the Department of Energy."

An international conference on community fitness is planned for Richland in 1990.

Canada's Fitness Frenzy

Moonbeam Fish Cannery plant workers in Fiddlehead, New Brunswick, Canada gave their lunch a little fitness twist on June 1st. A chorus line of five Fiddleheaders put on mermaid and "mermate" costumes to lead a seafood jig. When the noon whistle blew, workers entered the cafeteria to join fiddler Angus McFadden and his musical group in 10 minutes of fitness fun.

"Both management and the union at the plant openly welcome this oppor-



Indiana Bell Telephone employees do some fitness stretching prior to embarking on their noon walk through downtown Indianapolis. Several hundred Bell employees took part in the National Employee Health and Fitness Day activity. Photo: Karen Kinson.

tunity to encourage workers to become more physically active," said shop steward Pierre Larose.

The Fish Factory Frenzy was just one of the more than 17,000 zany activities that took place across Canada during Fitweek (May 26–June 4), Canada's version of our own Physical Fitness and Sports Month.

Other activities that took place during the week include:

- Sneaker Day when all Canadians were invited to wear their sneakers to work and school;
- Run For Light to show how the sighted and blind can participate together in physical activity and
- MOGA Madness, a national youth fitness contest that stands for Most Outrageous Group Activity.

Last year 7.5 million Canadians participated in Fitweek activities but an analysis of the events showed that blue collar workers, as a group, remained among the most inactive. The Fish Factory Frenzy was designed to turn those figures around.

Canada's Fitweek is coordinated by Fitness Canada, Government of Canada, twelve Provincial and Territorial Governments and twenty national organizations.

Walking Fit

Among many May events, nearly 200,000 public and private sector employees took to the streets to walk for fitness by participating in the first National Employee Health and Fitness Day, a program of the National Association of Governor's Councils on Physical Fitness and Sports (NAGCPFS), supported by the PCPFS.

A total of 1217 companies representing 49 of the 50 states, plus Guam, Puerto Rico and Canada took part in the first year effort which was conducted at local business sites.

"More than 600 evaluations have been received from company coordinators charged with promoting and putting on the event for their employees," said Jim Liston, coordinator of the event and executive director, NAGCPFS. "The comments have been positive. The evaluations are telling us that these companies want this event offered again."

With a full year to promote next year's event the number of companies and participants is expected to double. The Association for Fitness in Business was a co-presenter of the event. Converse and The Nutrasweet Company served as corporate sponsors.

Great Raisin' Fitness Challenge Winners



The winners of the Great Raisin' Fitness Challenge visited with parents and teachers at the U.S. Capitol. Pictured with the winners are York Onnen, PCPFS (left, back row); Jacki Sorensen, founder, Aerobic Dancing (2nd from left, back row); Col. Barney Barnum, Marine Corps Medal of Honor winner (7th from left, back row); Ron Keefer, Federal Interagency Fitness Council (8th from left, back row); Glenn Swengros, PCPFS (2nd from right, back row); Alyssa Milano, star of ABC's "Who's The Boss" (far right).

Proclamation for a Fit Future

The Great Raisin' Fitness Challenge is a national program conducted by the California Raisin Advisory Board in cooperation with the President's Council on Physical Fitness and Sports. The following proclamation was prepared by the 12 winners of a nationwide essay contest along with their parents and teachers during ceremonies in the Capitol in May. The winners were selected from more than 47,000 children who participated in the contest.

The Proclamation

We, the students, parents and physical education teachers who participated in the Great Raisin' Fitness Challenge, have gathered to address the current state and future of physical fitness for America's youth. We submit these ideas in the hope that fitness will become a national priority because poor fitness has a tremendous impact on the productivity and attitude of this country's youth. We hereby present the following recommendations to shed a new perspective on youth fitness problems and solutions.

The key problems facing children in getting fit are lack of parental support, lack of facilities and activities, and the

perception among kids that exercise is uncool. Our primary recommendations are as follows:

- Physical education needs to be a priority at the federal level; at the school level, teachers need state-of-the-art equipment to compete with the technology available to children.
 - Neighborhood associations should be formed by parents to initiate fitness programs and activities in schools and at home, similar to the PTA.
 - Parents should encourage their children to exercise and should make exercise a part of family life.
 - Fitness facilities and activities, specifically geared toward children, need to be developed; fitness is currently an adult activity.
 - More education about nutrition and fitness needs to be provided at the school and family level.
 - Most importantly, all adults need to serve as role models for children in making fitness a priority in this country.
- We sincerely believe these recommendations to be critical to the continued healthy development of the children of our country.

Bush Seen as Fit Role Model

The Society of State Directors of Health, Physical Education and Recreation adopted a resolution at its annual meeting in Boston, MA, in April commending President Bush for providing a positive role model by his participation in outdoor sports.

The group also requested that the President continue to lend his personal interest and the prestige of the Oval Office to the fitness movement and the PCPFS, and to give particular attention to the urgent need to improve school programs that affect the fitness of American youth.

Fitness Booms

In 1988 millions of new participants swelled the ranks of the fitness movement, according to a nationwide survey conducted earlier this year.

According to the "American Sports Analysis" conducted by American Sports Data, Inc., a Westchester, CT-based firm specializing in sports and leisure research, increases in the number of participants were recorded in 13 out of 18 fitness sports monitored by the firm's annual tracking study.

The study was based on a national consumer mail panel survey of 15,936 adults and children over the ages of six.

Third Fitness Wave

Women and older people are responsible for most of the recent growth in the physical fitness trend. "These people are the third wave in fitness," said ASD president Harvey Lauer. "Whereas running was the cutting edge of the fitness boom and other 'pain is gain' activities such as high-impact aerobics and weight training were the second wave, much of the new growth comes from a third generation of less taxing and low-impact activities."

Despite his optimism Lauer concedes that America is not yet a fit society. "Truly active people, according to our research are only one fifth of the population. (However,) the fitness boom is the most important and enduring American values change in the past 20 years."

CALENDAR OF EVENTS

AUGUST

- 3 **Manufacturers Hanover Corporate Challenge**, Chicago, IL. This 3.5 mile road race is open to all full-time employees of corporations, businesses and financial institutions. Contact: Lakeshore Athletic Service (312/836-4378).

SEPTEMBER

- 13-17 **Fifteenth Annual Conference of the Association for Fitness in Business**, The Pointe on South Mountain, Phoenix, AZ. Contact: James M. Clayton, AFB, 310 N. Alabama, Suite A100, Indianapolis, IN, 46204 (317/636-6621).
- 22-23 **National Leadership Conference on Health and Fitness**, University Place Executive Conference Center, Indianapolis, IN. Presented by the National Fitness Leaders Association. Contact: Lois Hale, NFLA, (202/885-6275).
- 23 **The Healthy American Fitness Leaders (HAFL) Awards Banquet**, Indiana Roof Ballroom, Indianapolis, IN. Recognizes the ten 1989 winners of the HAFL award. Contact: York Onnen, PCPFS.
- 30-
Oct 8 **World Corporate Games**, Concord, CA. A multi-sport athletic festival featuring sports for all ability levels. Contact: World Corporate Games, 444 Market St., Suite 870, San Francisco, CA, 94111 (415/781-1988).

OCTOBER

- 13-14 **Ohio Valley Regional Physical Fitness and Sports Clinic**, Wittenberg University, Springfield, OH. Contact: Tom Martin, chair, Dept. of Health and Physical Education (513/327-6411).
- 15-18 **La Crosse Health and Sports Science Symposium**, La Crosse, WI. Sponsored by the La Crosse Exercise and Health Program and the Wisconsin Heart Institute. Topics include cardiac rehabilitation, exercise testing and prescription, nutrition, orthopedic and sports injuries. Contact: Dr. Mary McLellan, La Crosse Exercise and Health Program, 221 Mitchell Hall/UWL, La Crosse, WI, 54601 (608/785-8686).
- 28-
Nov 3 **First IOC World Congress on Sports Sciences**, Colorado Springs, CO. Promoted by the International Olympic Committee Medical Commission. Leading sports science experts will discuss information about basic and applied research related to athletic performance at the Olympic level of competition. Contact: M.M. Newsom, U.S. Olympic Committee, 1750 East Boulder St., Colorado Springs, CO, 80909.

NOVEMBER

- 17-18 **Gulf South Regional Clinic on Physical Fitness and Sports**, University of S.W. Louisiana, Lafayette, LA. Contact: Frank Foreman, Clinic director, (318/236-6891).

Editor's Note

The correct address for Dr. Ash Hayes is A & J Associates, P.O. Box 549, San Marcos, CA, 92069. The zip code was published inaccurately in the May/June issue of the President's Council on Physical Fitness and Sports' Newsletter.

Cooper Opens Run

Council member Donald L. Cooper, M.D., director of the Oklahoma State University Hospital Clinic and team physician, presented the opening remarks at the Jim Thorpe Memorial Run in Yale, OK, in May.

His speech celebrated the accomplishments of Jim Thorpe who was proclaimed the "world's greatest athlete" by the King of Sweden during the 1912 Olympic Games.

Thorpe, a Sac and Fox Indian, was discovered by coach Glenn "Pop" Warner when he attended camp as a youngster and excelled at sports, especially football and track. In the 1912 Olympic Games, Thorpe won the Decathlon and Pentathlon, becoming the only athlete in history to win both grueling track events.

Thorpe later became a professional football player and the first president of the Professional Football Players Association, now known as the National Football League.

The Memorial Run included a 10K race and 1 mile fun run/walk. Prizes were awarded by Gail, Richard and Grace Thorpe, children of Jim Thorpe.

Clinic Rescheduled

The Ohio Valley Regional Clinic on Physical Fitness and Sports has been rescheduled for October 13-14, 1989 on the campus of Wittenberg University, Springfield, OH. The Clinic which was to be held on May 5th was postponed due to an outbreak of measles. For further information contact Glenn Swengros, PCPFS.

Wheaton Retires

Alice Wheaton has retired as a consultant from the PCPFS to pursue other business interests in Vista, California. She has actively served the PCPFS since 1980. Her many roles included coordinator of the Federal Interagency Health and Fitness Council, which she helped establish.

BULLETIN BOARD

● **The World Corporate Games** will be held again this year from September 20 to October 8 in Concord, CA, near the San Francisco Bay area. It is a nonprofit, multi-sports athletic festival in which participants compete individually for personal achievement or on teams for business to business competition. More than 4000 sports entrants represented 411 companies from 14 countries in the first Games in 1988. Included among the 20 sports will be soccer, volleyball and tennis. Men and women of all ability levels can participate. For more information write World Corporate Games, 444 Market St., Suite 870, San Francisco, CA, 94111 or call (415/781-1988).

● More than 1300 swimming coaches from across the country are expected to attend the **American Swimming Coaches Association World Clinic**, September 5-10 at the Hilton Hotel, Pittsburgh, PA. Attendees will have the opportunity to take part in a wide range of educational and social events. They also will see the world's largest competitive aquatic show. For more information write ASCA, One Hall of Fame Dr., Fort Lauderdale, FL, 33316 or call (800/356-2722).

● Three cities in Denmark will host the second **World Masters Games**, July 22-August 6. As many as 15,000 competitors are scheduled to take part in the events which are internationally sanctioned. In addition, conferences that focus on sports sponsorship, communications and medicine will be featured. For information call (800/635-5488).

● Better health care is now just a phone call away. The **National Library of Medicine**, which claims to be the most comprehensive medical resource in the world, offers up-to-date medical knowledge to health-care practitioners with computer access to the Library's databases. To find out more about this unique link to the world's medical information, write Friends of National Library of Medicine, 1529 Wisconsin Ave., N.W., Washington, DC, 20007.

● Through the cooperation of the **Drug Enforcement Administration**, copies of the pamphlet, "National Standards for Youth Sports," are being made available for youth sports organizations and coaches by the **National Youth Sport Coaches Association**. Parent-operated youth organizations can help with distribution by making the booklets available free of charge to people in their community. In the publication, leading experts from a variety of fields have developed standards which parents can follow in developing and administering youth sports programs. They include suggestions in the following areas: preventing psychological pressures on children, safety, drug education and an overall proper sports environment. Write NYSCA National Headquarters, 2611 Old Okeechobee Rd, West Palm Beach, FL, 33409. Enclose \$5 per hundred copies to cover postage and handling.

● A coalition of national exercise and safety organizations including the **PCPFS**, **The American Running and Fitness Association**, the **National Safety Council** and others have established the "Share the Road," program. It is a comprehensive set of guidelines aimed at helping people share the outdoors and become safe trail and road users. The program is a response to the growing frustrations experienced by many people when they take to the road and find that every walker, runner, bicyclist and motor vehicle driver is adhering to a different set of rules. For a free copy, contact the American Running and Fitness Association, 9310 Old Georgetown Rd., Bethesda, MD, 20814 or call (301/897-0197).

● **The Road Runners Club of America** voted at its annual business meeting in June to recommend guidelines against the usage of baby joggers or strollers in road races. The reason for this recommendation is that the inclusion of strollers in races increases the potential for injury to race participants and the children. The club has no objection to the safe and prudent use of strollers or baby joggers in training situations.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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NEWSLETTER



SEPTEMBER/OCTOBER VOL. 89

Mizell Named New PCPFS Executive Director

Wilmer D. Mizell, former major league baseball pitcher and Congressman, has been named executive director of the President's Council on Physical Fitness and Sports.

The appointment, which was announced by President Bush and Louis W. Sullivan, M.D., Secretary of the Department of Health and Human Services, means that Mizell will head the day-to-day operations of the agency that serves as a catalyst in promoting the benefits of physical fitness for all Americans. Mizell will administer the Council's national programs in fitness, physical education, sports medicine and amateur sports.

Looking Ahead

"I welcome this opportunity and look forward to the challenge," said Mizell. "We have much to do. We particularly need to stress the importance of improving the physical fitness of our youth, the seniors and minorities. The benefits of regular exercise have been well-documented, but we need to make sure that all Americans get the message and act upon it. Our goal is to make America fit."

Mizell is best known for his outstanding baseball career and for his three terms as the Congressman for the fifth district of North Carolina. Nicknamed "Vinegar Bend" for a small town in Alabama where he grew up, Mizell spent 4 years in professional baseball, including six years with the St. Louis Cardinals. He pitched with the Pittsburgh Pirates when they won the World Series in 1960 and was a member of the original New York Mets team in 1962. He posted a 90-88 lifetime major league record with 15 shutouts and a 3.85 earned run average.



Dick Kazmaier, Chairman of the President's Council on Physical Fitness and Sports, presents a PCPFS lapel pin to Wilmer D. Mizell, the new Executive Director. (Photo: D'Avino)

Prior to his appointment with the Council, Mizell served for seven years as Assistant Secretary of Agriculture for Governmental and Public Affairs. He also was Assistant Secretary of Commerce for Economic Development for two years. In addition to his three terms in the U.S. Congress, he also served as Chairman of the Board of County Commissioners for Davidson County, North Carolina.

Active in church affairs, Mizell is a member of the Christian Missionary Alliance Church, and has been a deacon, vice-chairman of the board, Sunday

school superintendent and teacher. He is chairman of the Board of Trustees, Toccoa Falls College, Toccoa Falls, Georgia, and has served on the Board of Managers of the Christian Missionary Alliance Ministries International, Nyak, New York.

A veteran of the U.S. Armed Forces, Mizell interrupted his baseball career with the Cardinals to spend two years at Fort McPherson, Georgia, and Fort Jackson, South Carolina.

He has been selected to the North Carolina American Legion Hall of Fame, Who's Who in American Politics, Who's Who in the South and Who's Who in Government. He also serves on the Advisory Board of North Carolina Little League.

Mizell resides in Alexandria, Virginia, and still maintains a home in Midway, North Carolina. He and his wife, Nancy, have two sons: Wilmer David, Jr., and James Daniel, both of whom are high school physical education teachers and coaches.

Succeeds Hayes

As executive director of the Council, Mizell succeeds Ash E. Hayes, who resigned in April to pursue business and professional opportunities in California. Steve Guback, director of Information, had been serving as acting executive director.

The President's Council on Physical Fitness and Sports consists of 18 members appointed by the President. Dick Kazmaier, the president of a marketing and financial services business and former Heisman Trophy winner from Princeton, is the chairman. □

Chairman's Corner



Dick Kazmaier

If you accept the premise that understanding and influencing world-wide concerns and issues relating to sports and physical fitness is essential if we are to serve the cause of fitness for Americans effectively, then understandably over the past eighteen months I have had an opportunity to accomplish a great deal in several parts of the world.

In August I visited Taiwan. The focus of the trip, underwritten by the Metropolitan Life Insurance Company as a public service, was to inform the people who shape policy in that country of the work of the PCPFS and how similar efforts might improve the level of physical fitness in Taiwan.

Although my visit was unofficial, I was able to meet informally with Secretary General of the Koahsiung City government; Chairman of the Chinese Taipei Olympic Committee; Director-General of the Department of Health; President, Taiwan Sporting Goods Manufacturers' Association; Secretary General of the Taipei City Government. I also met with Craig B. Quick, General Manager of International Radio Taipei (ICRT) and David Dean, Director, the American Institute in Taiwan.

Senator Chi Chien, an Olympic medal winner and president of Taiwan's track and field association, participated in several joint activities during my visit. She is personally committed to advancing the concept of physical fitness in her country. C.K. Yang, the Olympic decathlete who attended UCLA, visited during a stop at the national Olympic training center.

Even though this visit focused on cultural activities related to fitness and sports participation, in my capacity as Chairman of the PCPFS I had the opportunity to address business leaders about the importance of corporate fitness and the steps which the President's Council has taken in that direction in the United States. The current labor shortage in Taiwan has sent employers searching for

new ways to attract and keep quality personnel. It was gratifying to see the ongoing commitment of the Taiwan business community to improving the quality of employee life.

In June, I joined Steve Guback at the International Trimming and Fitness Conference in Toronto. This conference is described more fully elsewhere in this month's newsletter.

In April during the course of private business travel, I was able to represent the PCPFS in Frankfurt and Munich to help kick off the 1989 Sports Participation and Trimming Campaign sponsored by the German equivalent of the PCPFS. During this visit, an opportunity for an interview on the German public television program, "Sports Journal", permitted me to speak on the goals, objectives and commitments of the President's Council.

As reported previously, last fall Ash Hayes and I traveled to the Soviet Union to sign an extension of the February, 1987, agreement between the USSR State Committee on Physical Culture and Sports and the President's Council. The U.S.-Soviet Union Youth Fitness Exchange Program has provided a valuable exchange of technology, philosophy and culture. Please note the additional report on this valuable program in this Newsletter. The PCPFS is indeed happy

to be a participant in the current U.S.-Soviet cultural exchange effort.

Three months after assuming the chairmanship, I visited Brisbane, Sydney, Canberra, and Melbourne, Australia to participate in the Australian Bicentennial celebration. Brisbane's World Expo '88 with a theme of Leisure in An Age of Technology and the U.S. Pavilion built around "Sport and its Science" provided an ideal forum to set forth the goals of the PCPFS and to learn about Australia's sports and fitness program.

With the assistance of the U.S. Information Service, I met with local press, state and national government officials, and private sector sports leaders and toured several of Australia's world class stadia and training centers. A few excerpts from the report of Daniel Scherr, Cultural Affairs Officer at our Embassy in Canberra, offer some perspective on the value of exchanging views on fitness and sports with our counterparts in other countries:

"... in conveying the message of the U.S. Pavilion across Australia ... he supported post objectives in reinforcing our Expo theme that the advancements made in sport and its science are reflective of the best facets of American society and culture.

(See Chairman, page 5)



PCPFS Chairman Kazmaier being interviewed by Ms. Shen, journalist for the Broadcast Company of China. Looking on is Harry Hsiang, General Manager of the Metropolitan Insurance Co., Taiwan branch.

Results of US/USSR Fitness Program

The US-Soviet Union Youth Fitness Testing Exchange Program has been completed in both countries and the informal results show what many people probably anticipated—a mixed-bag of results.

In some events, Soviet school children scored higher. In other events, the USA school children scored higher.

The program, launched in February, 1987, called for a minimum of 20,000 school children in each country to take the fitness test of the other country. The idea was not necessarily to compare, but to motivate the youngsters in both countries, to call attention to the need for improvement in youth physical fitness and to promote better understanding through youth fitness.

Nearly 60,000 youngsters in the U.S. representing all 50 states took the Soviet Union youth physical performance test. The Soviets ran a test program in 37 general education USSR schools during the 1986-87 school year and then expanded it to involve more than 10 million youngsters the next year.

Since the samples were not scientifically drawn, comparisons could be made only on an informal basis. Generally, the boys studying in USSR schools scored somewhat higher than those in American schools, particularly in pullups and in the mile run.

However, American boys generally outperformed the Soviets in curlups, especially in the older ages. In the shuttle run, American youngsters in the older ages did better while USSR youngster did better in the lower ages. There was no significant difference in the sit-and-reach test for flexibility.

Among the girls, American youngsters generally scored better than their Soviet counterparts in the curlups, pullups and sit-and-reach. The Soviet girls posted better scores in the mile run. There was no significant difference in the shuttle run.

Although the youth portion of the exchange has been completed, the program will continue through 1991 with an exchange of fitness specialists, literature, research, sports medicine and worksite fitness techniques and similar matters. □



Steve Guback, director of Information of the President's Council, was among the eight celebrity judges for the MISS TEEN USA contest recently held in San Bernadino, CA. One third of the total score of this contest, nationally televised via CBS, is based on physical fitness. Steve is pictured here with fellow judge, Jill Whelan, of the Love Boat television show.

Toronto Trim and Fitness Conference

As part of the continuing effort to exchange ideas and to keep abreast of international developments in physical fitness and the sports-for-all concept, the President's Council played a major role in the recent Trim & Fitness International Conference at the Geneva Park YMCA Conference Center, Toronto, Canada.

Delegates from 51 countries participated in the five-day workshop hosted by Fitness Canada and Participation. Based on informal survey results, it appears that approximately 35% of the populations of the countries represented could be considered "active." What is perhaps of more importance, however, is the fact that a majority (40 countries) estimate that there has been an increase in participation over the past few years.

Much like the experience in the U.S., the activities that appear to be gaining in popularity world-wide are cycling, fitness walking, aerobics, swimming, jogging, tennis and soccer.

Discussions ranged from motivating senior political leaders, a strategy that was tried in Malaysia and produced an effective country-wide trickle down effect, to competition in MOGA (Most Outrageous Group Activity) which helped motivate youth fitness participation in Canada.

Just recently, for example, Brazil wrote into its new constitution the basic human right for sport-for-all, or physical fitness. In Indonesia, the President of the Republic has given Sport for All his personal political support and programs in walking, marching, jogging and mass gymnastics have been extended to all the major islands and have huge attendance.

The State Office for Youth and Sports of Hungary has student sport as a central theme this year. In Japan, under an "active 80s" plan, the goal is to make at least half the population active in fitness two or three days a week to reduce increasing health costs. Singapore, one of the countries with the fastest change in economic conditions, has instigated physical fitness programs with new housing to provide health benefits and improved social life quality.

"Sport for All has established itself in all regions of the world, in poor and richer countries, in nations of different religious and political systems, as an important socio-cultural issue connected with a future life quality of all," declared Jurgen Palm, Executive Director of the German Sports Federation.

The XII Trim & Fitness International Conference will be held in Bordeaux, France, in June, 1991. □



THE HEALTHY AMERICAN FITNESS LEADERS® for 1989



Jack Benedick



Sen. Jeff Bingaman



Richard Cendali



Ellington Darden



Susan Moucha



Gina Oliva



Guy Reiff



Julian Stein



Dennis Van der Meer



Bob Wieland

This year's Healthy American Fitness Leaders represent a wide spectrum of the fitness scene: winter sports, rope jumping, fitness training, cycling, aerobics, research and tennis.

The HAFL award is presented annually to 10 individuals who have made significant contributions in the promotion of health and fitness. The program is administered by the United States Jaycees, sponsored by Allstate Life Insurance Company, and conducted in cooperation with the President's Council on Physical Fitness and Sports.

Individuals are selected on the basis of a number of criteria which include an individual's role in improving national fitness and health attitudes, overcoming a physical challenge and the development of new physical fitness methods. This year's honorees are:

● **Jack Benedick** has devoted his life to the development of winter sports competition for the physically disabled. Benedick lost both his legs below the knees

while serving in Vietnam. He overcame this to become a competitive skier. Benedick brought home a silver medal at the 1984 World Winter Games for the Disabled.

Benedick's accomplishments include developing and directing the National Handicapped Ski Championships, the largest winter sports event for the physically disabled.

Benedick is proving to the world that disabled skiers have the strength and competitive spirit to perform alongside their able-bodied counterparts.

● **Sen. Jeff Bingaman** (D, NM) founded "Healthnet New Mexico" in 1985. Healthnet's slogan is "Eat right. Stay fit. Don't smoke." Since its founding, Healthnet's outreach has gained national prominence.

Bingaman travels throughout the nation advocating physical fitness, nutrition, disease prevention and healthy lifestyles. He authored the comprehensive School Health Education Act which became law in April 1988.

Bingaman also sponsored legislation requiring the Bureau of Indian Affairs to develop a health education program for Indian students.

In advocating physical fitness and health, Bingaman earned a reputation on Capitol Hill as the nation's "health senator."

● **Richard Cendali** has dazzled and inspired millions of people around the world with the classic sport of rope skipping. Cendali is founder and director of the International Rope Skipping Organization, and director of Skip-It, an internationally acclaimed rope skipping demonstration team.

Cendali first began rope skipping while training as a center/linebacker for the University of Colorado football team. He pursued and began promoting the sport because he believes it increases self-awareness, self-esteem, self-confidence and creativity.

Cendali has worked with school districts throughout 48 states to develop

1989
rope skipping programs. He has never accepted an honorarium or fee as a workshop leader, demonstration coach or conference presenter.

● **Dr. Ellington Darden** helped develop the Nautilus exercise equipment found in most health and fitness training centers. He is a well-known expert on fitness, having written articles for *Runner's World* and other health publications. He has had several books published including *The Nautilus Book*, *The Athlete's Guide to Sports Medicine and High-Intensity Bodybuilding*.

Darden has also helped thousands to lose and maintain a healthy weight. His method replaces fat with muscle through intense exercise and a descending-calorie regimen. His books on weight loss include *The Nautilus Diet* and *The Six-Week Fat-to-Muscle Makeover*.

● **Susan Moucha** has fulfilled her dream of overcoming cerebral palsy and leading others in the physical education field. Moucha volunteers countless hours to physical education events, including the Florida Invitational Cerebral Palsy Games.

She is a freelance writer and has had numerous articles published on physical education for the handicapped. She also speaks to civic groups, college professors and students about sports for the disabled. Her message is that through determination and therapy, a disabled person can use his or her body in physical activities. She frequently shares her own experiences.

Recently Moucha placed first in the 12.4-mile time trials for disabled cyclists at the Olympic Sports Festival in Oklahoma City.

● **Gina Oliva** is at the forefront of the movement for removing obstacles for the deaf. She has a personal stake in breaking down the barriers. Her moderate hearing loss diagnosed at age 4 progressed to a profound loss by age 21.

Oliva pioneered the use of sign language for visual cueing in aerobic dance classes by developing 12 basic aerobic Q-signs, used universally by aerobic instructors.

In 1983, Oliva became Gallaudet University's campus recreation program administrator. After several years in this

position, she was invited to design and oversee the Aerobics and Fitness Training Institute of the Deaf.

Through her efforts more hearing-impaired people enjoy exercise and lead healthier lives.

● **Guy Reiff's** career is devoted to the betterment and assessment of physical fitness of America's youth. He has conducted research on youth fitness since 1962. Reiff developed the "Fitness for Youth" program in 1982. The program modified physical education in schools from an emphasis on sports to the promotion of "lifestyle" fitness. He encourages children to adopt reasonable habits of physical exercise and nutrition and to assume responsibility for their own fitness and health.

Not only are 87,000 American children involved in this program, but it is also conducted in Monterrey, Mexico. At the request of the Chinese government, a pilot program in Wuhan, China, will begin in 1990.

● **Dr. Julian Stein** has provided leadership in obtaining government grants, affected federal and state legislation, created new programs, and promoted health and fitness for the mentally and physically handicapped.

Stein's dissertation at George Peabody College, *Physical Fitness in Relation to Intelligence Quotient, Social Distance and Physique of Intermediate School Mentally Retarded Boys*, launched a new era in research related to participation in physical activity programs by the mentally retarded.

Through Stein's efforts, many schools across the country include the handicapped in their physical education programs. These children now compete, achieve and build their self-esteem.

● **Dennis Van der Meer** has promoted the health benefits of tennis and has educated young players and tennis teachers for more than 30 years. Van der Meer considers tennis "the sport for a lifetime."

He has made numerous tennis education films, written books and made several worldwide lecture and teaching tours. He conducts year-round clinics for all ages and skill levels. Van der Meer is credited with teaching more people how to play and teach tennis than anyone in the history of the game.

Van der Meer introduced the Standard Method of tennis instruction. A unique, systematic approach to teaching the sport, the method is used by instructors worldwide. Through this method, Van der Meer has reached hundreds of thousands of players around the world, promoting health, fitness and tennis.

● **Bob Wieland's** life is an uplifting tale of his powerful will to achieve. Wieland was an outstanding high school and college athlete headed for a career in professional baseball. But two and one-half months after arriving in Vietnam for military service, Wieland stepped on a mortar round and lost both his legs.

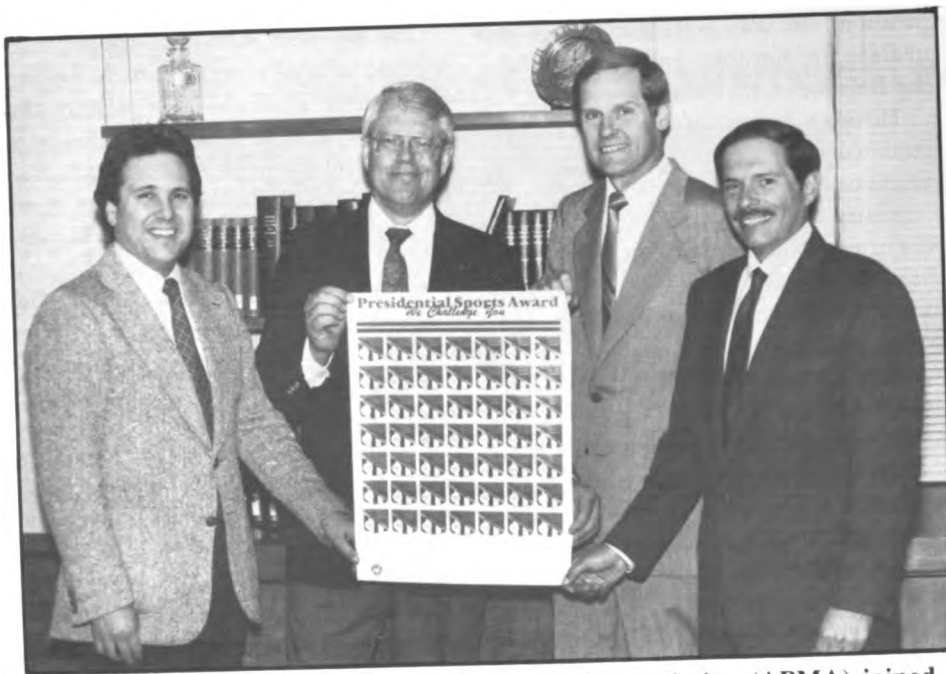
After a record recovery, Wieland trained and became a world record-holder in the bench press. In 1986 he completed a 2,784 mile walk on his hands from California to Washington DC. The walk took almost four years. In 1988, Wieland competed in the Ironman Triathlon in Kona, Hawaii. He is the first double-amputee to complete the grueling course of cycling, swimming and running. Wieland is currently making a bicycle trip from Los Angeles to New York.

Beyond athletics, Wieland has portrayed a detective's sidekick in the NBC television series "Sonny Spoon." □

Chairman (From page two)

"His first-hand stories about the President's [Reagan] excellent physical condition appeared in the national press, and were the first mention we had to counter the repeated negative stories about the President's age and health in the local media. His presentations on how the President's Council helps to encourage sports and fitness in the United States impressed his audiences and clearly showed the U.S. leadership role in that area."

I also have learned a great deal about how Australia and the other countries visited structure their sports and fitness leadership and coordination through their various levels of government. We can benefit from studying their approaches and, where desirable and possible, adopt them to our needs and objectives. This is a topic which can be elaborated in subsequent Chairman's Reports. □



This summer the American Podiatric Medical Association (APMA) joined with the PCPFS to promote the Presidential Sports Award program through its 9000 members nationwide. Pictured after receiving their award in sports/fitness from York Onnen, PCPFS (second from left) are (L to R) Mark Dollard, DPM; Paul Taylor, DPM, president, American Academy of Podiatric Sports Medicine; and Glenn B. Gastwirth, DPM, director of Scientific Affairs, APMA.

YEAR 2000 HEALTH OBJECTIVES DRAFTED

The Public Health Service has assigned the PCPFS the task of providing leadership for the physical fitness goals in the "Year 2000, Health Objectives for the Nation." The objectives are a project of the U.S. Public Health Service to help guide the Nation's health promotion efforts.

The project seeks to mobilize a broad range of groups and individuals within the health care system, in voluntary organizations, and in Federal, State, and local agencies in a coordinated prevention effort. The decade-long project will pursue precise, quantitative projects for promoting health and reducing premature death, disease, and disability. It will also address the surveillance systems needed to assess problems and progress.

The Year 2000 project builds upon the 1990 objectives effort initiated in 1979. However, it expands the range of priorities into new areas, such as AIDS and populations which are high at risk and are especially hard to reach, such as the Native Americans and the elderly. It also identifies settings, such as the workplace, which are conducive to a variety

of disease prevention and health promotion interventions.

The PCPFS already has completed a year-long process to formulate the draft physical activity and fitness objectives which are presently available for public review. In 1987-1988, there were regional hearings and mini-hearings around the country to provide the PHS with a broad spectrum of detailed information about the special health care needs of local, racial, ethnic, and other special population groups in America. Work groups were then formed to produce draft objectives which were then reviewed by the experts in the field. The objectives were then reformulated and reviewed by the PHS Steering Committee.

Individuals and groups wishing to review the objectives at this time or participate in subsequent implementation may contact Christine Spain, Research and Program Development specialist, on (202/272-3423). We encourage all of you to become involved in this very important nationwide health initiative. □

D'Avino Joins PCPFS Staff

Diana Piedra D'Avino has joined the professional staff of the President's Council on Physical Fitness and Sports as the Public Affairs Specialist. She is the editor of the PCPFS NEWSLETTER, the coordinator of media coverage of regional clinics and will keep the public informed of special projects and events.

D'Avino received her B.S. degree in Health and Physical Education from New York University. Graduate degrees in Counseling (M.S.) and Educational Administration (P.D.) were earned at Hofstra University, Hempstead, N.Y. She is a former District Director of Health, Physical Education and Recreation from Long Island, N.Y., and presently resides in Great Falls, VA. □



Members of the Big Apple Circus School gave an exciting performance at the 19th International Children's Festival held at Wolf Trap Farm Park for the Performing Arts in Vienna, Va. The 3-day festival was held over the Labor Day weekend. Under the direction of Frank Sellitto, trainer, Irena Gold, instructor and Jodi Magee, program administrator, these New York City junior high school students demonstrated an impressive level of fitness and skill. (Photo: D'Avino)

CALENDAR OF EVENTS

OCTOBER

- 15-18 La Crosse Health and Sports Science Symposium, La Crosse, WI.** Sponsored by the La Crosse Exercise and Health Program and the Wisconsin Heart Institute. Topics include cardiac rehabilitation, exercise testing and prescription, nutrition, orthopedic and sports injuries. Contact: Dr. Mary McLellan, La Crosse Exercise and Health Program, 221 Mitchell Hall/UWL, La Crosse, WI, 54601 (608/785-8686).
- 15-17 Michigan State University Health Promotion Conference, East Lansing, MI.** Join leaders in education, government, industry and health care to network and share innovative strategies for health promotion dissemination. Contact: Healthy U, MSU, B127, W. Fee Hall, E. Lansing, MI, 48824 (517/353-2596).
- 19-23 National Recreation and Park Association Annual Congress, San Antonio, TX.** National issues will be explored by park, recreation and leisure professionals. Speakers include Malcom S. Forbes, editor-in-chief of Forbes Magazine and syndicated columnist Jack Anderson. Contact: NRPA, 3101 Park Center Dr., Alexandria, VA, 22302 (703/820-4940).
- 20-21 University of Nevada, Northern Nevada Fitness Seminar, Reno, NV.** Contact: Dr. Keith Loper, chairman, Department of Recreation, Physical Education, Dance (702/784-4041).
- 26-29 U.S. Tennis Association Recreational Tennis Leadership Workshop, Washington, DC.** Discover ideas for new programming, promotional and financing tips, how to find volunteers and more. Contact: USTA (800/223-0456).
- 28- Nov 3 First IOC World Congress on Sports Sciences, Colorado Springs, CO.** Promoted by the International Olympic Committee Medical Commission. Leading sports science experts will discuss information about basic and applied research related to athletic performance at the Olympic level of competition. Contact: M.M. Newsom, U.S. Olympic Committee, 1750 East Boulder St., Colorado Springs, CO, 80909.

NOVEMBER

- 5 14th Annual Marine Corps Marathon, Washington, DC.** Contact: Major Chip Olmstead, USMC, Marine Corps Marathon Coordinator, P.O. Box 188, Quantico, VA, 22134 (703/640-2225).
- 17-18 Gulf South Regional Clinic on Physical Fitness and Sports, University of S.W. Louisiana, Lafayette, LA.** Contact: Frank Foreman, Clinic director (318/236-6891).

FEBRUARY

- 19-22 Cardiopulmonary Rehabilitation Symposium: Status 90, Center for Exercise Science, University of Florida, Orlando, FL.** Contact: Michael Pollock, Ph.D. (904/392-9575).

PCPFS Internship

Each year, the PCPFS encourages student internships to familiarize individuals with the day-to-day operations of the President's Council and with government policies related to exercise, physical fitness and sports. Opportunities exist for study in the areas of corporate fitness, public sector fitness, older adult fitness and special population programs.

The internship program is open to students at the senior or graduate level. To apply for an internship, contact York Onnen, director of Program Development, PCPFS, 450 Fifth St., N.W., Washington, DC, 20001 (202/272-3427). □

In Memorium

Raymond Harris, MD, a consultant to the President's Council on Physical Fitness and Sports, passed away in late August. Dr. Harris was chief of cardiovascular medicine at St. Peter's Hospital in Albany, NY for 35 years.

He taught at Albany Medical College and is best remembered as the founder, with his wife Sara, of the Center for the Study of Aging in 1957. It was the first such effort in the nation to examine the needs of older people. □



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Council members are Dick Kazmaier, chairman, George Armstrong, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Harry N. Walters and David A. Werblin.

Staff members are Wilmer Mizell, executive director, Steve Guback, director of Information, York E. Onnen, director of Program Development, Glenn V. Swengros, director of Federal-State Relations, Matthew Guidry, Ph.D., director of Community Services, Christine Spain, Research and Program Development specialist, and Diana D'Avino, Public Affairs specialist.

Editor: Diana D'Avino

Production: Ginna Rogers-Gould

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1990.

BULLETIN BOARD

● A bill authored by **Sen. Jeff Bingaman (D-NM)** to help create a comprehensive and coordinated national nutrition monitoring system was unanimously approved by the Senate's Governmental Affairs Committee. The bill will now be considered by the full Senate. Bingaman's measure is intended to shed light on the nutrition status of high risk and minority groups such as hispanics, native Americans, children living in poverty and people living in rural areas. It would also assure publication of dietary guidelines for the general public.

● **SwimAmerica**, a learn-to-swim program developed by the **American Swimming Coaches Association (ASCA)**, has gained the sponsorship support of John E. du Pont. du Pont was world ranked in the modern pentathlon and served as the 1976 and 1980 U.S. Modern Pentathlon Olympic Team manager. The course consists of a 15 minute presentation made by coaches during each session of swimming lessons. Students are taught the four competitive strokes as well as proper breathing, turns, and diving through a unique ten station method of teaching. For more information about the SwimAmerica program contact ASCA, 1 Hall of Fame Drive, Fort Lauderdale, FL, 33316 (800/356-2722).

● **Sandra Birch, Steve Bryan, Jessica Emmons and Malivai Washington** have been named on the **1989 U.S. National Tennis Team** by the U.S. Tennis Association (USTA) national coaching staff. The team, which already consists of the 15 most talented junior-level players in the county, is part of the USTA's Player Development Program. The goal of the program is to provide young American tennis players with maximum opportunities to reach their greatest potential. Birch of Huntingdon Bay, NY, is a sophomore, All-American at Stanford University. Bryan of Katy, TX, won the Adidas Invitational at Indian Wells this year and has entered the University of Texas. Emmons of Phoenix, AZ, is a sophomore, All-American at UCLA. And Washington of Swartz Creek, MI is an All-American sophomore at the University of Michigan and winner of the 1989 Intercollegiate Championships grand-slam.

● **The Sporting Goods Manufacturers Association (SGMA) Annual Industry** meeting has been set for Marco Island, FL from April 28-May 1, 1990. During the meeting the SGMA will celebrate its 84th anniversary as the national trade association of U.S. producers of athletic clothing, footwear and sporting goods equipment. In addition, the SGMA is distributing funds to programs aimed at developing and expanding organized sports and recreation activities for girls, boys, seniors, and the nation's work force. This year the SGMA trade show held in February generated \$1.648 million, which is being invested back into sports through individual grants. For information contact: Mike May (407/842-4100).

● **The U.S. Volleyball Association's Recreational Programs and Services Division** is in the process of identifying coordinators of USA Youth Volleyball in each of the fifty US states. The youth coordinators will be expected to serve as a liaison between the USVBA's USA Youth Volleyball Program and local volleyball enthusiasts and their programs (i.e., schools, park and recreations departments, YMCA's, corporate wellness programs, etc.) that could administer USA Youth Volleyball. Youth coordinators would be retained on an independent contract basis by the USVBA. This opportunity is ideal for individuals with a definite interest in youth and USA Youth Volleyball development. For more information, send a letter expressing your interest, along with a resume, to Dick Powell, director, Recreational Programs and Services, USVBA, 1750 E. Boulder St., Colorado Springs, CO. 80909.

● **The National Institute on Aging** has announced the publication of the "Resource Directory for Older People," a comprehensive listing of 200 national organizations that offer health information, social services, legal aid, consumer advice, or other assistance to older Americans, their families, and professionals with a special interest in the field of aging. Single copies of the "Directory" are available free from the NIA Information Center/Directory, P.O. Box 8057, Gaithersburg, MD, 20898.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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Washington, D.C. 20001

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NEWSLETTER

NOVEMBER/DECEMBER VOL. 89, No. 6



PCPFS Joins With HUD On Sports Clubs Project

The President's Council on Physical Fitness and Sports, through its Director of Community Services, Matthew Guidry, will be cooperating with the Department of Housing and Urban Development on its new Sports Clubs initiative.

funded at a level of up to a maximum of \$25,000. A 100% cash match will be required from local community funds.

with programs that will enhance self image, improve physical fitness, develop pride in one's neighborhood and improve individual self worth. Sports, as well as cultural and other activities, will be offered as alternatives to the drug environment.

In response to this announcement, HUD has received 270 proposals which are being evaluated and ranked. It is expected that the final selections will be announced early in January. With a range of from \$950,000 to \$2,500,000 available, approximately 80 grants will be awarded.

"We want to get these young people involved in opportunities they haven't had before, give them another outlook on life and a new direction," said Joseph A. Scudero, special assistant to Sec. Kemp.

Program Objective

The objective of this program is to aid youth in public housing areas affected by severe drug problems by providing them

These programs will be developed in conjunction with efforts by State and

Jack Kemp, Secretary of HUD, has announced the availability of Special Projects grants from the Secretary's Discretionary Fund to aid in establishing or enhancing youth sports clubs at public housing sites with identified severe drug problems.
Each approved project, selected on a competitive basis by proposals submitted by October 15, 1989, will be federally

(See HUD, page 2)



President Bush Salutes World Little League Champs

President George Bush offers words of commendation in the White House rose garden to U.S. and World Little League Champions from Trumbull, Connecticut. During his welcome address, Mr. Bush introduced his old friend, Wilmer "Vinegar Bend" Mizell as "our new executive director of the President's Council on Physical Fitness and Sports". Reflecting on Mr. Mizell's 14-season career as a professional baseball player, the President quoted Casey Stengel who once asked of the early 1960's Mets: "Can anybody here play this game?" Mr. Bush then stated that almost no one could and that Vinegar Bend, naturally, was a notable exception!

Howard C. Talbott, Jr., (far right) Director, National Baseball Hall of Fame and Museum, Inc. of Cooperstown, NY, was on hand to congratulate the world champions and to receive an inscribed picture of Lou Gehrig commemorating the 50th anniversary of the National Baseball Hall of fame, and the issuance of a postal stamp honoring the pride of the Yankees.

Study Reveals Fitness Trends of American Youth

A picture of the fitness of America's youth in the decade of the '80s is emerging from a study funded by the Chrysler Corporation Fund and sponsored by the Amateur Athletic Union (AAU).

"It is the first decade-long study, conducted on a yearly basis, on national fitness trends," Dr. Wynn F. Updyke, director of the Chrysler Fund/AAU Physical Fitness Program, said at a press conference held in Washington, DC. The study is administered through Indiana University's School of Health, Physical Education and Recreation. Updyke is the school's Associate Dean for Academic Affairs.

"It appears that there is no great overall improvement in physical fitness over the decade"

The major findings, according to Updyke, show:

- A significant decline in cardiovascular endurance over the last decade, particularly in the older age groups. An overall decline averaging about 10 percent was observed in the distance run times.
- An improvement in muscular strength and endurance in most age groups.
- A gradual increase in body weight among test population youth over 11 years of age.

• The percentage of test participants attaining satisfactory levels in the test battery's four components declined from 43 percent to 32 percent over the decade.

• The percentage of test participants achieving outstanding levels has remained at a relatively constant six percent across the decade.

"It appears that there is no great overall improvement in physical fitness over the decade," he said, "but this conclusion requires explanation."

Updyke went on to say that generalization about the overall fitness of the nation's youth is like comparing apples with oranges and depends on how much

importance is attached to each of the four components.

The tests consisted of four required events, which translate into the four measurements of physical fitness: strength, muscular endurance, flexibility, and cardiorespiratory endurance. It is from these scores that the composite scores of fitness levels are calculated. In addition, he stated that because the components of physical fitness are not correlated with each other, it is difficult to construct a single index of fitness.

The program permits the study of trends by examining the annual scores for each of the test items. While the collection of trends data is important, Updyke said the goal of the program is to empower young people to take greater responsibility for their own well-being. □

HUD (From page 1)

local governments, local housing authorities, resident management associations, neighborhood organizations or any others interested in the creation of drug free housing developments.

The PCPFS expects to provide guidance and leadership training for this program. In addition, PCPFS involvement may include such things as developing a family fitness program, a personal fitness guide, videos for leaders, fitness testing and an incentive/award program. □

Criteria Set For Qualifying Students With Physical Disabilities

The following modified award criteria have been prepared to permit boys and girls age 6-17 with physical disabilities to qualify for the National Physical Fitness Award (NPFA) in the President's Challenge Awards Program:

These Modifications Do Not Apply To The Presidential Physical Fitness Award.

1. The instructor has reviewed the individual's records to identify medical, orthopedic or other health problems which should be considered prior to participation in physical activities including physical fitness testing.

2. The individual has been participating in an appropriate physical fitness program that develops and maintains cardio-respiratory endurance; muscle strength, endurance and power; and flexibility.

3. The individual has one or more disabilities which directly affects performance in physical fitness activities.

4. The individual has on file an Individual Education Program (IEP) as defined under The Education of All Handicapped Children Act (Public Law 94-142) and The Rehabilitation Act of 1973, Section 504 (Public Law 93-112) or is certified by a qualified instructor as possessing a physical disability which affects performance in physical fitness activities.

5. The instructor has administered the following five test items according to the instructions for the NPFA, or modifications of or substitutions for those items necessary to accommodate the individual's conditions: (1) one mile walk/run, (2) abdominal-curl-ups (3) pull-ups or flexed-arm hang, (4) shuttle run, and (5) V-sit reach or sit and reach.

6. The instructor judges that the individual has performed each of the five test items and/or necessary modifications or substitutions at his/her NPFA age group qualifying standards or at a level equivalent to a median performance for a boy or girl this age with this condition. □

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Council members are Dick Kazmaier, Chairman, George Armstrong, Bernard R. Chait, M.D., Donald L. Cooper, M.D., Tom J. Fajto, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Robert P. Levy, Charles Luckman, Frederick V. Malck, Rev. Donn D. Moomaw, Wayne Newton, Mark E. Saginor, M.D., Pam Shriver, Harry N. Waters and David A. Werblin.

Staff members are Wilmer Mizell, Executive Director, Steve Guback, Director of Information, York E. Onnen, Director of Program Development, Glenn V. Swengros, Director of Federal-State Relations, Matthew Gundry, Ph.D., Director of Community Services, Christine Spain, Research and program Development Specialist, and Diana A. D'Avino, Public Affairs Specialist.

Editor Diana A. D'Avino

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1990.

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PCPFS and the Media

A public service print advertisement in support of the "On Your Mark" youth fitness motivational video has been developed featuring baseball-football star Bo Jackson. It will be distributed to educational publications nationwide.

The advertisement with a split photo shows Jackson slugging a baseball and rushing with a football and is headlined "Bo Is Fitness."

"Physical fitness also is important to children," the copy reads. "Why? Here's what Bo Jackson has to say:

"It helps you in all aspects of life. It enables you to be more attentive in school, it helps you to be more assertive out on the playing field, and, hey! it's a lot of fun!"

The public service advertisement points out that studies have shown that many of today's youngsters are not as fit as they can or should be. The ad encourages schools to write to P.O. Box 28025, Washington, D.C., for either more information or the "On Your Mark" kit, which includes the motivational video priced at cost at \$15, plus 250 free student poster handouts and a free teacher's guide. The "On Your Mark" project was funded as a public service by The Sugar Association, Inc.

Professional Media Services, Inc., of Wellesley Hills, Mass., has won the competitive bidding for the PCPFS public service television, radio and print campaign for the upcoming year. PMSI handled the account for the last three years and produced such successful television spots as "Teenage Stress" and "As Time Goes By" for the President's Council.

The "Teenage Stress" spot, which encourages young teenagers to exercise to help reduce stress, produced more than \$1.4 million in comparative advertising value. The "As Time Goes By" spot, targeted for senior citizens, was narrated by Van Johnson and traces the life a husband and wife through marriage, to having children, to retiring, and to becoming grandparents. The spot encourages senior citizens to be physically active for "yourself and those you love." It generated more than \$1.8 million in comparative advertising value. □

Chairman's Corner



Dick Kazmaier

Walking is natural. You know how to walk. You swing your arms forward and backwards, and step along. What could be simpler? It's like breathing; you hardly have to think about it. You just do it. It just happens.

Yet there is more to walking than we might think. . . . the way your legs move with each swing of the arm. Right arm forward, right leg back; left arm forward, left leg back. Heel, toe, . . . heel, toe. Right, left. . . right, left. With each step your arms swing naturally like pendulums of a giant clock. What does this arm swing do for you? It helps to maintain your balance. In addition, it sets the timing and the rhythm of your step. The faster your arms swing, the faster your step. With this motion, more power is added to your walking stride.

An excellent aerobic exercise, walking can help you lose weight (brisk walking burns about the same number of calories mile for mile as jogging without the high impact stress placed on the joints) and helps to strengthen your heart and tone other muscles. It can help you control stress, and help improve your mental alertness.

It is imperative that children develop good physical fitness habits at an early age. If you are a parent of young children, it is easy to teach them the joys and benefits of living actively through walking. While many thousands among our adult population are realizing the health, physical and psychological benefits of active lifestyles, the fact remains that infants and children are not as naturally physically active as is commonly assumed. Help them establish some positive lifetime habits with a walking program.

Some basic walking tips:

- 1—Wear comfortable shoes that firmly support your feet.
- 2—Wear thin, clean, dry socks.
- 3—Give yourself time for warming up and cooling down before starting vigorous exercise. Slow, easy walking serves as an excellent warm-up and cool-down.
- 4—In starting a walking program, take it easy at first. Stop at the first sign of soreness or pain.
- 5—Avoid walking on roads where traffic could be a hazard.

6—An easy stroll after a light meal can be beneficial.

7—For high walking performance, swing your arms forward and back at your sides and keep your body and head straight. Walk tall!

8—For weight loss, walk for time—preferably 6 to 7 days per week. Don't worry about speed. For cardiovascular conditioning, walk more briskly about 3 to 4 days per week.

Design your own personal fitness walking program for the coming year. We would do well by heeding the advice of two former United States presidents:

"Take a two-mile walk every morning before breakfast." Harry Truman (advice on how to live to be 80)

"Of all exercises walking is best."

Thomas Jefferson (1786 Letter)

For a free brochure on walking for exercise and pleasure, write to the President's Council on Physical Fitness and Sports, Fitness Walking, Washington, DC, 20001. □

Dashing Through the Snow

This is an important time to be active, because both calorie and stress levels tend to be high. Here are some tips:

- Ask guests what forms of exercise they enjoy. Plan some of those activities as part of their visit. If they appear puzzled, and can't think of a meaningful physical activity that they would like to share, get to work and PLAN SOMETHING!—(note: Check your local square dance association for some holiday fun and wonderful activity.)
- If you plan to be a guest at someone's home, pack all your exercise gear. You might also wish to include your favorite workout videotape or a cassette and earphones. Ask your host about nearby shopping malls where you can walk, or indoor pools where you can swim.
- Take your host's dog for a brisk walk.
- Remember not to abandon your daily exercise routine while you have a safe, healthy holiday season. □

PCPFS Receives Foreign Visitors



Representing the PCPFS and Sweden are (top row, left to right): York Onnen, PCPFS Director of Program Development; Sven Eklof, Stockholm; Lennart Carlson, Fransta; Gunilla Johansson, Stockholm; Lars Edwinsson, Karlstad; Wilmer D. Mizell, PCPFS Executive Director; (bottom row, left to right): Diana D'Avino, PCPFS Public Affairs Specialist; Anders Lundin, Lindingo; Britten Mansson-Wallin, Chief Administrator-SISU, Stockholm; Bengt Nilsson, Stockholm. (Photo: Deel)



The president and general secretary of the Bolivian Olympic Committee recently visited the offices of the PCPFS to discuss programs, functions and initiatives of the President's Council. Being presented with council pins by Wilmer D. Mizell, PCPFS Executive Director (seated, right) and Steve Guback, PCPFS Director of Information (standing, right) are Roberto Nielson-Reyes K., president (standing) and Jorge Espana Ortiz, general secretary (seated). (Photo: D'Avino)



Prof. Shinshiro Ebashi (left), one of the founders of the National Fitness Institute of Japan, receives a PCPFS pin from Executive Director Wilmer D. Mizell. Others in photo (continuing left to right) are: York Onnen, PCPFS Director of Program Development; Otto Ogura, Chukyo University physical educator and Dr. Robert Karch, Professor and Executive Director of the National Center for Health Fitness, American University. (Photo: D'Avino)

Jim S. Gilmore Jr. Inducted Into Hall of Fame

Jim S. Gilmore, PCPFS Council member, has been recognized for his more than twenty years of sponsoring Indy cars with his induction into the Michigan Motorsports Hall of Fame. The ceremony took place on November 11 in Jackson, Mich., at the 6th Annual Dinner at the Michigan Motorsports Hall of Fame. More than 450 people were in attendance as Gilmore, a Kalamazoo, Mich., businessman, and 13 others were inducted.

Gilmore, whose enterprises include broadcasting, automotive, agriculture and real estate, began his association with auto racing in the 1960's by sponsoring driver Gordon Johncock, another Michigan native and Hall of Fame member. He currently sponsors the A.J. Foyt team which won the Indy 500 in 1977.

1988-1989 State Champion Schools Named

The state champion award is presented annually to three schools in each state, one in each enrollment category, that qualified the highest percentage of 6-17 year olds for the Presidential Physical Fitness Award. Categories consist of schools with the following enrollments: 1-100 students (category 1); 101-500 students (category 2); and 500 or more students (category 3). For more information about the programs, contact Glenn Swengros at the PCPFS office, (202/272-3427).



ALABAMA

- 1 Riverhill School, Florince
- 2 Moulton Elementary Moulton
- 3 Oak Park Middle School, Decatur,

ALASKA

- 1 Cooper Landing Elem., Copper Landing,
- 2 Willow Elem. School, Willow,

ARIZONA

- 1 First Presbytrn. Acad. Phoenix,
- 2 AJO Curley Jr High, AJO,
- 3 Colorado City U.S.D.14, Colorado City

ARKANSAS

- 2 McNeal High School, McNeil
- 3 Conway High School, Conway

CALIFORNIA

- 1 Convenant Life Acad. Campbell
- 2 Cleo Gordon Elem. Kairfeld
- 3 Jackson Elem. Morgan Hill

COLORADO

- 1 Stawner Elem. Holly
- 2 Red Sandstone Elem. Vail

CONNECTICUT

- 2 Independent Day School Middlefield

DELAWARE

- 2 Wilmington Crist, Sch. Hockessin

DIST. OF COLUMBIA

- 2 Amer. Embassy Sch. Lusaka, Wash-
ington, DC

FLORIDA

- 1 Martha Manson Acad. Gainesville
- 2 Acad of Bibl Charact Dev Ocala
- 3 Sunshine Elem. Lehigh Acres

GEORGIA

- 3 Kennedy Elem. School, Winderoro

HAWAII

- 2 Le Jardin Acad. Rd. Kailua
- 3 Kaala Elem. Wahaiawa

IDAHO

- 1 Oakley Elem. Oakley,
- 2 So. Fremont Jr. High, N. St. Anthony
- 3 Meridian High School, Meridian

ILLINOIS

- 1 Nativity B.V.M. E. Dubuque
- 2 Germantown Elem. Germantown
- 3 Eisenhower Middle School, Rockford

INDIANA

- 1 St. Patrick, Walterton
- 2 Hedges Central Elem. Mt. Vernon
- 3 Kruger Jr High School, Michigan City

IOWA

- 1 Inwood Christian Inwood
- 2 Coolidge Elem. Cedar Rapids
- 3 So. Tama County Schools Tama

KANSAS

- 1 Wabunsee High School Alma,
- 2 Liberty Middle School Pratt

KENTUCKY

- 1 St. Edward Elem. Cynthiana
- 2 Blessed Sacrament Ft. Mitchell
- 3 Daviess County Middle School Owenboro

LOUISIANA

- 1 Sikes, Sikes
- 2 Slaughter Elem. Slaughter
- 3 Wedgewood Elem. Baton Rouge

MAINE

- 1 Monson Elem. Monson
- 2 St. John School Bangor

MARYLAND

- 1 Reisterstown Elem. Reisterstown
- 2 St. Stephen School Bradshaw
- 3 North East Middle North East

MASSACHUSETTS

- 1 Red Sneakers Wellington Reading
- 3 Ezra H. Baker Elem. Dennisport

MICHIGAN

- 1 Providence Christian
- 2 Bishop Baraga School Marquette
- 3 Charlotte Jr. High Charlotte

MINNESOTA

- 1 St. Raphael School Springfield
- 2 Corpus Christi School St. Paul
- 3 Richfield Intermediate Richfield

MISSISSIPPI

- 1 Pierce Street Elem. 1008 St. Tupelo, MS
- 2 Sacred Heart School Hattieburg
- 3 Collins Middle School Collins

MISSOURI

- 1 Solomon Schecher Day S. Creve Couer
- 2 The Wilson Schol St. Louis
- 3 Pierremont Elem. Manchester

MONTANA

- 2 Lowell Blem. School Missoula
- 3 Bozeman Jr. High Bozeman

NEBRASKA

- 1 Clinton #26 Clinton,
- West Point Elem. West Point
- 3 LaVista Jr. High LaVista

NEVADA

- 1 Seventh-Day Adventist Winnemucca
- 2 St. Viator School Las Vegas
- 3 Walter V Long Elem. Las Vegas

NEW MEXICO

- 2 Oregon Elem. Alamogordo

NEW JERSEY

- 1 Sycamore Drive Sch. Hazlet
- 2 St. James School Woodbridge
- 3 Benjamin Franklin Middle Sch.
Ridgewood

NEW HAMPSHIRE

- 2 Winniaquam Reg. H.S. Tilton

NEW YORK

- 1 Harvestime Christian Kingston
- 2 St. Adalbert Rd. Staten Island
- 3 Klem Road N. Elem. Webster

NORTH CAROLINA

- 1 St. Egbert's Catholic Morehead City
- 2 Hayesville Elem. Hayesville
- 3 Bethlehem Elem. Rt 1 Statesville

NORTH DAKOTA

- 1 Our Resemer's Christ. Minot
- 2 Cooperstown Elem. Cooperstown
- 3 Ben Franklin Elem. Grand Forks

OHIO

- 1 Assumption-Blessed Mary Geneva
- 2 J E Burns Elem. Kings Mills
- 3 Willowville Elem. Batavia

OKLAHOMA

- 1 Bearden Okemah
- 2 Briarwood Elem. Oklahoma City
- 3 Park Lane Elem. Broken Arrow

(See Champions, page 6)

In Memorium

Howard Rusk, MD, 88 a longtime consultant to the President's Council on Physical Fitness and Sports, passed away in early November. Dr. Rusk was a pioneer in rehabilitation of the physically disabled. The Rusk Institute in New York City, which he founded, has enabled thousands of disabled patients to return to their lives at school and work.

In 1963, Dr. Rusk, who then was the Director of New York University's Bellevue Institute for Physical Medicine and Rehabilitation, was one of the seven medical doctors appointed by the then President's Council on Physical fitness to assist the Council in developing the nation's adult physical fitness initiative. Dr. Rusk served along with Dr. Paul Dudley White, Dr. Edward L. Bortz, Dr. Hans Kraus, Dr. Harry Johnson, Dr. Kenneth Lane and Dr. Kaare Rodahl. The council called these physicians its "Eminent Medical Jury", and continued to use them as a sounding board until 1984. They also assisted in the development of the PCPFS booklet "Adult Physical Fitness", which has been distributed to more than 1.2 million individuals and is still in print.

Howard Rusk is one of the great names in the medical profession. He will long be remembered for his life-long dedication to science and to the physical fitness of our people. □



Bob Wieland (center), PCPFS consultant and 1989 HAFL Award Winner, started the 14th Annual Marine Corps Marathon with a send-off from his friends (left to right): Major General Bernard Loeffke USMC; Kirk Bauer, Executive Director of the National Handicapped Sports Association; and York Onnen, PCPFS Director of Program Development.

A Birthday Celebration In Montana



To honor the state of Montana in this, her centennial year, **George W. Huber of Helena, age 82, rode a bicycle two-thirds of the distance diagonally across the nation's fourth largest state, a distance of 823 miles. He was accompanied by his daughter and son-in-law, Gretchen and Joe Olheiser, also of Helena and both in their fifties. George Huber's advice on fitness and longevity is: "Keep on pedaling so you won't tip over." At 82, George is living proof that practicing what he preaches has certainly paid off.**

CHAMPIONS (From page 1)

- OREGON**
- 1 Baptist Christian Sch. Hood River
 - 2 View Acres Elem. RD Milwaukie
- PENNSYLVANIA**
- 1 Maclay Elem. Sunbury
 - 2 St. Patrick School York
 - 3 Berlin Bros Valley Jr-Sr High Berlin
- PUERTO RICO**
- 2 Paville School Gualynabc
 - 3 Antilles Military Acad. Trujillo Alto
- RHODE ISLAND**
- 2 Pascoag Grammar School Pascoag.
- SOUTH CAROLINA**
- 2 Riverside Middle School Pendleton
 - 3 Forest Lake Elem. Columbia
- SOUTH DAKOTA**
- 1 Seventh-Day Adventist Rapid City
 - 2 Jefferson Elementary Souix Falls
 - 3 Patrick Henry Jr High Sioux Falls
- TENNESSEE**
- 1 Akiva School Nashville
 - 2 Whitwell Elem. Whitwell
 - 3 Farragut Middle School Knoxville
- TEXAS**
- 1 Malta I.S.D. New Boston
 - 2 St. George Elem. Ft. Worth
 - 3 Huntington Elem. Huntington

- UTAH**
- 1 Idapah Elem. Idapah
 - 2 St. Francis Xavier Kearns
 - 3 Altera Elem. Sandy
- VERMONT**
- 2 Dover Elem. Dover
- VIRGINIA**
- 1 Dahlgren School Dahlgren
 - 2 Milboro Elem. Millboro
 - 3 Oak View Elem. Fairfax
- WASHINGTON**
- 1 Univ. Preparatory Acad. Seattle
 - 2 Jewish Day School Bellvue
 - 3 Kimball Elem. Seattle
- WEST VIRGINIA**
- 1 Truth and Liberty Hurricane
 - 2 Hurricane Town Elem. Hurricane
 - 3 Webster Springs Elem. Webster Springs
- WISCONSIN**
- 1 W. Suburban Christian Brookfield
 - 2 St. Mary and Joseph Fond Du Lac
- WYOMING**
- 1 Sheridan 7th-Day Advent Sheridan
 - 3 Central Middle School Sheridan
- U.S. OVERSEAS SCHOOLS**
- 2 Colegro Intil D'Carabobo Aptd 103. Valencia, Venezuela □

NEWS BRIEFS

- Softball has been named an exhibition sport at the **1992 Olympic Games**. The Barcelona, Spain, Organizing Committee announced that women's fast pitch softball was selected (along with golf) from among 22 sports to become part of the program of the 1992 Olympic Games as an exhibition sport.

* * *

- **An anabolic steroid bill** has been introduced in the U.S. House of Representatives by Rep. Mel Levine (D-CA). "Steroid abuse has become the quiet side of this nation's war on drugs," said Rep. Levine. The bill, co-sponsored by Reps. Henry Waxman (D-CA) and Ben Gilman (R-NY), has the support of the U.S. Olympic Committee, National Federation of State High School Associations, Amateur Athletic Foundation, International Federation of Bodybuilders, and the National Football League. According to Levine, this bill makes a significant step toward cleaning up the steroid scourge and would set world-class standards for control.

* * *

- **"A High School Coaches' Guide to Anabolic Steroids and Their Detection,"** developed by the American Association for Clinical Chemistry (AACC), with the assistance of the National High School Athletic Coaches Association (NHSACA), was published in the Fall, 1989, issue of NATIONAL COACH, a quarterly magazine with a circulation of 90,000 high school coaches, educators and libraries across the country. For a free copy of this guide, contact: Lynnette Washington, AACC, 2029 K Street, N.W., Seventh Floor, Washington, DC 20006 (800/892-1400 or 202/835-8744).

* * *

- Jim Liston, executive director of the **National Association of Governors' Councils on Physical Fitness and Sports**, has reported that the following resolution has been passed by the National Conference of State Legislatures: "... that the creation and full implementation of a state council on physical fitness and sports in all 50 states and U.S. territories become a high priority".

* * *

- **The United States Tennis Association (USTA)** has announced the six winners of the 1989 USTA Community Service Awards. These awards, in their 15th year, are conferred annually to honor individuals for outstanding field work in recreational tennis. The 1989 recipients are: Lloyd J. Dillon (New Orleans, LA), Donna Floyd Fales (Miami, FL), Henry Harris (Natchez, MS), Roger P. Knight (Albuquerque, NM), Doug Menke (Beaverton, OR) and Jim Murphy (St. Cloud, MN).

* * *

- Get ready to celebrate fitness on Wednesday, May 16, 1990! Mark your calendar and start walking, cycling, running or swimming in preparation for the second annual **National Employee Health and Fitness Day (NEHFD)**. The event, designed to promote exercise and fitness on the job, is expected to have more than 2,500 companies and corporations and more than 400,000 American workers taking part. The Governors' Councils on Physical Fitness and Sports is a co-presenter of NEHFD.

* * *

- The Sporting Goods Manufacturers Association (SGMA) and the Athletic Institute (AI) are giving men's volleyball a much-needed boost. **The SGMA's Volleyball Council and AI established a \$54,000 fund to provide incentive grants** for colleges and universities interested in establishing men's volleyball programs. Recipients are chosen through an application procedure administered by the United States Volleyball Association. For addition information, contact: Dick Powell at the U.S. Volleyball Association (719/578-4750).

* * *

- **Have you ever wondered what happens to the thousands of tennis balls used during the U.S. Open?** Where are the balls Boris Becker and Steffi Graf hit to capture their 1989 Championship titles? Who has the tennis balls Chris Evert served during her final grand slam event? The U.S. Open tennis balls now have a whole new life on court with millions of youngsters nationwide as a part of the United States Tennis Association (USTA) Schools Program. School children are delighted to be playing with tennis balls that might have been used by their favorite tennis star! For additional information, contact: Ms. Maggie Lawliss, coordinator, USTA Schools Program, 707 Alexander Road, Princeton, NJ 08540 (609/452-2580). P.S. There is no cost involved for the participants of this program.

* * *

- **Walt Frazier**, the former New York Knicks all-pro basketball star and Hall of Fame member, was presented with the Robert Stewart Memorial Award for contributions to lifetime sports by Steve Guback, the Director of Information of the President's Council, at an awards banquet at New York's fame Downtown Athletic Club in September.

The award is named in honor of the Administrator of the PCPFS during its formulative years, 1964-67. Another former Hall of Fame basketball player, Earl Monroe, accepted the award for Frazier, who was unable to leave his home in St. Croix due to the heavy damage from Hurricane Hugo.

* * *

- **Does your state have a Governor's Council on Physical Fitness and Sports?** If not, advice on the formation and operation of governor's councils is available from Glenn Swengros, Director of Federal and State Relations, President's Council on Physical Fitness and Sports, 450 Fifth Street N.W., Suite 7103, Washington, DC 20001.

* * *

- **Project ACES...** American Children Exercising Simultaneously. The goal of this program is to get at least one elementary school in each state to exercise simultaneously across the country. May (National Fitness Month) 9, 1990, at 10 a.m. local time has been selected as the date and time for this event. Last year more than 240,000 children participated. A goal of 1 million has been set for 1990. For additional information, contact: Lenny Saunders, Project ACES, Valley View School, Montgomery Avenue, Montville, NJ 07045.

CALENDAR OF EVENTS

JANUARY

- 9 **Seminar for Weight Control** sponsored by the LEARN Education Center and the Institute for Aerobics Research Contact: The LEARN Education Center, 1555 W. Mockingbird Lane, Suite 203, Dallas, TX 75235 (800/736-7323).
- 25-26 **National Conference on Physical Fitness in the Military**, jointly sponsored by the PCPFS and the National Defense University, Fort Leslie J. McNair, Washington, DC. Contact: York Onnen, PCPFS Director of Program Development. (202/272-3437).
- 8 **1990 National girls and Women in Sports Day** Contact: Ms. Peggy Kellers, NAGWS, the American Alliance for Health, Physical Education, Recreation and Dance. 1900 Association Drive, Reston, VA 22091 (703/476-3450).
- 18-22 **The 1990 N.R.P.A. Western Revenue Sources Management School**, Estes Park, Colorado. Contact: Frank D. Cosgrove, NRPA Regional Director. P.O. Box 6900, Colorado Springs, CO 80934. (719/632-7031).
- 26-28 **Research Advances in Osteoporosis Conference**, Hyatt Regency Crystal City, Arlington, VA. Contact: Sandra Raymond, National Osteoporosis Foundation, Washington, DC (202/223-2226).

FEBRUARY/MARCH

- 25-1 **American Journal of Health Promotion Conference**, Cancun, Mexico. Registration deadline is January 10, 1990. Contact: American Journal of Health Promotion, 746 Purdy Street, Birmingham, MI 48009.

MARCH/APRIL

- 28-1 **American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)** annual convention. New Orleans, Louisiana. Contact: Sandra Sumner, 1900 Association Drive. Reston, VA 22091 (703/476-3465)

APRIL

- 1 Nomination forms due for the **Healthy American Fitness Leaders (HAFL) Award**. Contact: York Onnen, Director of Program Development, PCPFS, 450 N.W. 5th Street, Suite 7103, Washington, DC 20001.
- 25-29 **International Aquatics and Fitness Conference**, William Tell Holiday Inn, 6201 Joliet Road, Countryside, Illinois. Contact: Ms. Sharon Curd, Aquatic Exercise Association, P.O. box 497, Port Washington, WI 53074 (414/284-3416).

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER



JANUARY, FEBRUARY VOL. 90, No. 1

Arnold Schwarzenegger Named PCPFS Chairman



President George Bush and Arnold Schwarzenegger exchange views in the Oval Office. (Photo: Luke Frazza/AFP)

of American youngsters has not improved in the last decade and in some cases has declined," said Schwarzenegger. "That is unacceptable in this age of world competitiveness and rising health costs. We must provide our young people with an alternative to drug and alcohol abuse. We must get daily physical education back into our schools and once again promote the concept of a sound body and a sound mind."

Regular activity stressed

Schwarzenegger said that his aim is to get all Americans, from the very young to the very old, exercising regularly. He said the Council's new battle cry will be "Fitness for the 90s."

The former five-time Mr. Universe and seven-time Mr. Olympia pointed to the 65-year-old President as an example for all to follow. "He's 100 percent behind physical fitness ... He's in tremendous shape himself", Schwarzenegger declared.

Schwarzenegger has devoted much of his career to the pursuit and advocacy of physical fitness. His athletic participation began with soccer, ice curling, weight lifting and bodybuilding in high school in Graz, Austria. His ongoing striving for physical improvement resulted in a competitive bodybuilding career that produced more major titles than any bodybuilder in history.

From his first appearance in the 1977 film "Pumping Iron", Schwarzenegger has used the international recognition he gained to espouse physical fitness. Over the last decade, he has authored four best-selling books on the subject. He also has been the national weight training coach for the Special Olympics for 10

(See Chairman, p. 2)

—President George Bush has announced the appointment of Arnold Schwarzenegger, the highly-successful actor, bodybuilder and businessman, as the new chairman of the President's Council on Physical Fitness and Sports. Schwarzenegger, 42, succeeds Richard J. Kazmaier, Jr., the former Heisman trophy winner and Concord, MA businessman who has been chairman for the last 23 months. Kazmaier has been asked by President Bush to remain on the council.

viduals can influence their health, fitness and productive prime of life through the active pursuit of regular exercise programs.

"I have asked Arnold to chair the Council because I believe he is uniquely qualified to address and influence national health and fitness issues especially among our youth. Arnold has devoted much of his career to the pursuit and advocacy of physical fitness. His abilities have produced a broad range of career successes involving athletic competition, acting and business ventures."

Schwarzenegger said his first objective will be "to get physical education classes back into schools." Only 36 percent of American school children have daily physical education, and only Illinois among the 50 states requires daily physical education for grades K through 12.

"Surveys have shown that the fitness

In announcing the new appointment on January 22nd, President Bush challenged Schwarzenegger to raise the consciousness of all Americans on the importance of good health through physical fitness.

"The physical health of all Americans must have a stronger commitment than our annual New Year's resolution," the President said. "We now know that indi-

Teachers in Action



The New York City Zone of the New York State Association for Health, Physical Education, Recreation and Dance (NYSAPERD) demonstrate for daily physical education at the site of the New York City Marathon. Led by Michael Marcus, left, President of NYSAPERD, participants in this demonstration are elementary school students from Public School 20K District 13, Brooklyn; parents of these students; physical education major students from Long Island University and New York City Zone President Janet Marcus.

\$30,000 Awarded Florida School

The US-Soviet Union Youth Physical Fitness Testing Exchange Program is continuing to provide dividends and wonderful new experiences for a rural Florida school.

North Marion Middle School of Citra, FL, which participated in the PCPFS program, has been awarded a \$30,000 grant under the Samantha Smith Memorial Exchange Program from the United States Information Agency.

The grant will be utilized to support a student-faculty exchange for North Marion with the Adazi Township School, Adazi, Latvia, USSR.

NMMS was the only Florida school among 36 nationally which received federal awards for the program which is designed to promote better relations between nations. More than 100 schools nationally applied for the program. The \$30,000 grant will cover some, but not all, of the cost of sending students and three chaperones to Latvia April 17-May 3, 1990 and of hosting a delegation of Soviet students when they visit North Marion and the Citra, FL, community for two weeks in October. NMMS Principal Rudy Bedford said the school still needs to raise an additional \$10,000 for the program. □

AMA Resolves to Promote Quality Physical Activity

The American Medical Association house of delegates, at their meeting last December in Hawaii, approved a resolution to encourage all state medical associations to become involved in the promotion of healthy living behaviors for children and youth through quality physical and wellness activities; and to encourage all physicians to provide advocacy by working with parents, schools and community organizations to develop programs and services for the children and youth population.

Council member, Donald L. Cooper, MD, Director of the Oklahoma State University Student Health Center, was part of the Oklahoma delegation which introduced this resolution to the medical body. John Tupper, MD, President-Elect of the AMA has expressed interest in doing everything he can to help us get physical education into the school systems of America. □

Chairman (from p. 1)

years and is honorary chairman of its Lift America program, which helps fund-raising for that organization. He also has devoted substantial time visiting educational institutions and prisons for men, women and juveniles, carrying the message of physical fitness as a means of enhancing an individual's self-image and personal growth.

Schwarzenegger, a 1980 graduate of the University of Wisconsin, lives with his wife, journalist Maria Shriver, in Los Angeles and spends his free time skiing, playing tennis, horseback riding and, schedule permitting, river rafting. He works out for at least an hour daily. Born in Graz, Austria, he became a U.S. citizen in 1983 and is the father of a daughter, Katherine, born Dec. 13, 1989. □



VOL. 90, NO. 1

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th St. N.W., Suite 7101, Washington, DC, 20001

Council members are Arnold Schwarzenegger, Chairman, George Armstrong, Bernard R. Cahill, M.D., Donald L. Cooper, M.D., Tom J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Dick Kazmaier, Robert P. Levy, Charles Luckman, Frederick V. Malek, Rev. Donn D. Moomaw, Wayne Newton, Mark L. Saginor, M.D., Pam Shriver, Harry N. Walters and David A. Werblin.

Staff members are Wilmer Mizell, executive director; Steve Guback, director of Information; York E. Onnen, director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Matthew Guidry, Ph.D., director of Community Services; Christine Spain, Research and Program Development specialist, and Diana D'Avino, Public Affairs specialist.

Editor: Diana D'Avino

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1990.

Fitness = Feeling Fantastic

I am delighted to have the opportunity of serving President Bush as the Chairman of the President's Council on Physical Fitness and Sports. I have devoted most of my life to the advocacy of physical fitness and sports and I look forward to sharing my views, concerns and goals with the people of this great Nation.

One of the things I learned when I was a young student in Graz, Austria, was that I owed it to myself to be the very best that I could be! Involvement in physical activity always made me feel good, long before I understood WHY or stopped to examine HOW the various components of physical fitness fit into my life.

What is being physically fit? Exercise is an essential element to achieving physical fitness. Strength, endurance, flexibility, cardiorespiratory endurance and power are best developed through regular vigorous activity. In its broadest sense, physical fitness involves medical and dental supervision and care, immunization against disease, proper nutrition, adequate rest, relaxation and good health practices. Physical fitness is achieved

reignite in this country the zeal for physical fitness in the schools, workplace and homes", said Schwarzenegger. "We're going to have to get going and reestablish the physical education classes in schools that are missing. There's only one state, Illinois, that has daily physical education classes. We need to bring that back in all 50 states."

Listing his other objectives, Schwarzenegger declared: "The second thing is to increase much more the awareness among the general population of the importance of physical fitness. Thirdly, I want to pay much more attention to the senior citizens who have been left out (of fitness initiatives) in the past years."

Schwarzenegger went on, "If you compare the physical fitness standards in this country with other countries, America is falling behind. It's very important that we get back those physical education classes and let the youth know it is very important to exercise." □

through a sensible balance of all these components adapted to age, maturity and capability of the individual. Being fit gives me a personal sense of well-being that feels fantastic!

The fitness movement in America is alive and well. I commend those individuals who maintain a schedule of daily physical exercise or vigorous activity. I have a major concern, however, for our school-age children and the amount of physical education time they are allotted during their school day. I learned recently that the state of Illinois is the only state in the Nation that offers DAILY physical education for grades K through 12. This surprised me, especially because in 1987 our Nation's leaders in Congress passed a joint resolution (H. Con. Res. 97) encouraging State and local governments and local educational agencies to provide high quality DAILY physical education programs for all children in kindergarten through grade 12.

The school physical education program is designed to help develop the components of physical fitness mentioned above. Due to many factors, today's youngsters are not as physically active after school as young people were when I was growing up. One of my goals is to see many more states programming daily physical education in their schools.

There is no substitute for daily physical activity. It isn't something you can catch up with over a weekend. Physical education is essential to the education of every student in America. In addition to its focus on fitness, it deals with creativity, thought and problem-solving processes and concept formation. All this, plus maintaining an acceptable level of fitness leads to self-confidence and the establishment of a good self-concept and self-image.

Everyone should be encouraged to recognize the need for daily physical activity for themselves and the ones they love and engage in fitness activities on a regular basis. You aren't likely to feel fantastic until you accept exercise as a way of life. □

In a major multi-faceted media initiative, the President's Council is joining with Turner Broadcasting System, the Goodwill Games and Sports Illustrated for Kids in promoting the President's Challenge this spring.

Turner Broadcasting System will produce three versions of a television spot in which a prominent Goodwill Games athlete will inform youngsters about the importance of physical fitness, the President's Challenge and the Goodwill Games. TBS will air the spots a minimum of 40 times over a three-week period during children's programming and also during network school programs such as CNN Newsroom and the Discovery Channel.

Additionally, TBS will produce a kit promoting the President's Challenge for cable operators to be used in their viewing areas. The kit will include banners, hallway posters and postcards for entering a special Goodwill Games/SI for Kids family trip giveaway.

This giveaway will include event tickets and travel to the Goodwill Games in Seattle, plus rooms for three nights and meals for a family of four. A similar sweepstakes will be offered for a physical education teacher and guest. The Goodwill Games are July 20-August 5.

Sports Illustrated for Kids also will provide two pages in its magazine to promote the President's Challenge under the slogan "Get Fit for Goodwill", and highlight the program in its May issue of "Chalk Talk", a teacher's guide which goes to 1,500 schools. Additionally, SI for Kids will distribute 10,000 copies of the August issue free to children attending the Goodwill Games.

This public service project should provide major impact when physical education instructors and youngsters prepare for the President's Challenge this spring.

* * *

As the new chairman of the PCPFS, Arnold Schwarzenegger wasted little time in calling for daily physical education in the nation's schools. Three days after his appointment by President Bush, Schwarzenegger made an appearance on Good Morning, America."

The President gave me a mandate to

Around the Nation



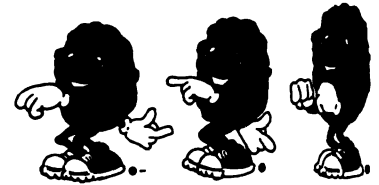
Winners in the 1989 Pennsylvania Senior Games from Pittsburgh's Senior Center Program proudly display their medals. (Photo: SENIOR PITTSBURGH)



The National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS) announced that the Allstate Life Insurance Company is the corporate sponsor of the second annual National Employee Health and Fitness Day, the nation's largest event promoting fitness at the worksite. Proudly displaying their shape-up T-shirts at a recent Chicago conference are: (left to right) James A. Lovell, former astronaut and former chairman of the PCPFS, executive vice president of Centel Corporation; Lauve Metcalfe, president, Association for Fitness in Business; Louis G. Lower, II, president, Allstate Life Insurance; Jim Clayton, executive director, Association for Fitness in Business.

DO THE RAISIN DANCE

California Raisins™ know dancing is a great way to exercise.



1. First the walk—smooth but snazzy. Hold your head up high.
2. Once you've got the walk, move your arms like you're swimming through air.
3. Now spin one foot around the other. Do it again.



4. Hitchhike with your right hand.
5. One fist around the other two more times.
6. Hitchhike with your left hand. Back to step two.

Physical Educators Study Challenge



Diana D'Avino (center), PCPFS Public Affairs Specialist presented a seminar on the President's Challenge Physical Fitness Award Program at the recent 52nd annual conference of the New York State Association for Health, Physical Education, Recreation and Dance, held in Rochester, NY. With D'Avino are physical educators Linnea Schraut (left), and Bill McKee. Both teachers are from East Hampton, NY.

National Conference on Military Physical Fitness held in Washington, DC



Three key players who brought together the National Conference on Military Physical Fitness, January 25-26 were (left to right) Dr. John Holland, Director, Health/Fitness, National Defense University; Vice Admiral J.A. Baldwin, USN, President, National Defense University; York Onnen, PCPFS Director, Program Development. Presented by the PCPFS in cooperation with NDU, the conference focused on youth issues faced by the nation's military and civilian organizations. Proceedings will be prepared and given wide dissemination.



Gathered to discuss the objectives and future of the National Youth Fun and Fitness program are: (left to right) Matthew Guidry, PCPFS Director of Community Services; Wilmer D. Mizell, PCPFS Executive Director; and Dean Tice, NRPA Executive Director.

Fun and Fitness Enthusiastically Received

The National Youth Fun and Fitness program, which was launched last summer as a pilot program, has been given high marks in its final evaluative process. The program was presented in cooperation with the PCPFS, the National Recreation and Park Association, L.A. Gear and Game Time Inc., as a response to the growing concern among education, recreation and other leaders that the youth of today lack opportunities to develop sound lifetime physical fitness habits.

The program was conducted for boys and girls, ages 6-12, at sites in 10 cities: Lakewood, CO; Huntsville, AL; Casaic, CA; Pittsburgh, PA; Mesa, AZ; Cincinnati, OH; Providence, RI; Tacoma, WA; Washington, DC; Leavenworth, KS. Approximately 8,000 youngsters completed the program.

Boys and girls met at their community centers three times a week for six weeks. The major focus of the program was on the three elements of an effective workout—proper warmup, stretching and flexibility exercises. The workout involved a variety of aerobic activities combined with muscular strength and endurance movements. It ended with a cooldown period. Each participant received a personal fitness guide and game board poster to chart his/her weekly progress. Only activities that have the elements of FUN and physical FITNESS were selected for the program.

A national director will be appointed in the near future to administer the program which is expected to increase to 100 cities for the summer of 1990. □



Quotable Quote: "We certainly should have many more gymnasias, basketball, tennis and handball courts, and all the rest—not only for the vital matter of physical development, but also to work off some of that excess energy which builds up in youth and can become dangerous when undirected."

Dwight D. Eisenhower

Senior Fitness At Sunrise



These residents of the Sunrise Retirement Home of Leesburg, VA will tell you that fitness certainly DOES feel fantastic! Having met all the criteria for the Presidential Sports Award in fitness under the supervision of Kelly Keelor Mowe, Director of Activities, are: (seated-left to right) Ida Petty, age 92, Long Island, NY; Sallie Legard, 85, Leesburg, VA; Edna Brecht, 73, Brooklyn, NY; (standing-left to right) Lillian Springer, 85, Moven, MA and Kelly Keelor Mowe. Missing from photo: Dorothy Ziegler.



Maxine Everett, age 86 from Van Buren, AK looks forward to her frequent fitness activities.



Owen Bouchard, age 75 from Detroit, MI understands the importance of daily activity and is a regular group participant.

Fitness Walking Leads PCPFS Sports Award Program

Walking enthusiasts across the United States combined to make Fitness Walking the top fitness activity of 1989, according to participation in the Presidential Sports Award program.

The PSA program was developed by the President's Council on Physical Fitness & Sports in 1972 to motivate adults to become involved in fitness-oriented activities. It provides goals and guidelines for individuals to follow in their pursuit of physical fitness. The award can be earned in 49 different categories, and anyone age 15 or older is eligible to participate.

35-44 yr. olds most active

Fitness walkers, who met requirements of walking a minimum of 2½ miles on at least 50 days during a four-month period, accounted for 26% of all awards earned in 1989. Other top activities included Aerobic Dance (12%), Sports/Fitness (11%), Tae Kwon Do (6%), Weight Training and Running (4%), Bicycling (3.5%), Swimming (3%), and Karate and Jogging (2.8%). Women accounted for just over half of all awards earned, and 35-44 year olds made up the most active age group, followed by 26-34 year olds.

Individuals wanting to obtain fitness logs and additional information for themselves, or for fitness clubs, recreation programs, wellness programs, YMCA's, YWCA's, etc., should send a stamped, self-addressed envelope to: Presidential Sports Award, P.O. Box 68207, Indianapolis, IN 46268, or call (317/872-2900). □



alking
orts
gram

NEWS BRIEFS

● **GET READY, GET SET, FET FIT!** The California raisins are dancing their way to family fitness this year. An informative poster-insert will be included with the February issue of Scholastic Magazine. Those fitness-smart California Raisins are ready to help students and their families have fun getting and staying in shape.

* * *

● The General Association of International Sports Federations (GAISF) voted unanimously to accept the International Triathlon Union (ITU) as a provisional member. ITU is the sole international governing body for swim, bicycle, run multi-sport events with member federations in 42 countries on six continents. ITU stages its first Triathlon World Championship in Avignon, France on August 6, 1989.

* * *

● The Girls Clubs of America, a national nonprofit organization serving 250,000 girls, has announced informative findings on its Friendly PEERsuasion program, which is designed to deter girls from alcohol, tobacco and other drug use through peer leadership and life skills training. The Girls Clubs of America teaches girls autonomy and self-esteem and has developed a variety of innovative programs that address contemporary issues such as AIDS and pregnancy prevention, and that encourage the increased involvement of girls in science/technology careers and nontraditional sports. Contact: Mary Jo Gallo, (212/689-3700).

* * *

● **RESEARCH GRANTS AVAILABLE FROM USTA**
Individuals currently involved in tennis research are encouraged to apply for a United States Tennis Association 1990 Research Grant. The USTA has set aside \$15,000 in grant money and awards will range from \$250 to \$1,000. Contact: Susan Corwin, USTA, 707 Alexander Road, Princeton, NJ 08540-6399. Decisions will be made by July 9, 1990. The USTA awards grants in several other areas. For complete grants details, contact: Lisa M. Gillard (609/452-2580).

* * *

● C. Carson Conrad, President, Casey Conrad Enterprises, Inc. and former Executive Director, PCPFS, was recently honored by his alma mater and the alumni association of California State University, Sacramento with a Distinguished Service Award. The 1990 awards banquet took place in Sacramento February 27.

● **Federal Fitkit: Step-by-Step Guidelines for Employee Health and Fitness Programs** was recently selected to be included in the "Notable Documents 1988 List" compiled by the Notable Documents Panel of the Government Documents Round Table of the American Library Association. Development of the Federal Fitkit was a cooperative venture of the President's Council on Physical Fitness and Sports with the Office of Personnel Management and the General Services Administration.

* * *

● The United States Volleyball Association (USVBA) will be accepting coaching applications for the 1991 World University Games, the 1991 Olympic Festival, and the 1991 Elite Junior National Training Camp through June 1, 1990. Contact: Mr. Doug Beal, USVBA National Training Center, P.O. Box 20336, San Diego, CA 92120 (619/692-4162).

* * *

● The USVBA is accepting applications from interested NCAA schools for the school year '90-'91. Applicants must be willing to sponsor men's volleyball in each of the three years of the grant period: 1990-91, 1991-92 and 1992-3. The purpose of the program is to increase the number of NCAA members that sponsor men's volleyball as a varsity sport. Completed applications must be received by the USVBA on or before April 20, 1990. Contact: Dick Powell, USVBA, 1750 East Boulder Street, Colorado Springs, CO 80909 (719/578-4750).

* * *

● The USVBA will conduct joint tryouts for the 1990 Olympic Festival and the 1990 Elite National Junior Training Camp. Dates for women's tryouts are March 16-18; March 30-April 1 and April 6-8. The date for men's tryout is May 11-13. Since tryouts occur during the men's volleyball season, high school athletes who are involved in state play-offs will be excused from tryouts on Friday, May 11.

* * *

● A memorial fund has been established for the eight members of the Molokai (Hawaii) girl's volleyball team who lost their lives, along with their coach and the school's athletic director, in a plane crash while traveling home from a volleyball match in Maui last fall. The fund is being coordinated by John Sisson of Colorado Springs, a friend of the Hawaiian volleyball community. Proceeds from the fund will be donated to Molokai High School. Individuals wishing to make contributions should forward them to: Molokai Volleyball Team Memorial Fund, First National Bank of Colorado Springs, P.O. Box 1699, Colorado Springs, CO 80942, Attention: E. Martin, Retail Services.

CALENDAR OF EVENTS

MARCH

8-11 **Road Runners Club of America**, 33rd Annual National Convention, Miami Beach, FL. Contact: Miami Runner's Club, 9 AM-5 PM (1-800/771-4786-National); (1-800/940-4786-Florida).

24-26 **IDEA: The Association for Fitness Professionals** is sponsoring the **second annual One-to-One Fitness Conference**, "Capitalizing on Fitness" to be held in Washington, DC. Contact: Jennifer Jo Wilson, (619/535-8979).

APRIL

8 **Seventh Annual Sallie Mae Cherry Blossom Chaser 10K**, the largest fund raising event for the American Red Cross, National Capital Chapter. 3,000 participants including top regional and national runners are expected. Contact: Ms. Jane M. Sisco, Co-Director, Sallie Mae Cherry Blossom Chaser, 1050 Thomas Jefferson St., NW, Washington, DC 20007 (202/298-2642).

26-27 **Northwest Regional Clinic Physical Fitness and Sports**, Pacific Lutheran University, Tacoma, WA. Contact: Jeffrey Carpenter, State Department of Education (206/753-6752).

27-29 **Sports and Cardiovascular Nutritionists (SCAN) Seventh Annual Symposium**. "Update on Obesity: A National Concern." Boston MA, Contact: Joan Fishman, (312/329-7575).

MAY

Fitness Month preview:

Get ready for A SALUTE TO A FIT AMERICA, this year's slogan celebrating National Physical Fitness and Sports Month. In 1983 President Reagan proclaimed May as National Physical Fitness Month to encourage broader promotion of physical fitness activities and programs in schools, park and recreation departments, employee associations, hospitals and other agencies involved in fitness. **Elaborate kick-off activities are being planned for May 1** in Washington, DC. More details will follow with our next NEWSLETTER. For suggested guidelines for program development and promotion, contact: Matthew Guidry, Ph.D., Director, Community Programs, PCPFS, 450 Fifth Street N.W., Suite 7103, Washington, DC 20001 (202/272-3424).

9 **National Youth Fun and Fitness Day** Make May 9 the catalyst for establishing your community's commitment to fitness! Contact: (203/721-0384).

13-18 **World Congress on Fitness, Nutrition and Sports for All**, McCormick Place Convention Center, Chicago, IL. The Congress will focus international attention on the techniques, challenges and benefits of maintaining a healthy lifestyle. Contact: Mr. George Allen, Chairman, National Fitness Foundation, Kilroy Center, Suite 412, 2250 E. Imperial Highway, El Segundo, CA 90245 (213/640-0145).

16 **National Employee Health and Fitness Day**
Federal Fitness Day

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NEWS

MARCH, APRIL VOL. 90, No. 1



President Bush Appoints New Council Members

President Bush has announced the appointment of seven new members to the President's Council on Physical Fitness and Sports, including Suzanne Timken of Canton, Ohio, who has been designated vice-chairman.

The new members join Arnold Schwarzenegger whose appointment as Council chairman was announced on January 22. The Council serves as a catalyst in developing and promoting national programs for physical fitness and sports.

In addition to Timken, the other new members are:

- ★ **Jane Blalock**, the former professional golfer who now is president of Jane Blalock Associates, Boston, MA, and Portsmouth, NH.
- ★ **Myrna Partrich**, fitness speaker, consultant and owner of The Workout Company Exercise Studio in Birmingham, MI.
- ★ **Dr. Cory SerVaas**, the editor of the Saturday Evening Post and President and Medical Research Director of the Benjamin Franklin Literary and Medical Society, Indianapolis, IN.
- ★ **Chris Silkwood**, president of Silkwood Enterprises and a leading health and fitness authority, Houston, TX.
- ★ **Peter Vidmar**, captain and gold medalist of the U.S. 1984 Olympic gymnastic team and president of Vidmar & Co., Irvine, CA.
- ★ **Gary Visconti**, president of the Southern California Olympians and Pro Skates, Inc., Culver City, CA.

★ ★ ★

Diverse experiences Represented
Suzanne Timken, who since 1982 was Special Advisor to the Council, was co-founder and first chairman in 1984 of the

successful Canton Corporate Cup, which serves as a model community-wide fitness activity. She has conducted lectures and workshops on the role of food and exercise with a focus on the body, mind and spirit connection. She also developed and marketed a weight control reinforcement program to corporations and businesses.

In addition, Timken serves on the advisory board of the Woman's Sports Federation, and is a trustee of the Kenneth H. Cooper Institute for Aerobics Research and the North Canton Medical Foundation. As an active fitness enthusiast, she attended the University of California at Berkeley and has completed a Colorado whitewater rafting Outward Bound course, a trek in the Himalayas and three African safaris. She is married to W.R. Timken, Jr., chairman of the board of The Timken Company.

★ ★ ★

Jane Blalock was selected as the player of the Decade (1970-79) in woman's golf, finished her competitive golfing career as the winner of 29 official tournaments, rookie of the year (1969), comeback player of the year (1985) and most improved golfer twice. She won more than one million dollars, was the first to post consecutive \$100,000 years, and had the longest consecutive streak in golf for not missing a cut (299 tournaments). She also won two Triple Crowns and two World Ladies Championships.

Born in Concord, NH, Blalock was graduated from Portsmouth (NH) High School and Rollins College. She was honored as the New Hampshire Athlete of the Year five times and selected to the Rollins College Hall of Fame. As a follow-up to her competitive golfing career, she now serves as president of Jane Blalock Asso-

ciates, a sports marketing and consulting firm, and links Unlimited, a company which produces golf events. She also has been active as a television commentator for woman's golf on ESPN, PBS and NBC.

★ ★ ★

Myrna Partrich is very active in fitness activities and community activities in Metropolitan Detroit. She has participated for more than 22 years in the United Jewish Appeal and currently is chairman of the Israel Bond, Diamond Jubilee Division, Detroit. She began the Work Out Company in 1981 and has taught exercise and physical fitness for all age groups, including those with musculoskeletal problems, for the last 13 years. She also writes a newspaper fitness column and has participated in a television series.

During travels abroad, Partrich explored the exercise theories and practices of other countries, including Tai Chi in China and the theory of exercise in the work place in Japan. Back in the United States, she focused on cardio-rehabilitation and kinesiology. She has designed institutional programs for major corporations including General Motors, The Detroit Free Press and AT&T, along with an exercise program for the Birmingham-Bloomfield Public Schools.

★ ★ ★

Dr. Corey SerVaas is author of Medical Update, a monthly newsletter, and has written four books, including Fiber and Bran Better Health Cookbook. She also served during 1987-88 on the Presidential Commission on the Human Immunodeficiency Virus Epidemic. Her research in-

(See Council, page 2)

Council (from page one)

cludes the Effect of Lysine on Survival of AKR Leukemic Mice for the Anticancer Research International Journal of Cancer Research and Treatment.

A graduate of the University of Iowa, Dr. SerVaas did her post-graduate work at Columbia University and received her M.D. from the Indiana University School of Medicine. She formerly served as chairman, president and chief executive officer of The Curtis Publishing Company, chairman of The Country Gentleman Publishing Company and chairman of SerVaas Laboratories, Inc.

★ ★ ★

Chris Silkwood is a graduate of Wayne State University in Michigan in physical education and psychology and is one of the country's leading health and fitness authorities. She is a lecturer, writer, consultant and recently produced a four-set fitness video series. She also has been featured in numerous national publications and has appeared on radio and TV talk shows in most major cities as well as on nationally syndicated and network programs.

Prior to opening The Phoenix Fitness Resort in Houston in 1980, Silkwood was associated for four years with the ac-



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Editor: Diana D'Avino

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claimed Golden Door spa in Escondido, CA. During that period, she also helped establish the first family fitness center in the San Diego area. As an insulin dependent diabetic, Silkwood recognizes the need for discipline and organization, and lists running the Pikes Peak marathon as one of her greatest personal challenges.

★ ★ ★

Peter Vidmar was the premier male gymnast for the 1984 U.S. Olympic team, which won this country's first-ever gold medal in gymnastics with their upset victory over the Peoples Republic of China. In addition to winning a gold on the pommel horse with a perfect score of 10 and taking the silver in individual all-around competition, he went on to become the highest scoring gymnast, male or female, in US gymnastic history with an incredible 9.89 average.

A graduate of UCLA with a degree in economics, Vidmar is in demand as a television commentator, author, guest speaker on television shows and lecturer. He has addressed the national corporate meetings of General Motors, IBM, Federal Express and McDonnell Douglas and has been a Youth Fitness spokesman of Ovaltine, speaking out on the decline in physical fitness in America's children. He recently was elected as the athletic representative to the US Olympic Committee for the sport of gymnastics.

★ ★ ★

Gary Visconti, a three-time U.S. Olympic figure skating coach from 1976-1984, has been active in competitive figure skating since childhood and has compiled an impressive string of titles starting with the Junior Men's World Figure Skating Championship in 1964. He won the U.S. Men's Championship in 1965-67, the North American Men's Championship in 1965 and 1967 and was a member of the U.S. Olympic Figure Skating Team in 1964 and 1968. He was graduated from Wayne State University in Detroit, MI, in 1968.

Visconti continued his career as a star performer on the Holiday on Ice Show from 1969-72 and captured the World Professional Skating Championship in 1969. He has been Ice Choreographer for the U.S. Olympic Skating Team since 1972 and has appeared on numerous television specials as both a performer and commentator.

The members of the President's Council on Physical Fitness and Sports serve without pay and provide a wide range of expertise in reporting and offering recommendations and guidance to the President and the Secretary of Health and Human Services on improving the status of the nation's fitness.

Previously appointed and still serving on the 18-member Council are George Armstrong, vice-president/Western Region, Communications International, Oakland, CA; Dr. Donald L. Cooper, director, Oklahoma State University Hospital Clinic and team physician; Tom Fatjo, chairman, Republic Waste Industries, Houston, TX; Mitch Gaylord, former Olympic gymnast and motion picture actor, Beverly Hills, CA; Dr. Warren Giese, Distinguished Professor Emeritus, College of Health, University of South Carolina; James S. Gilmore, Jr., Jim Gilmore Enterprises, Kalamazoo, MI; Richard Kazmaier, Jr., president, Kazmaier Associates, Concord, MA; Frederic V. Malek, president, Northwest Airlines; Pam Shriver, tennis professional and business woman, Baltimore, MD; Harry N. Walters, president, Great Lakes Carbon Corp., Briarcliff Manor, NY. □



Stan Hooley, Executive Director of the Amateur Athletic Union (AAU) meets with Arnold Schwarzenegger. The two discussed common goals of the AAU and the President's Council on Physical Fitness and Sports, with emphasis on the President's Challenge and the Presidential Sports Award Programs.

PCPFS in the Media

Focus on Family Fitness

The upcoming PCPFS public service television campaign will center on a family fitness theme. Entitled "The Front Porch," the spot includes closed captioning for the hearing impaired and will be released in May to the major networks and 300 stations nationwide.

Produced by Professional Media Services, Inc., of Wellesley Hills, MA, the 30-second spot opens with a group of youngsters sitting on the steps of a porch in a blue-collar neighborhood.

"Well, I just got this new video game: Zap-9," exclaims one boy.

"So, I'm getting my own phone next week," adds a girl.

"Wow, what are you getting?" another youngster says to Richie.

Just then Richie's parents call.

"Excuse me guys," says Richie, "I gotta run."

Richie runs to his parents who toss him a soccer ball. They are on bicycles, heading for the neighborhood park.

As they move away, the announcer states: "After all the toys and games are gone, good fitness habits can last a lifetime—a healthier, happier lifetime. All it takes is a regular exercise program for yourself, and those you love. Start now—make fitness a family affair."

As the President's Council logo comes up, the words "Fitness Is Feeling Great!" scroll across the screen.

A 20-second version of the spot also has been produced to give the stations another option for their time frames.

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USA TODAY highlighted the Council and new chairman Arnold Schwarzenegger with a long cover story in its March 15th edition entitled "He's Serious About Getting Kids in Shape." The front page teaser exclaimed: "Schwarzenegger Gets Kids Pumped Up About Exercise."

The profile hinged around Schwarzenegger's visit to Polk Elementary School in Alexandria, VA. A 3/4-page inside spread included additional stories on "Society Is Failing Its Kids," "What U.S. Fitness Experts Are Saying About Arnie's Appointment to Council" and an article

(See Media, page 5)

Chairman's Corner

Arnold Schwarzenegger



The Prize is Worth The Price

Senior citizens are often fearful of initiating an exercise program. Yet, the quality of life during these later years can be greatly enhanced by a prudent, regular program of activity. Aging is a natural process. As you grow older, it is only logical that your heart and blood vessels age. Your body becomes more susceptible to heart attack, stroke, congestive heart failure and high blood pressure. Your chances of having any of these health problems increase with age.

No matter what your age and the general condition of your body, you can do many things to help insure that you live longer, healthier and with an improved quality of life. The first step to achieving these goals is to seek your doctor's advice. Ask questions about joint or bone problems, heart disease or diabetes. Activities which minimize the risk of injury and can be done at different intensities are best. These include brisk walking and swimming.



Walking is an aerobic exercise that can condition the heart and lungs if performed at the proper intensity for 20-30 minutes at a time, at least three times a week. Aerobic conditioning increases the amount of oxygen the body can process and conditions the heart and lungs to use oxygen

more effectively. Swimming is especially good for those who are injured or out of shape because water supports the body. Because of this natural buoyancy, exercise that might otherwise be considered too strenuous can safely be done in the water throughout life.

We've heard all the excuses: "I'm too busy—I don't have time;" "Working out hurts my bad ankles;" "Exercise is so boring;" "I prefer to travel;" "Working out cuts into my recreational time;" "I'm too old;" . . . and on and on.

Excuses are born through apprehension. For those of you who are inactive, physical activity is not a thing to fear, and its benefits are greater than you may think!

The most important thing is to decide to get started in a regular program of activity. You will want to see your doctor first if you are not accustomed to regular exercise or are over 35.

Exercise is an important key to influencing the length and quality of your life. It is a way to attain and maintain good physical and mental health which is necessary for an independent lifestyle. It equips a person to withstand the stresses of life and reduces mental fatigue, strain and boredom. The senior who engages in daily exercise is less prone to chronic fatigue than the inactive person. Tiredness is often the result of poor circulation from lack of physical activity. Exercise builds and maintains muscular strength and endurance while it improves the capacity of the heart, circulatory system and lungs to process oxygen which will enhance your working capacity and reduce fatigue.

Patience is essential! Don't try to do too much too soon. Don't quit before you have the chance to experience the rewards of improved fitness. You can't regain in a few days or weeks what you have lost in sedentary living. You CAN get it back. I can assure you'll agree with the price.

Chairman Outlines Goals

The President's Council for Physical Fitness and Sports met April 5 at the Westin Hotel in Washington, DC. This group of 18 private citizens is appointed by the President of the United States and reports to the President and the Secretary of Health and Human Services.

In his first meeting with the Council, Arnold Schwarzenegger had the opportunity to review the various programs of the PCPFS through presentations given by members of the Council's professional staff. Many ideas were exchanged with the common goal of improving the fitness status of every American.

Five-Point Agenda Presented

Schwarzenegger outlined a five-point agenda for the Council and professional staff to address.

1—He emphasized the need for daily physical education in the schools. He hopes to establish dialogue between the PCPFS and the Secretary of Education and coordinate with the Governor's Councils for Physical Fitness and Sports. In addition, he plans to meet with education officials and leaders in each state. Schwarzenegger, a staunch advocate for daily physical education, noted that when he was a student in Graz, Austria, he had two hours per day of physical education—one for fitness and one for sports.

2—He stressed the need to build coalitions with other organizations dedicated to the cause of fitness so that "we can work together toward one common goal." Keeping the lines of communication open between the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) and the President's Council has been noted as one of Schwarzenegger's top priorities.

3—He addressed the importance of marketing fitness. "Pre-school youngsters should be reached through the medium of television; millions of children under the age of five sit at home for hours each day," he said. He also suggested that fitness can be promoted through the use of posters bearing inspirational messages from well-known personalities. "The important thing is that we must communicate with the masses if we are to make a fit America a reality," he concluded.

4—He spoke about the importance of open communication with the media through regular fitness columns, interviews and personal appearances.

5—He encouraged a review of all PCPFS publications and the practice of making these available to the general public on request.

The next meeting of the Council, which is open to the public, is scheduled for May 1—Great American Workout Day. □

The Great American Workout Kicks Off Fitness Month

On May 1, Americans across the country will be celebrating their commitment to an active, healthy lifestyle by participating, via television, in the largest National Physical Fitness and Sports Month kick-off event ever planned.

The Great American Workout will take place between the hours of six and eight AM on the south lawn of the White House. President Bush and Arnold Schwarzenegger are scheduled to open the event by addressing the public and participating in various physical activities. After the opening ceremonies, the focus will shift to the 12 sports/activity stations set up as demonstration centers for the event which are: Golf, Tennis, Baseball, Martial Arts, Weight Lifting and Body Building, Basketball, Gymnastics, Aerobics/ Dance, Military Conditioning and Volleyball.

Many celebrities from the world of sports are expected to attend. The list of those confirming their appearance on May 1 includes: Scott Hamilton (skating), Dorothy Hamill (skating), Mark Spitz (swimming), Janet Evans (swimming), Mary Lou Retton (gymnast), Peter Vidmar (gymnast), Karch Kiraly (volleyball), Terry Schroeder (water polo), Bruce Jenner (triathlete), Arthur Ashe (tennis), Pam Shriver (tennis), Jeff Smith (martial arts).

Salute to a Fit America is the theme for this year's campaign which is spearheaded by the President's Council on Physical Fitness and Sports with the support of the President of the United States and the Congress. It calls attention to the importance of physical fitness and highlights the many community programs available to people of all ages.

The most important message the Fitness month celebration can send to the American people is to find an enjoyable exercise program and stay with it. □

Arnold Schwarzenegger, left, accepts a plaque from Joel Meier, outgoing AAHPERD president, and resounding applause from the representative assembly of the American Alliance for Health, Physical Education, Recreation



after deliver-

at Amer
t Kicks
Month

Shaping up is NO SWEAT™



National Employee Health & Fitness Day

Wednesday, May 16, 1990
Call 317-237-5630

The Federal Interagency Health and Fitness Council has announced that Federal agencies nationwide will join in the observance of National Employee Health and Fitness Day on May 16.

Last year a total of 1,217 companies representing 49 of the 50 states, plus companies in Guam, Puerto Rico and Canada, took part in this nationwide emphasis on employee health and fitness. It was the first year of the event, sponsored by the National Association of Governors' Councils on Physical Fitness and Sports.

With Federal agencies now joining the movement and the expected increase in company participation, officials predict that more than 500,000 employees will be exercising at some point during the day.

"Those who participate can decide their own form of exercise. The main thing is to be involved," said Wilmer (Vinegar Bend) Mizell, the executive director of the President's Council on Physical Fitness and Sports, which promotes May as National Physical Fitness and Sports Month.

The Federal Interagency Health and Fitness Council was created in 1980 under the auspices of the President's Council to bring together individuals involved in promoting fitness at the federal worksite and to provide a vehicle through which public agencies could develop or improve fitness programs. The group previously had promoted its own highly-successful Federal Fitness Day in May. □

Media (from page three)

quoting Executive Director Wilmer Mizell: "Council Needs Greater Local Involvement."

Schwarzenegger also gave his tips for kids:

- Make a timetable and put aside 30 minutes a day for exercise.
- Cardiovascular exercise is as important as strength exercise.

State Representatives Confer at PCPFS



A meeting to discuss the promotion of physical fitness at the grass roots level was conducted by Wilmer D. Mizell, PCPFS Executive Director, at the PCPFS office. Pictured with Mizell (seated, left) are: George Dower, New Jersey Governor's Council on Physical Fitness and Sports; David Kiefer, Commissioner, Wayne County, Ohio; Danny Long, Executive Director, Alabama Governor's Council on Physical Fitness and Sports; J. Kweku Laast, Executive Director, North Carolina Governor's Council on Physical Fitness and Sports. Standing (left to right) are: Glenn V. Swengros, PCPFS Director, Federal-State Relations; Steve Guback, PCPFS Director of Information, and Jimmy Carnes, Chairman, Florida Governor's Council on Physical Fitness and Sports. Attending the meeting but not in photo: Wayne Edwards, Executive Director, Pennsylvania Governor's Council on Physical Fitness and Sports.

- Flexibility exercises and sprints give you explosive power. It's important to make your muscles kick in when you need them.
- Watch what you eat. Anything in candy machines is junk.
- Set a fitness goal. Working without one is difficult.
- Stay away from TV. Don't participate in video games; play games that use your body.



The Council also was involved in a "Fitness Tips" poster and booklet designed for youngsters in grades 1-3 that was developed and distributed through Scholastic Magazine. The publication goes to 75,000 teachers in those grades, with the poster going to all youngsters in those classes . . . The Health Journal contained Council suggestions in a three-page article: "The Home Health and Fitness Club, Getting Fit Without a Fitness Center" . . . The National Olympic Committee of the USSR also featured the Council in its publication "Olympic Panorama" with an article on the USSR-US Youth Fitness Testing Exchange and the visits by Soviet youngsters to the PCPFS office. □

Kaye Buchanan Honored



Wilmer D. Mizell, Executive Director, PCPFS, presents a plaque to Kaye Buchanan, staff assistant for the PCPFS Department of Information, on the occasion of her retirement from 32 years of government service.

Arnold Visits a PCPFS Demonstration School



A recent visit to James K. Polk Elementary School, Alexandria, VA, was Arnold Schwarzenegger's first stop in a plan to visit at least one school in each of the 50 states. This school, a PCPFS Demonstration School for many years, has an outstanding physical education program which emphasizes physical fitness and the importance of maintaining an active lifestyle for optimum health.

Schwarzenegger spent almost an hour working out with the fourth graders who squealed with delight at the first sight of him. The gym floor was set up with an activity circuit which included climbing ropes, jump ropes, mini-trampolines, weights (dumbbells), and exercise mats at which students worked on sit-ups, push-ups and stretching activities to improve flexibility.

After his workout with the children, Schwarzenegger complimented the group by saying: "I'm impressed; we have to get more schools like yours."

Foreign Visitors Enjoy Exchange of Ideas



Steve Guback, PCPFS Director of Information (seated, second from left) recently received five Japanese health and physical education professionals. Seated with Guback are Tsuneo Inoue (left), Ministry of Health and Welfare and Toshiki Ohta, M.D., Department of Laboratory Medicine and Health Promotion. Standing (left to right) are Kaoru Kitagawa, Ph.D., Professor of Exercise Physiology, Chuko University; Kiyoshi Kawakubo, M.D., Associate Professor, School of Health Science, University of Tokyo; Noriaki Niwa, Deputy Director, Personnel Division, Ministry of Health and Welfare.

Calendar of Events

JUNE

- 8** **First World Aerobic Championship** will be held during the IDEA (the association for fitness professionals) International Convention and Fitness Expo in San Diego. It is expected that over 100 of the world's finest aerobic athletes from the United States and 16 other countries will participate in the competition. For additional information, call: (213/278-9700).
- 9-13** **The National Athletic Trainer's Association** will hold it's Annual National Meeting and Clinical Symposium in Indianapolis, IN. For additional information, contact the association at: 2952 Stemmons, Suite 200, Dallas, TX 75247 (214/637-6282).

15-20

15th Annual National Wellness Conference.
Contact: National Wellness Institute, University of Wisconsin, 1319 Fremont Street, South Hall, Stevens Point, WI 54481.

20-
August 5

1990 Goodwill Games, Seattle, WA.

10-11

Senior Sports Symposium, presented by the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), the United States National Senior Sports Organization (formerly the U.S. National Senior Olympics—USNSO) and the National Recreation and Parks Association (NRPA).

JULY

JULY/AUGUST

AUGUST

NEWS BRIEFS

● At its annual National Convention in Miami, FL, March 8-11, the Road Runners Club of America (RRCA) elected Jane Dolley of Yarmouth, ME, president for a two-year term. The RRCA is a non-profit organization of over 450 chapter clubs in 48 states committed to grassroots running and fitness. Contact: Henley Gibble, (703/836-0558).

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● Sen. Jeff Bingaman (D-NM), chairman of the Senate Hearing on National Health Objectives, says that the health goals proposed by the Public Health Service for the year 2000 would stand a better chance of being realized if more emphasis were given to proper nutrition, regular exercise, and the development of stress reduction programs in the nation's schools and industries.

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● The first United States National Amateur Hockey Team for women placed second at the International Ice Hockey Federation's recently-completed first World Tournament for women at Ottawa, Ontario. The Canadian team won the gold medal via a 5-2 victory over the U.S. before a sell-out audience of almost 9,000 people at the Ottawa Civic Center.

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● Henry Talbert, Lawrenceville, NJ, has been appointed director of operations for the United States Tennis Association (USTA). Talbert will oversee the development and administration of all recreational tennis programs across the country for both youth and adults. He will serve as spokesperson for the USTA and will administer USTA policies.

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● Three gold medal Olympians have been selected for induction into the National High School Sports Hall of Fame. They are Cheryl Miller, a member of the 1984 U.S. Olympic woman's basketball gold medal team; Billy Wills, gold medalist in the 10,000-meter run at the 1964 Olympics and Rafer Johnson, U.S. decathlon champion, 1960 Olympics. Johnson is spokesperson for Hershey's National Track & Field Youth Program which is designed to encourage participation in track and field activities among beginners. The President's

Council on Physical Fitness and Sports is a cooperating agency with this program. Contact: Jim Johnson, National Coordinator, HYP, P.O. Box 814, Hershey, PA 17003-0814.

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● Is your tennis facility an award winner? The United States Tennis Association (USTA) recently announced the 1990 USTA Tennis Facility Awards Program. The program is designed to encourage excellence in future installation and/or renovation of existing tennis facilities. To qualify, facilities must be under the jurisdiction of a park and recreation department, an educational institution, or an industrial complex. Contact: Lisa M. Gillard, (609/452-2580).

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● More from USTA: Nominations are being accepted for the USTA Community Service Awards. This award recognizes outstanding individuals who have made significant contributions to improving recreational tennis in their community. Each award winner will be honored during the USTA Recreational Tennis Leadership Workshop in November, and will receive a plaque and cash donation to his/her favorite charity. Contact: Lisa M. Gillard, (609/452-2580).

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● Dr. Warren Giese, Council member of the PCPFS and distinguished professor emeritus of physical education at the University of South Carolina and a South Carolina state senator, has been appointed to the Board of Trustees of the United States Sports Academy. Dr. Giese had served previously as a member of the Academy's Board of Visitors since 1983, and was chairman at the time of his appointment as a trustee.

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● Over one million children have signed up for project ACES (American Children Exercising Simultaneously). On May 9, children from 3,500 schools representing all 50 states will be exercising simultaneously. In addition to participants from U.S. schools, 3,000 students from the island of St. Croix have joined the project along with students from the island of Guam and the American Embassy school in Bolivia, South America.

Physical fitness is the basis for all other forms of excellence.

--John F. Kennedy

Summary of Events for National Physical Fitness and Sports Month

- May 1 **The Great American Workout.** A diversified event to kick off May as National Physical Fitness and Sports Month. Arnold Schwarzenegger and President Bush will open the event by participating in several physical activities. After the opening ceremonies, selected groups, representing 10 sports areas, will perform on the south lawn of the White House. Many celebrities from the world of sports are expected to participate in the celebration.
- May 1-7 **National Physical Education and Sport Week.** Major focus on school based physical education and sports programs. It is promoted in cooperation with the National Association on Sports and Physical Education. It is a diversified program involving broad based school participation.
- May 9 **National Youth Fun & Fitness Day.** The program will be a nationwide (more than 500 cities across the U.S.) celebration of fitness involving press conferences, demonstrations and participation, discussions and special events. Local recreation departments are planning the fitness festivals to focus on the needs and benefits of regular and sustained participation in physical activities that are fun and enjoyable. Cincinnati, Ohio has been designated as the central focus for this event.
- May 9 **"30 Days of Fitness Night."** This program is promoted by the National Council on Youth Leadership and was developed with technical assistance from the PCPFS. Its objective is to establish fitness teams of ten students from each participating school in the St. Louis, MO area who work on improving their own fitness and promoting fitness and healthful living in their schools and communities. The program runs for 30 days and involves many fitness activities including fitness testing.
- May 16 **National Employee Fitness Day.** Promoted to focus on employee fitness programs by the National Association of Governors Councils and PCPFS. Federal Fitness Day is included in this event.
- May 24-31 **National Water Fitness Week.** Promoted by U.S. Water Fitness Association and other aquatic groups to focus on aquatic fitness programs.



**NATIONAL
PHYSICAL FITNESS
AND SPORTS MONTH**

NATIONAL PHYSICAL EDUCATION AND SPORTS WEEK
(May 1-7)

**DEPARTMENT OF
HEALTH & HUMAN SERVICES**

The President's Council on
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Washington, D.C. 20001

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NEWSLETTER



SUMMER, VOL. 90, No. 3

First Two Local PCPFS Councils Established

Two local affiliates of the President's Council on Physical Fitness and Sports have been established recently through the efforts of Wilmer "Vinegar Bend" Mizell, PCPFS executive director. Recognizing the importance of reaching the grass roots of the nation with a sound approach toward promoting physical fitness and sports practices, Mizell has introduced the concept of local councils as an important link between the PCPFS and state Governor's Councils and individual citizens, civic groups, professional associations, public health departments and amateur and professional sports organizations in an effort to improve physical fitness and sports opportunities for all.

Buncombe County, NC is the site of the nation's first local council on physical fit-

ness and sports. "This is really an historic day," Mizell said at the May 18, 1990 press conference at the Downtown City Club, Asheville. "I anticipate great benefits to the people of Buncombe County with this initiative." In discussing his plans with Gene Rainey, chairman of the county Board of Commissioners, Mizell added, "If we're

**"Casey" Conrad
Dies at 79
See page 7**

going to get Americans fit for the '90s, it will take place at the grassroots level; and Buncombe County is a good place to start."

The local council, co-chaired by Dr. Jim McMillan and Mrs. Nancy Boland, has plans to set up fitness programs and to advise elected officials and others on the county's need for sports facilities. Dr. McMillan is a family and sports physician and an avid cycling and rugby enthusiast. Mrs. Boland, a former Olympic swimmer, is a well-known local sports advocate. Other members of the council include Trish Crisco, director, Buncombe County Parks and Recreation Department, Ray Kisiah, Asheville Parks and Recreation Department, Dick Covington, outstanding tennis athlete, Stan Pamfilis, WLOS-TV sports announcer and former school principal and County Commissioner Bill Stanley.

(See Local Councils, page 2)



President and Mrs. Bush lead celebrants at the Great American Workout. Among the many celebrities in attendance are (left to right—center of photo) Arnold Schwarzenegger, PCPFS Chairman; Dr. Louis Sullivan, Secretary of Health and Human Services; Mrs. Sullivan; Randy Travis, country singer; Charlie Brotman, master of ceremonies. (Story, page 6; additional photos, pages 4-5.)

Local Councils (from page 1)

Also in attendance at this historic meeting were Glenn Swengros, PCPFS director of Federal/State Relations, and Kweku Laast, executive director, North Carolina Governor's Council.

Local PCPFS Council Established in New York

The Bronx, one of New York City's five boroughs, has become the first urban center in the nation to establish a local council on physical fitness and sports.

"Fitness is an important element of our aggressive anti-drug program," said Fernando Ferrer, Bronx Borough President, at an organizational meeting on May 31 with officials of the President's Council on Physical Fitness and Sports—Wilmer Mizell, executive director; Matthew Guidry, director of Community Services; Glenn Swengros, director of Federal/State Relations.

The Borough President, a fitness enthusiast, hopes to replicate a successful anti-drug/fitness program at South Bronx High School throughout borough schools beginning in the fall. He also plans to seek corporate sponsorship of borough sporting events and interest celebrities and sports personalities to work with borough youth in pursuit of a healthy lifestyle.

"We want to reach children with programs to help them develop good fitness



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Editor/staff photographer: Diana D'Avino

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PCPFS Meets With Community Leaders



Pictured after the organizational meeting in the Bronx, NY are: Glenn Swengros, PCPFS director of Federal/State Relations; Genevieve Brooks, Deputy Bronx Borough President; Wilmer D. Mizell, PCPFS executive director; Fernando Ferrer, Bronx Borough President; Matthew Guidry, PCPFS director of Community Services.

habits they'll carry with them all their lives," said Guidry. In addition, he emphasized that the PCPFS would provide training to local teachers and volunteers who participate in the borough's fitness effort. Mizell addressed the trend of obesity in children that may lead to future health problems and the importance of instilling a commitment to daily physical activity for all populations.

"Preventive health measures are an important way to help relieve the borough's overtaxed care system," Ferrer said "the activities of this local council will promote a sense of community and provide youth with positive outlets." □

National Youth Fun And Fitness Day Celebrated Nationwide

To promote the importance of youth fitness, the National Recreation and Park Association, in cooperation with the President's Council on Physical Fitness and Sports and *Ladies Home Journal* Magazine, hosted National Youth Fun and Fitness Day on May 9th. 500 communities across the United States and in overseas

military installations took part in this celebration of physical fitness for the nation's youth.

The kick-off for National Youth Fun and Fitness Day was at the Bicentennial Commons in Cincinnati, OH. More than 1,200 youngsters participated in a fitness walk, an aerobic work-out led by Reggie Williams and the Cincinnati Bengals, and a trash hunt throughout the park. Simultaneously, an estimated 500 communities throughout the country also participated in youth fitness activities in their areas which included health fairs, essay contests, jumborees, fun runs, and much more.

The celebration also called attention to the National Youth Fun and Fitness Program, a six-week summer program for children ages 6 to 12 of all abilities. This program, sponsored by the National Recreation and Park Association, the President's Council on Physical Fitness and Sports and corporate sponsors GameTime and Nestle Quik, offers fun activities while teaching the importance of fitness.

The National Recreation and Park Association will recognize National Fun and Fitness Day on May 1, 1991. This keynote event will celebrate fitness and well being for individuals of all abilities. □

CPFS in the Media

The latest public service radio campaign the President's Council includes a variety of recorded messages intended for children and teens, adults, family fitness and older adults.

The nine recorded spots, plus live-announcer copy, will be sent to 2,000 stations nationwide. The spots were produced by Professional Media Services, Inc., of Wellesley Hills, MA.

One of the spots, aimed at older adults, includes a unique voice change that's intended to give the message individuality and additional interest. The scene is a sunny afternoon in a park with chirping birds, kids playing, an occasional barking dog.

Older man speaks: Great day for a walk, huh. When I was younger I used to jog through this same park, every day . . . Rain, snow—didn't matter . . . It was important to me. Of course, physical activity has always been important to me . . . (At this point, the older man's voice changes to a teenager's voice).

Teenager: When I was in school, I played just about every sport they had to offer . . . And worked out in my spare time. (At this point, the teenager's voice changes to an adult voice).

Adult: Naturally, when you get older, the activities you're into and have time for change . . . Tennis, jogging, racquetball . . . and yeah, the occasional touch football game. (At this point, the adult's voice changes into the older man's voice).

Older Man: Now, I take things a little easier, it's true . . . but the fact is, regular exercise and physical activity are more important at this time of my life than ever. At least three times a week, a nice brisk walk or some other form of low impact exercise can help you get a lot more out of life. Do it for those you love . . . and who knows? (At this point the older man's voice changes to a kid's voice.)

Kid: You just might find yourself feeling like this again!

Musical Closing: "Fitness is Feeling Great!"

The Great American Workout at the South Lawn of the White House proved to be a great event for the media. All major networks provided live coverage for their morning news shows, and then did repeats

(See Media, page 6)

Chairman's Corner

Arnold Schwarzenegger



Other Half of Education

Physical education has been called "the other half of education." Most school subjects are designed to train the mind. Physical education helps students develop and learn to use their bodies. It is a subject that deals with the complex organism that houses and supports the brain. The importance of this support should be obvious.

What does being physically educated mean? It involves more than knowledge of rules, strategy and sports skills. The physically educated person understands the contribution which regular and vigorous activity makes to total well-being. He knows the effects of activity on mental health; he is knowledgeable about the structure and function of his body systems; he knows HOW to achieve and maintain physical fitness and he acts on these understandings. The significant goal of a good physical education curriculum is to graduate young people who are, by above definition, physically educated.

Focus on Quality PE.

If you are a parent or guardian of a school-age child, you have undoubtedly given some thought to the quality of education your child is receiving. How much thought have you given to physical education? How can you determine the extent to which your children are being physically educated? First, you must know whether or not your child's school has a physical education program and if not, why not. Do not be reluctant to ask your school administrator, PTA or School Board about your state education laws and commissioner's regulations on the subject.

Secondly, check to see if existing programs have these three basic goals:

- 1—to produce physically fit youth
- 2—to teach the relationship between physical activity and physical fitness and health
- 3—to provide the skills, knowledge and motivation to encourage an active adult lifestyle

To determine whether the program meets these objectives, go through the following checklist:

Does your school provide at least one period per day of instruction in physical activity? The amount of curriculum time devoted to physical education is determined by the state's regulations and the school administrator's interpretation of those regulations.

Is part of each physical education class devoted to fitness activities such as running, calisthenics, weight training or other types of vigorous exercise? Play, while extremely valuable, cannot be a substitute for a sound physical education program.

Does the school give a screening test to identify students who are physically underdeveloped for their age and might require extra attention? Are there provisions within the curriculum for the handicapped students to receive physical education in the least restrictive environment? Are students afforded the opportunity to develop skills in lifetime activities?

Are all students tested twice a year in physical fitness? This helps both teacher and student know if progress is being made and identifies areas that should be given greater attention.

The President's Challenge, the physical fitness testing program of the President's Council on Physical Fitness and Sports, is one of the assessment tools used in schools and other youth-serving organizations to determine the level of youth fitness. Additional information on this program may be obtained from the President's Council on Physical Fitness and Sports, 450 Fifth Street N.W., Suite 7103, Washington, DC 20001.

Certainly, any concerned individual would not willingly give a child only HALF an education. Being a positive role model for your child is important. Just as important is seeing to it that he/she gets the complete education he/she deserves. □



*"Fitness is fun and fitness is for everyone."
Arnold Schwarzenegger*



Federal Teams Put Through Paces With A Day At Races

5,600 Run/Walk for Fitness

Federal employees in Washington, DC celebrated National Employee Health and Fitness Day with Federal Fitness Day. Teams from 68 government agencies participated in either a 3K run or a 3K walk.

Each year this event attracts an ever-increasing number of participants. Despite the cloudy day and Washington's first summer shower, More than 5,600 participants either ran/walked 3K or participated in a health fair during their lunch period. Aerobic instructors from various federal facilities led the warm-up activities to stirring marches played by the U.S. Coast Guard band.

Teams included three men and three women. Each team signed up for the three-kilometer (1.8 miles) walking or running races. According to the rules, each team member can run or walk as fast or as slow as he or she pleases, but teams must join hands and cross the finish line together for their official times.

The winners of the 3K run were the White House Athletic Club "Racers" with a time of 14:11. Chris Jordan, Richard Bacherman, Liz LaPlante, Denise Terry and Mary Heaney were captained by Jack Arthur. Second place was taken by the Energy Department team "Photo Finishers" at 14:31.

For the fifth year in a row, the Federal Reserve Board "Road Ducks" won the walking race. Their time was 23:09. Team members were Dick Ralston, Elmer Roddey, Cyndi Johnson, Pat Young, Sharon Belliveau and captain Lou Kuntz. Second place went to the Internal Revenue Service's "Deep 6" team in 23:13.

The IRS, with 104 teams won the participation award. Close behind with 102 teams was the Department of Agriculture.

Federal Fitness Day, sponsored jointly by the President's Council on Physical Fitness and Sports and the Federal Inter-agency Health and Fitness Council, encourages federal employees around the world to exercise, along with millions of corporate employees who observe National Employee Health and Fitness Day. □

The Great American Workout

President Bush declared war on "couch potatoes" and officially began National Physical Fitness and Sports Month on May 1 with the Great American Workout on the South Lawn of the White House.

"Through fitness we can build a healthier America that's No. 1 academically, economically and athletically," said the President. "Fitness can be an individual activity or a family affair. Either way it can help create an American that outperforms any nation in the world."

The President participated in the event along with a cast of celebrities that included body-builder/actor Arnold Schwarzenegger, chairman of the President's Council on Physical Fitness and Sports, and dozens of pro athletes, Olympians, and Hollywood celebrities.

"I hope this doesn't get me in trouble with another vegetable," said the President, jokingly referring to his highly-publicized distaste for broccoli, "but today we're declaring war on couch potatoes. All of us have a stake in making exercise a part of America's fitness, and fitness a part of America every day. No matter what your age, sex or physical condition, the Great American Workout can enhance the quality and longevity of each American's life."

Fifteen athletic workout areas ranging from aerobic dancing to weight-training, and including stations for elementary physical education, the Special Olympics, golf, football, basketball, baseball, volleyball, martial arts and horseshoe pitching, formed a huge semicircle on the White House lawn. The president and Mrs. Bush, accompanied by Schwarzenegger, toured each station, chatted with the athletes and, in many cases, participated in activities.

Among the many celebrities attending were country singer Randy Travis, movie and television personalities George Wendt, Carl Weathers, Kevin Nealon and Willard Scott; Olympians Carl Lewis, Mary Lou Retton, Bruce Jenner, Peter Vidmar, Rafer Johnson, Jackie Joyner-Kersey, Scott Hamilton and Dorthy Hamill; football stars Eric Dickerson, Charles Mann and Jim Lachey; golfers Sam Snead and Jane Blalock; tennis players Pam Shriver and Arthur Ashe; basketball stars Dominique Wilkins

and Bernard King; and coaches Digger Phelps and George Allen. Gen. Colin L. Powell, chairman of the Joint Chiefs of Staff, and Dr. Louis Sullivan, Secretary of Health and Human Services, also attended.

The idea for this fitness media blitz was presented to the President sometime in early March by Schwarzenegger. As soon as the President said, "Go for it," Schwarzenegger enlisted the aid of Robert Gubitosi of Events Only, a Miami-based corporation specializing in special events. A multitude of obstacles were overcome within the tight time-frame to produce this prestigious and very memorable sales pitch for fitness.

As the early morning mist lifted over the nation's capital, Schwarzenegger's message resounded throughout the nation—to emphasize the importance of exercise in contributing to better health and a more vigorous lifestyle, to show that there are appropriate activities to suite everyone's needs and to demonstrate that exercise can be fun. In addition, he wants the 90's to be known as The Fitness Decade and hopes that this event will inspire Americans everywhere to begin a fitness program "to pump up, lose those extra inches and get fit . . . Fitness is fun and fitness IS for everyone." □

Media (from page 3)

throughout the day. Newspaper and magazine coverage was heavy . . . Chairman Arnold Schwarzenegger and the Council were featured in cover stories in Club Business International and American Fitness . . . Additionally, Schwarzenegger had a full-page on the need to improve the fitness of all Americans in Newsweek's "My Turn" feature (May 21).

Schwarzenegger's role as chairman also was featured in the May issue of "The Physician and Sportsmedicine." Schwarzenegger also was featured on the cover of the summer fitness issue of Gentlemen's Quarterly (May) and on the cover of Vanity Fair (June) . . . On May 8 President Bush and Schwarzenegger met with a group of medical editors at the White House for a roundtable discussion on health and fitness. □

C. Carson "Casey" Conrad Dies at 79 Former PCPFS Executive Director



C. Carson Conrad, former Executive Director of the President's Council on Physical Fitness and Sports and now President, Casey Conrad Enterprises, Inc., died July 9 in Sacramento, CA. Dr. Conrad succumbed to a heart attack at the age of 79.

Dr. Conrad was internationally recognized for his many accomplishments as a distinguished educator, administrator and military professional. His career in health and physical fitness spanned nearly six decades. He served as California's chief of health, physical education, recreation and athletics for 17 years where he directed programs for more than 5 million pupils. In 1961, while continuing to head the California programs, President Kennedy appointed him as his special advisor on youth fitness. He continued to serve in this capacity under Presidents Johnson and Nixon until his appointment as PCPFS Executive Director in 1970. Dr. Conrad served as executive director for Presidents Ford, Carter and Reagan. During this time, Conrad remained with the Air Force Reserve following active duty service in World War II and the Korean conflict. He completed 30 years of service, retiring with the rank of Colonel.

Among the major achievements of the PCPFS under Dr. Conrad's leadership are:

- Creation of the American Association for Fitness Directors in Business and Industry (AAFDBI), forerunner of the Association for Fitness in Business (AFB)
- Establishment of the Coalition of Fitness in cooperation with the National Rec-

reation and Park Association (NRPA), serving as a board member until his death

- Creation of military fitness and health initiatives for men and women in military service

- Creation of the National Association of Governor's Councils on Physical Fitness and Sports (NAGCPFS)

Casey Conrad was the recipient of many awards for his personal contributions to health and physical fitness. Among these are: selection as a Healthy American Fitness Leader (HAFL); recipient of the Royal Order of the North Star in 1979 from Sweden's King Carl Gustof XVI, an honorary Doctorate of Humane Letters, Honoris Causa, from Wittenburg University and, most recently, a Distinguished Service Award from his alma mater, California State University, Sacramento.

"Casey was a giant in the field in health and physical education, and an individual who gave inspiration and great leadership to the President's Council on Physical Fitness and Sports."

"Casey served with the Council under six Presidents. He was executive director for 14 years and initiated some of the Council's most successful programs, including the development of regional clinics, adult fitness programs and the establishment of Governor's Councils in 32 states."

"Casey's career in physical fitness covered more than a half-century and impacted on the lives of thousands, maybe millions of people. Even in retirement he continued to make great contributions. He will be greatly missed."

Arnold Schwarzenegger

A leader in the field of aquatics and author of Aqua Dynamics, Dr. Conrad has had a long and distinguished career as a champion and role model for physical fitness and sports for all.

Survivors include his wife, Margaret, and twin sons, Robert and William. Contributions in his memory may be forwarded to: Mr. Vern Miller, 2001 Arden Way, Suite 203, Sacramento, CA 95825-2201.

NEWS BRIEFS

- **The National Rifle Association of America (NRA)** has announced its newest education and training publication, **HOME FIREARM SAFETY**. It is available through: NRA Sales Department, P.O. Box 96031, Washington, D.C. 20090-6031. The cost is \$3.50 which includes shipping and handling. When ordering, specify item #ES5N1204.

☆ ☆ ☆

- **The Sporting Goods Manufacturers Association (SGMA)** has proudly announced that Florida Governor Bob Martinez has appointed Maria Dennison, SGMA Executive Director/Vice President, to the Florida Governor's Council on Physical Fitness and Sports. Dennison, one of 22 Florida residents on this board, will serve a three-year term which expires on July 1, 1993.

☆ ☆ ☆

- **Our favorite "Boy of Summer,"** Wilmer (Vinegar Bend) Mizell, attended the 30-year reunion in Pittsburgh recently of the unforgettable 1960 World Champion Pittsburgh Pirates. Their triumph over the New York Yankees was spectacular and is cherished to this day by those who experienced it, fans and players alike . . . Another reunion for Mizell took place in Buffalo, NY, on June 25 when he joined many of the diamond's retired greats, near greats, and even a few just-pretty-goods in the annual National Old Timers Baseball Classic. Commenting on the five-inning American League vs. National League game, Mizell said: "I felt like I was pitching in slow motion and when I saw the replay, I was."

☆ ☆ ☆

- **Tennis Publications 1990: The United States Tennis Association (USTA)** has announced the availability of their publications list. There is no charge for this comprehensive selection of over 100 tennis publications, providing quality educational materials. Contact: USTA Publications, 767 Alexander Road, Princeton, NJ

Calendar of Events

JULY/AUGUST

20-8/5 1990 Goodwill Games, Seattle, WA.

AUGUST

- 2 **The Manufacturers Hanover Corporate Challenge**—a 3.5 road race open to full time employees of corporations, businesses and financial institutions. All companies may enter an unlimited number of runners and all level of runners are encouraged to participate. This race is staged in 16 cities with the championship race held on Park Avenue in New York City. Over 118,000 people participated from 6,000 companies in 1989, making the Series the largest in the world. Contact: Jane Canepa, (312/944-6667).
- 2-5 **National Youth Sports Coaches Association 2nd annual National Convention**, Delta Court of Flags Resort, Orlando, FL. Contact: NYSCA, 2611 Old Okeechobee Road, West Palm Beach, FL 33409 (407/684-1141).
- 10-11 **Senior Sports Symposium**, presented by the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), the United States National Senior Sports Organization (formerly the U.S. National Senior Olympics—USNSO) and the National Recreation and Parks Association (NRPA). Contact: AAHPERD, (703/476-3461).

18 National Finals of **Hershey's National Track and Field Championships**, Hershey, PA. This event is held in cooperation with the PCPFS and the NRPA—National Recreation and Parks Association.

18-21 **The Association for Fitness in Business 16th Annual Conference**, Buena Vista Palace, Orlando, FL. For additional information, contact: AFB, 310 North Alabama, Suite A100, Indianapolis, IN 46204 (317/636-6621).

29-31 20th anniversary celebration of the **United States Tennis Association (USTA) Tennis Teachers Conference**, The Sheraton Center, New York, NY. Meet former champions, Arthur Ashe and Roscoe Tanner. sport science experts Jack Groppel and Jim Loehr. and well-known tennis teaching expert Dennis Van der Meer as they share innovative ideas for recreational tennis and a winning strategy for developing tomorrow's champions. Contact: Lisa M. Gillard. (800/223-0456).

SEPTEMBER

10-15 **International Symposium on Community Based Fitness and Health**, Tri-Cities, WA (host community), including planned interfaces with the University of Washington School of Medicine, Seattle and Mount Rainer National Park.

Of all of the lessons we must learn, few are more important than those we learn from exercise and sport. They teach us to perfect and protect our health; to respect our own capabilities and those of others; and to accept excellence as our standard of performance.

—Gerald R. Ford

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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Washington, D.C. 20001

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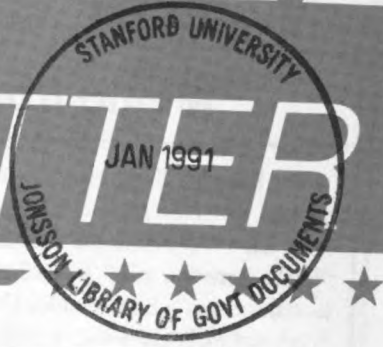
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NEWSLETTER



FALL, VOL. 90, No. 4

Schwarzenegger Makes 9-State Fitness Tour Meets Governors and Youth

Arnold Schwarzenegger, chairman of the President's Council on Physical Fitness and Sports, received across-the-board support from governors, legislators, educators and physical fitness leaders during a highly successful nine-state campaign designed to help return daily physical education to the nation's schools.

"It was a very, very successful trip," said Schwarzenegger, following his week-long southern and Midwestern trek in late-September. "We brought an awareness of the importance of daily physical education to all the states we visited. And we received promises from all the officials wherever we went that they will work for improved fitness of our American youth."

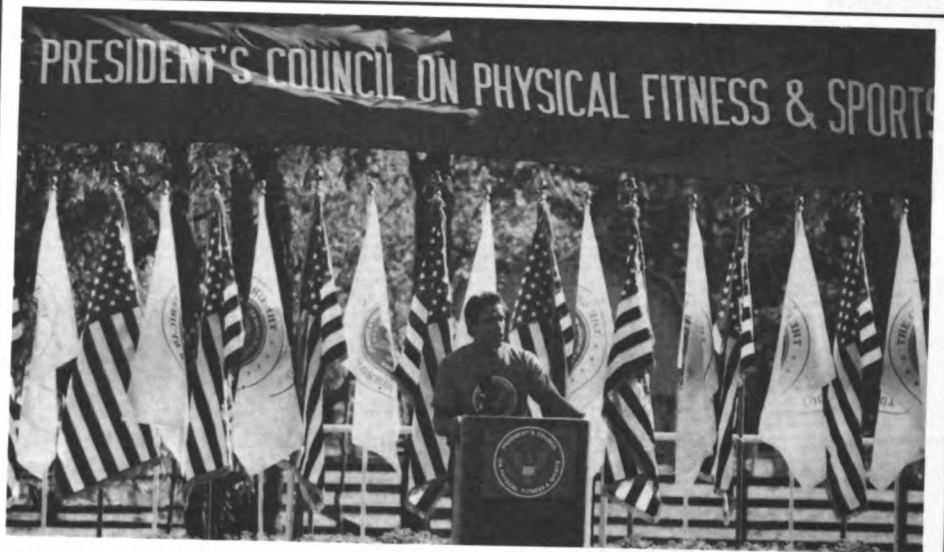
Often hitting two states in one day, Schwarzenegger's unprecedented whirlwind jaunt included visits to Alabama, Florida, Kentucky, Indiana, Missouri, Iowa, Wisconsin, Kansas and Nebraska.

Each stop included an appearance and workout with youngsters at various sites ranging from the Space and Rocket Center in Huntsville, AL, to a Fitness Festival at Indianapolis, IN, before more than 3,000 youngsters. In other states, Schwarzenegger visited individual physical education classes to observe and participate in workouts.

There was a giant public rally on the steps of the State Capitol in Des Moines, IA, and a huge student assembly with some 1,000 cheering students at the University of Nebraska.

"This is a world where leaders can make a difference," Schwarzenegger declared. "And each of you can be a leader in the physical fitness movement. We want you to join with me in making the 90s the Fitness Decade!"

When Schwarzenegger was named



Chairman Arnold Schwarzenegger addresses the "Pump-Up-With-Arnold" Fitness Fair in Indianapolis. Nearly 3,000 children, volunteers, parents, and teachers were in attendance at the Fitness Farm of PCPFS Council member Dr. Cory SerVaas.

chairman of the PCPFS in January, he pledged to President Bush that he would visit all 50 states to promote daily physical education and youth fitness, the Council's top priorities. In addition to the nine states on the tour, he earlier had visited and met with the governors in Washington, Oregon and Illinois.

PCPFS Chairman arranges for fitness equipment for U.S. troops in Saudi Arabia.

Story on page 9.

Schwarzenegger's format for each stop included a one-on-one meeting with the governor, a summit meeting with key legislators, educators and fitness leaders, a press conference, a visit to a physical education class and a youth rally. The tour began in Huntsville, AL, with a visit to the Space and Rocket Center and a meeting with Gov. Guy Hunt. Schwarzenegger met

Gov. Bob Martinez in Tampa, FL, prior to the Healthy American Fitness Leaders awards banquet.

The tour continued with a meeting with Gov. Wallace Wilkinson in Lexington, KY, and a visit to Bryan Station High School; then a meeting with Gov. Evan Bayh of IN, a visit to Crooked Creek School in Indianapolis and participation in the Fitness Festival at the Fitness Farm of Council member Dr. Cory SerVaas.

Other stops: Jefferson City, MO, with Gov. John D. Ashcroft and a visit to East Elementary School; Des Moines, IA, with Gov. Terry E. Branstad and a visit to Hiatt Middle School; Madison, WI, with Gov. Tommy Thompson and a visit to Van Hise Elementary and Middle School; Topeka, KS, with Gov. Michael Hayden and a visit to Pleasant Hill Elementary School; and Lincoln, NE, with Gov. Kay Orr and visits to Millard Lefler Junior High and the University of Nebraska.

Memo from Mizell: Grassroots

The Board of Supervisors for the County of Los Angeles passed a resolution on Aug. 21, 1990 to join the national effort to "Make America Fit." It "ordered the establishment of a Los Angeles County Task Force on Physical Fitness and Sports for the purpose of promoting good health and physical fitness; requested each supervisor to appoint two members to serve on the task force; instructed the chief administrative officer to prepare a report within 30 days detailing what county departments should be represented on the task force; instructed the executive officer of the board to send a copy of the motion to the PCPFS; and designated Dec. 31, 1992 as a date of termination for the task force."

Goals and objectives are in from the first local council (Buncombe County, NC, established spring 1990). They include:

- Evaluate city, county, and private school systems' current status of: facilities available for sports and fitness activities; assessment of individual schools for available space to establish areas for development of physical education programs; and survey of current physical education programs in the school system.

- Create a standard physical fitness test for all schools—elementary and secondary.
- Enlist volunteers from the community to assist in the school system's development of physical education programs.
- Develop comprehensive catalog of current county sports and physical fitness activities and promote more comprehensive coverage of these activities in the local media.
- Promote the advancement of city/county governmental involvement in the field of community health and physical education and encourage combining county and city Parks and Recreation into one department to insure coordination of programs and maximum use of resources.
- Survey various wellness and health programs in the community.
- Seek funding to activate goals and objectives.
- Support the availability of public sports and fitness facilities for supervised use in community sports utilization.

On October 10, 1990, the Coos County, OR, Board of Commissioners voted unanimously to establish the Coos County Council on Physical Fitness & Sports to help promote the physical fitness of all county citizens. It designated South Western Oregon Youth Activities (SWOYA) to serve as the vehicle to implement the program. Together, SWOYA and the county commissioners will develop guidelines for their local council. Bill Otton, SWOYA program director, presented the concept of a local council to the commissioners after discussing it with the PCPFS and following the information guide.

The Bergen County Council in New Jersey was established in June 1988 by resolution of the Board of County Freeholders and approval by the County Executive. It serves in an advisory capacity to the County Executive.

In February 1989, the Council held a Coaches Liability Session which informed the public of the minimum standards which must be addressed in volunteer coaching/managing/officiating programs to

Mizell Receives Fitness Award



"Vinegar Bend" Mizell (right), PCPFS executive director, accepts Tarheel Fitness Leader award from NC Lieutenant Governor James Gardner. (Photo by Jim Page, N.C. Dept. of Environment, Health and Natural Resources.)

PCPFS Executive Director Wilmer Mizell was honored at a luncheon in Raleigh on September 12 and presented the North Carolina Fitness Leader Award for 1990 by the Tarheel state's Lieutenant Governor, James Gardner. It was made on behalf of Governor James Martin, William W. Cobey, Jr., secretary of the State Department of Environment, Health and Natural Resources, and Shirley "Red" Wilson, chairman of the North Carolina Governor's Council.

Mizell, who represented the Fifth District of North Carolina for six years in Congress, talked about his sports background and his personal interest in promoting the establishment of local councils on physical fitness and sports to undergird both the PCPFS and the Governors' Councils. He is particularly proud that the first local council to be established was in Buncombe County, North Carolina. □

receive civil immunity under New Jersey law.

It is compiling a county directory in the area of physical fitness and sports and has received approval from the Board of Freeholders to do county employee fitness evaluations at multiple sites throughout the county. □



VOL. 90, NO. 4

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Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, George Armstrong, Jane Blalock, Donald L. Cooper, M.D., Thomas J. Fatjo, Jr., Mitch Gaylord, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Richard W. Kazmaier, Jr., Frederic V. Malek, Myrna L. Parrich, Cory SerVaas, M.D., Pam Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti, Harry N. Walters.

Staff members are Wilmer Mizell, executive director; Steve Guback, director of Information; York E. Onnen, director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Matthew Guidry, Ph.D., director of Community Services; Christine Spain, Research and Program Development specialist, and Ruth Ann Hockett, Public Affairs specialist.

Editor: Ruth Ann Hockett

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1991.

Healthy People 2000

A Healthy People 2000 conference was held in Washington, D.C., Sept. 5-7, 1990, with Dr. Louis Sullivan, Secretary of Health and Human Services, delivering the keynote address. Dr. Sullivan views Healthy People 2000 as a "national document" which provides a yardstick for measuring progress by the end of the century in areas of increased longevity for the population as a whole, reduced health disparities among Americans, and improved access to care for all citizens.

Healthy People 2000 is a national public-private initiative led by the U.S. Public Health Service to reduce preventable death, disease and disability by the year 2000. The cornerstone of the initiative—the National Health Promotion and Disease Prevention Objectives—was developed through a broad-based effort involving groups and individuals in the health care system, business and industry, voluntary organizations, communities, and federal, state and local agencies.

The Physical Activity and Fitness objectives include:

- Increase to at least 50 percent the proportion of children and adolescents in 1st through 12th grade who participate in daily school physical education. (Baseline: 36 percent in 1984-86)

- Increase the proportion of worksites offering employer-sponsored physical activity and fitness programs as follows:

Worksite Size	1985 Baseline	2000 Target
50-99 employees	14%	20%
100-249 employees	23%	35%
250-749 employees	32%	50%
750 employees	54%	80%

- Increase community availability and accessibility of physical activity and fitness facilities as follows:

Facility	Population	
	1986 Baseline	2000 Target
Hiking, biking, fitness trail miles	1 per 71,000	1 per 10,000
Public swimming pools	1 per 53,000	1 per 25,000
Acres of park & recreation open space	1.8 per 1,000	4 per 1,000

- Increase to at least 50 percent the proportion of school physical education time that students spend being physically active, preferably engaged in lifetime physical activities. (Baseline: Students spent an estimated 27 percent of class time being physically active in 1984.)

cise counseling for about 30 percent of sedentary patients in 1988.)

Representing the PCPFS at the conference were Executive Director Wilmer Mizell and Christine Spain, research and program development specialist, who has been involved in the project for the past five years. □

- Increase to at least 50 percent the proportion of primary care providers who routinely assess and counsel their patients regarding the frequency, duration, type, and intensity of each patient's physical activity practices. (Baseline: Physicians provided exer-

REAP THE REWARDS OF EXERCISE

Attention Kids, 6-17: You Can Join the President's Team



The President's Challenge posters for 1990-91 have been sent to 110,000 schools nationwide, including public and private elementary through secondary, Department of Defense, and Indian reservation schools. District athletic directors and state department of education physical education directors also received the Challenge mailing.

The posters depict Arnold Schwarzenegger with elementary and secondary school children respectively. The slogan says, "You Can Join the President's Team Two Ways!", referring to the Presidential Physical Fitness Award for outstanding achievement or the National Physical Fitness Award for reaching a basic but challenging level of fitness.

Exhibits are planned at six national conventions during the 1990-91 school year.





HEALTHY AMERICAN FITNESS LEADERS® for 1990

JAYCEES



Maj. Willie D. Davenport, USA NG



William A. Demby



Diana Golden



William L. Haskell, Ph.D.



James M. Liston, Jr.



Vern Miller



Billy M. Mills



Gabe B. Mirkin, M.D.



Betty L. Perkins-Carpenter



James M. Rippe, M.D.

The Ninth Annual Healthy American Fitness Leaders Awards Banquet, emceed by former Olympian Willye White, was held on Saturday evening, Sept. 22, 1990, in Tampa, Florida.

Sponsored by Allstate Life Insurance Company and administered by The United States Junior Chamber of Commerce in cooperation with the PCPFS, the awards are presented annually to 10 individuals who have made significant contributions to the promotion of fitness and health to their communities and in the country.

The 1990 Healthy American Fitness Leaders include: U.S. Army Major Willie Davenport, two-time Olympic medalist; Diana Golden, 1988 U.S. Olympic Committee's Female Disabled Skier of the Year; Dr. James Rippe, expert on walking and associate professor of medicine and director of the Exercise and Physiology Laboratory at the University of Massachusetts Medical School; and Dr. Gabe Mirkin, author/broadcaster and founder of the Run for Your Life program.

Other honorees include Vern Miller, creator of one of the first cardiac rehabilitation

programs in America; Dr. William Haskell, author and professor of medicine at Stanford University School of Medicine; William Demby, nationally ranked disabled track and field competitor; Betty Perkins-Carpenter, founder of "Fit by Five," a development program for pre-school children; James Liston, executive director of the National Association of Governors' Councils on Physical Fitness and Sports; and Billy Mills, 1964 Olympic gold medalist and native American health and fitness leader.

The top 20 finalists were ranked by five independent screening judges, with another five selecting the top 10 honorees. PCPFS Executive Director Mizell and PCPFS Vice Chairman Suzanne Timken served as 1990 HAFL judges.

Chairman Schwarzenegger appeared with the winners at a press conference and later spoke to more than 400 attending the banquet. Rusty Molstad, president of the U.S. Chamber of Commerce, and Louis Lower II, president of Allstate, also made remarks.

Next year's HAFL dinner, celebrating

its tenth anniversary, will be held on Sept. 21, 1991, in Washington, D.C. □

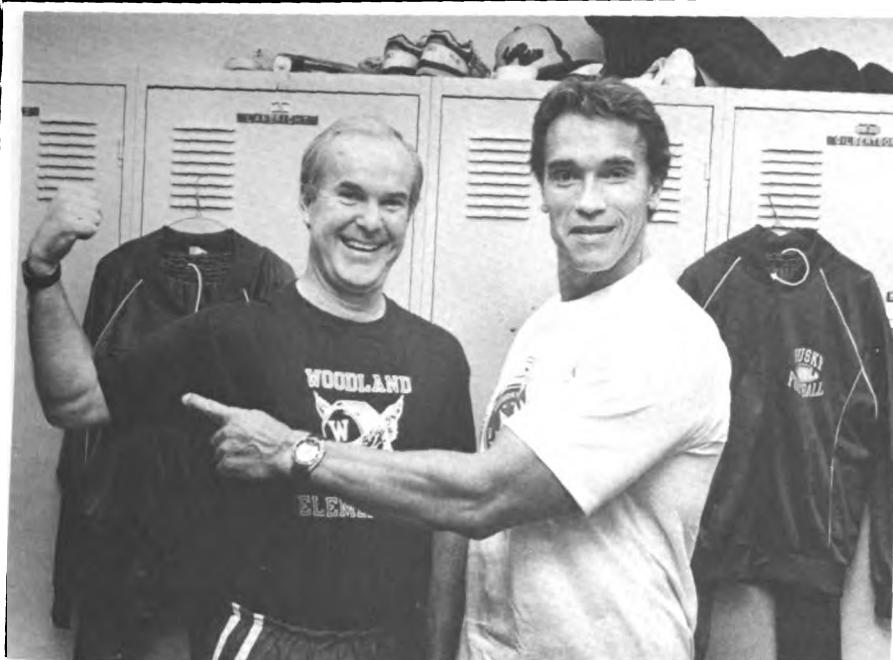
PCPFS Receives 4-H Award

The President's Council on Physical Fitness and Sports has been selected as a recipient of the National Partner-in-4-H Award for 1990.

This is 4-H's highest award presented to those who have worked closely with the Cooperative Extension System and the National 4-H Council in support of the 4-H Program nationally.

Leah Cox Hooper, Deputy Administrator of the Extension Service, U.S. Department of Agriculture, notified the PCPFS of this award recognition for "exemplary, significant and distinctive contributions to the 4-H program over a period of years." □

Schwarzenegger Represents Bush At 1990 Goodwill Games



Schwarzenegger is impressed with Governor Gardner's muscular strength and applauds his enthusiasm for physical fitness. (Photo by Davis Freeman, University of WA)

The Goodwill Games, an international sports event held this year in Seattle, WA, July 20-Aug. 5, was opened with an emotional appeal from PCPFS chairman, Arnold Schwarzenegger, to get fit and make the 90's the Fitness Decade.

Schwarzenegger told the crowd of about 70,000 who were on hand, in addition to an estimated one billion watching the televised games in 100 other countries, that he was officially representing President Bush and calling on them to get involved in some exercise program. He emphasized that "fitness and sports can bring joy to

your life, can bring fun to your life. It can even save your life."

He hopes his down-to-earth style—such as "don't just watch (athletes) on television and stuff your face with junk food . . . Do some exercises yourself!" will have an impact.

Schwarzenegger wrapped up his welcoming remarks by saying, "On behalf of the President of the United States, I invite each and every person . . . to join me and embark on a fitness movement to make this world a fitter, a happier, and a healthier one." □

International Fitness Symposium

York Onnen, Program Development director, represented the PCPFS at the International Symposium on Community Based Fitness and Health held September 10-15, 1990, in the state of Washington.

The purpose of the symposium was to introduce participants to successful methodology in creating community programs to make the population sensitive to healthy lifestyles.

Co-chaired by Washington Governor Booth Gardner and Congressman Tom Foley, Speaker of the U.S. House of Representatives, the symposium was designed for interaction among the scientific, government, corporate and lay communities.

International speakers from Canada, Germany, Japan and Sweden spoke at the symposium, which included attendees from many health-related organizations.

USA Today Fitness Hotline

On Sept. 13, USA Today sponsored a toll-free hotline for parents to call and get answers to their questions about youth fitness and sports. It was part of USA Today's five-part series on kids' physical fitness, which included an interview with PCPFS Chairman, Arnold Schwarzenegger.

PCPFS staff joined representatives from National Recreation and Park Association, American Alliance of Health, Physical Education, Recreation and Dance, and fitness/health and sports medicine experts who manned the hotline from 9 a.m. to 9 p.m.

The September 14 issue of USA Today carried a column entitled: "Schools must help to keep kids healthy." In support of physical fitness, the article stated, ". . . It is not an alternative to training the mind . . . It is a complement." Several goals were cited by USA Today:

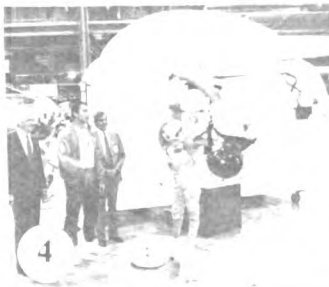
- Schools must treat physical education as a necessity, not a luxury.
- Classes must consist of more than calisthenics and dodge ball. They must emphasize lifetime activities.
- Equipment must be provided to let students exercise, not just watch.
- Physical education classes must be run by trained P.E. teachers.

The PCPFS supports these goals and will continue its call for required daily physical education in grades K-12 in all our nation's schools. □

Native Americans

Green Bay, Wisconsin, was the site of the annual meeting of the Bemidji Area Health Education Program held August 29-31. York Onnen, PCPFS Program Development director, addressed the group on "Community Based Programming for Physical Fitness and Sports Programming—With An Emphasis on Older Adults."

Other speakers included representatives for the Chippewa Oneida, and Sault Indian Tribes, covering topics on prevention resources, AIDS prevention, youth and aging concerns, quality assurance programming in health education, prevention of diabetes, and motivating community members to participate in programming. □





1. Arnold Schwarzenegger and FL Gov. Bob Martinez enjoy a few minutes on exercise bikes.
2. Arnold gives a pep talk to the University of Nebraska-Lincoln football team
3. Schwarzenegger proudly displays document from Kentucky Gov. Wallace Wilkinson making him an Honorary Kentucky Colonel.
4. US Space & Rocket Center General Manager Bill Sims (left) and Space Center and US Space Camp Director Ed Buckbee show the Chairman how a Space Camp student manipulates one of the astronaut trainers used in Space Camp activities.
5. Arnold addresses public fitness rally in Des Moines, IA, with Gov. Terry Branstad by his side.
6. MO Gov. John Ashcroft and Schwarzenegger lead students at East School Elementary, Jefferson City, in exercises.
7. Students at Bryan Station High School in Lexington, KY, jump rope while Gov. Wilkinson and Schwarzenegger look on.
8. KS Gov. Mike Hayden and Arnold enjoy a run on a nature trail at the Governor's mansion in Topeka.
9. Arnold is surrounded by students from US Space Camp, Morris Elementary School and the Boys Club of Huntsville, AL.
10. Chairman Schwarzenegger takes time out for a breakfast meeting with WI Gov. Tommy Thompson and his family.
11. NE Gov. Kay Orr, an avid bicyclist, appoints PCPFS chairman as an admiral in the Nebraska Navy, a land-locked but prestigious group of dignitaries.
12. Schwarzenegger leads Alabama students in exercises (photo by J.W. Elmore, Huntsville News).
13. Chairman observes activity at the Indianapolis Fitness Farm tennis court.
14. Nearly 3000 children, parents, volunteers, and teachers gather in Indianapolis to hear Arnold's message that "Fitness can be fun!"
15. Kids run on the new track at the Indianapolis Fitness Farm.
16. Schwarzenegger conducts warm-up exercises with students at the "Pump-Up-With-Arnold" Fitness Fair in Indianapolis.
17. Arnold exercises with students at Millard Lefter Junior High School in Lincoln, NE.
18. Arnold tries the hula hoop for students at Hiatt Middle School in Des Moines, IA.

1989-1990 State Champion Schools

The state champion award is presented annually to three schools in each state, one in each enrollment category qualifying the highest percentage of 6-17 year olds for the Presidential Physical Fitness Award. Categories consist of schools with the following enrollment: 1-100 students (category 1); 101-500 students (category 2); and 500 or more students (category 3).

Alabama

- 1 Riverhill School, Florence
- 2 Wright Elementary School, Birmingham
- 3 Thomasville Elementary School, Thomasville

Alaska

- 1 Cooper Landing Elementary School, Cooper Landing
- 2 Willow Elementary School, Willow

Arizona

- 1 Crown King Elementary School, Crown King
- 2 J.O. Combs School, Queen Creek
- 3 Colorado City USD, Colorado City

Arkansas

- 2 Armored Elementary School, Armored
- 3 Lake Hamilton Intermediate School, Percy

California

- 1 Covenant Life Academy, Campbell
- 2 Winham Christ Academy, Salinas
- 3 Jackson Elementary School, Morgan Hill

Colorado

- 1 Lamb Elementary School, Creede
- 2 Wiggins Elementary School, Wiggins
- 3 Governor's Ranch Elementary School, Littleton

Connecticut

- 1 Deerspring School, Norfolk
- 2 St. Francis of Assisi School, Torrington
- 3 Newton Middle School, Newton

Delaware

- 2 Wilmington Christian School, Hockessin

District of Columbia

- 1 American Embassy School of Lusaka, Washington
- 2 Bunker Hill Elementary School, Washington

Florida

- 1 Holly Sacrament School, Hollywood
- 2 Ft. Caroline Elementary School, Jacksonville
- 3 North Sumter Intermediate School, Wildwood

Georgia

- 2 Turner County Elementary School, Ashburn
- 3 Suder Elementary School, Jonesboro

Hawaii

- 1 Peniel Education Ministry School, Pearl
- 1 Island School, Kealia
- 3 Kalla Elementary School, Wahiawa

Idaho

- 2 South Fremont Jr. High School, St. Anthony
- 3 Dworshak Elementary School, Burley

Illinois

- 1 Nativity B.V.M. School, E. Dubuque
- 2 Family Christ Academy, Rockford
- 3 Kingsley School, Downers

Indiana

- 1 St. Patrick's School, Walkerton
- 2 W. Vigo High School, W. Terre Haute
- 3 Taylor Jr/Sr High School, Kokomo

Iowa

- 1 Inwood Christian School, Inwood
- 2 Coolidge Elementary School, Cedar Rapids
- 3 Community School of S Tama, Toledo

Kansas

- 1 Maner Elementary School, Maner
- 2 Anthony Elementary School, Anthony

Kentucky

- 1 Portland Christian School, Louisville
- 2 Porter Middle School, Kona
- 3 Daviess County Middle School, Owensboro

Louisiana

- 1 Philips Jr. High School, Ruston
- 2 Millerville Academy, Baton Rouge
- 3 Wedgewood Elementary School, Baton Rouge

Maine

- 1 Monson Elementary School, Monson
- 2 St. John School, Bangor
- 3 Brunswick Jr. High School, Brunswick

Maryland

- 2 Reisterstown Elementary School, Reisterstown
- 3 North East Middle School, North East

Massachusetts

- 1 Red Sneakers/Wellington School, Reading
- 2 Bishop Fenwick High School, Peabody
- 3 Ezra H. Baker Elementary School, West Dennis

Michigan

- 1 Warren SDA School, Warren
- 2 Wilkinson School, Madison Heights
- 3 West Ottawa Middle School, Holland

Minnesota

- 1 St. Raphael School, Springfield
- 2 Northrop Montessori School, Minneapolis
- 3 Richfield Intermediate School, Richfield

Mississippi

- 1 Pierce Street Elementary School, Tupelo
- 2 Nativity BVM Elementary School, Biloxi
- 3 Collins Middle School, Collins

Missouri

- 1 St. Henry's School, Charleston
- 2 The Wilson School, St. Louis
- 3 Pierremont Elementary School, Manchester

Montana

- 1 Miami School, Conrad
- 2 Frenchtown Elem./Jr. High School, Frenchtown
- 3 Bozeman Jr. High School, Bozeman

Nebraska

- 1 District 27 School, Scribner
- 2 Imperial Elementary School, Imperial

Nevada

- 1 Montessori Academy, Las Vegas
- 2 St. Viator School, Las Vegas
- 3 Walter V Long Elementary School, Las Vegas

New Hampshire

- 2 St. Thomas Aquinas School, Derry

New Jersey

- 1 Lady of Mt. Virgin School, Middlesex
- 2 St. James School, Woodbridge
- 3 Benjamin Franklin Middle School, Ridgewood

New Mexico

- 2 Oregon Elementary School, Alamogordo

New York

- 1 Genesis Elementary School, Chaumont
- 2 St. Adalbert School, Staten Island
- 3 Addison Central School, Addison

North Carolina

- 1 St. Egbert's Catholic School, Morehead City
- 2 Tanglewood Elementary School, Lumberton
- 3 Havelock Elementary School, Havelock

North Dakota

- 1 South Prairie School, Minot
- 2 Cooperstown Elementary School, Cooperstown
- 3 Mandan High School, Mandan

Ohio

- 1 Birchwood School, Cleveland
- 2 J Milton Middle School, North Jackson
- 3 Willowville Elementary School, Batavia

Oklahoma

- 1 Hillsdale Christian School, Hilldale
- 2 Parmelee Elementary School, Oklahoma City
- 3 Park Lane Elementary School, Broken Arrow

Oregon

- 1 Baptist Christian School, Hood River
- 2 View Acres Elementary School, Milwaukie

School Champs

All 50 states and two U.S. overseas schools produced winners of the 1990 State Champion Physical Fitness Award presented annually by the President's Council on Physical Fitness and Sports.

Fifty-nine schools were designated as "repeat state champions" with only the schools in the state of Iowa receiving the honor in all three categories.

State Champion awards are based on school performance for the 1989-1990 school year. To qualify for the Presidential award, students must score at or above the 5th percentile on all test items for the President's Challenge, a national fitness test which measures heart/lung endurance, muscular strength and endurance, speed and agility.

Each State Champion school receives an official certificate from the PCPFS. In addition, each Presidential award winner in the school receives a State Champion emblem.

For more information about the program, contact Glenn Swengros at the PCPFS office, (202) 272-3427.

Pennsylvania

- 1 Greater Pittsburgh Academy, Gibsonia
- 2 St. Patrick School, York
- 3 Berlin Bros Valley Jr/Sr High School, Berlin

Puerto Rico

- 2 Parkville School, Gualynabo
- 3 Antilles Military Academy, Trujillo Alto

Rhode Island

- 1 Lady of Czenstochowa School, Coventry
- 2 E. Flynn Model Elementary School, Providence
- 3 Ponaganset Middle School, Glocester

South Carolina

- 2 St. Anne Catholic School, Sumter
- 3 Forest Lake Elementary School, Columbia

South Dakota

- 1 Calvary Christian School, Rapid City
- 2 Jefferson Elementary School, Sioux Falls
- 3 Patrick Henry Junior High School, Sioux Falls

Tennessee

- 1 Standifer Gap 7 Day School, Chattanooga
- 2 Whitwell Elementary School, Whitwell
- 3 Farragut Middle School, Knoxville

Texas

- 1 Gospel Assembly Prtr School, Porter
- 2 Huntington Elementary School, Huntington
- 3 Lantern Lane Elementary School, Missouri

Utah

- 1 Ibapah Elementary School, Ibapah
- 2 St. Francis Xavier School, Kearns
- 3 Churchill Junior High School, Salt Lake City

Vermont

- 2 Dover Elementary School, Dover
- 3 Stowe Middle & High School, Stowe

Virginia

- 1 Valley Road Christian School, Front Royal
- 2 Millboro Elementary School, Millboro
- 3 Greenbriar W. Elementary School, Fairfax

Washington

- 1 Heritage Christian School, Tacoma
- 2 Sanislo Elementary School, Seattle
- 3 Kimball Elementary School, Seattle

West Virginia

- 1 Emmanuel Christian School, Clarksburg
- 2 Sun Valley Elementary School, Lerona

Wisconsin

- 1 Traver School, Lake Geneva
- 2 Holy Trinity School, Kewaskum

Wyoming

- 2 Holdaway Elementary School, Thayne
- 3 Central Middle School, Sheridan

U.S. Overseas Schools

- 1 Far Eastern Elementary School, Singapore
- 2 Colegio Intl D'Carabobo School, Valencia

Operation Fit Lift/ Desert Shield

When PCPFS chairman Arnold Schwarzenegger read about the American troops in Saudi Arabia lifting buckets of sand to keep in shape and relieve the boredom, he got a splendid idea—and it resulted in Operation Fit Lift/Desert Shield.

Schwarzenegger conducted a survey of weight-training equipment companies through his associate, George Otott, who discovered that seven major American companies would be willing to donate exercise equipment to the Desert Shield troops.

Next Gen. Colin L. Powell, Chairman, Joint Chiefs of Staff, was contacted. He liked the idea and arrangements were made to ship the weight training equipment via air through a West Coast port of embarkation in mid-November.

As a result, nearly 20 tons of weight training and exercise equipment were headed for the American troops in Saudi Arabia. The companies involved were Universal Gym Equipment of Cedar Rapids, IA; Nautilus Fitness Equipment of Independence, VA; Body Masters of Rayne, LA; Life Fitness, Inc., of Irvine, CA; Cybex/Eagles Systems of Ronkonkoma, NY; Paramount Fitness Equipment Corp. of Los Angeles, CA, and Bob Hoffman Foundation/York Barbell of York, PA.

"It's great that we can do something for our troops overseas," said Schwarzenegger. "We feel privileged that we can help them keep in good physical shape while they are doing their best to help make this a better world for all of us."

TOUR

From page 1

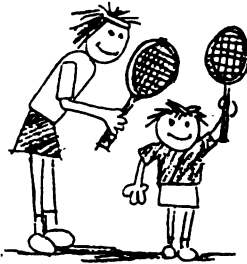
Schwarzenegger noted that in several states a massive restructuring of the educational system is under way. As a result of Schwarzenegger's visit, officials pledged to recommend that daily physical education be a part of the revised package.

Schwarzenegger also received promises that Governor's Councils on Physical Fitness and Sports would be established in some states that are without such an agency. Other states also pledged to begin immediate involvement in the PCPFS's Demonstration Center program. Schwarzenegger's reception in each state was overwhelming with huge crowds, enthusiastic children and non-stop press coverage. □

The 96th National Conference on Governance sponsored by the National Civic League, was held in Baltimore, MD, November 15-17, 1990. Emphasizing healthy communities, the PCPFS was represented and disseminated material on Local Councils on Physical Fitness and Sports.

Teach Your Kids a Lesson They'll Never Forget.

With all the benefits of fitness — stronger heart and lungs, reduced stress, increased energy — isn't it time you started a regular exercise program with your children? The good fitness habits they develop now could give them a healthier, happier lifetime — a gift they'll appreciate long after their toys



and games are gone. Just find those physical fitness activities you all enjoy and exercise at least three times each week. For yourself and those you love, start today. Make fitness a family affair.



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Fitness is feeling GREAT!



The President's Council on Physical Fitness and Sports

Hockett Joins PCPFS Staff

Ruth Ann Hockett joined the professional staff of the President's Council on Physical Fitness and Sports in late August 1990. She is the editor of the PCPFS NEWSLETTER, handles media coverage, assists the Executive Director in the establishment and promotion of Local Councils on Physical Fitness and Sports, and works with organizations and the general public on special projects and events.

Hockett came from the U.S. Department of Agriculture, where she served as deputy director of the Legislative and Public Affairs Office for the Rural Electrification Administration from 1987-1990. Prior to the legislative post, she served as special assistant to the REA administrator from 1981-87. Her 22½ years of federal service include ten years from 1963-1973 on Capitol Hill, working in legislative and administrative positions for Members of Congress from Alaska, New York, Ohio and Tennessee. A highlight of her career was being awarded the Distinguished Civilian Service Medal from the Department of the Army in 1977.

Educated at the University of Maryland, College Park, MD, and Appalachian State University, Boone, NC, Hockett was a sales manager of a small real estate firm in her native Southern Maryland from 1978-1981. Active in community and church affairs, she has two daughters and resides in Southern Maryland. □

Revised Dietary Guidelines Released

On November 5, the Department of Agriculture and the Department of Health and Human Services issued the revised Dietary Guidelines for Americans, allowing for a broader range of healthy weights than the 1985 guidelines plus higher weights for people 35 and older.

The change to allow more weight over age 35 was based on recent research that suggests people can be a little heavier as they grow older without added risk to their health.

The new guidelines also recommend a steady weight loss of 1/2 to 1 pound per week instead of the 1 to 2 pounds suggested in the 1985 guidelines.

Seven rules are set out in the new guidelines:

- Eat a variety of foods.
- Maintain healthy weight.
- Choose a diet low in fat, saturated fat and cholesterol. Total fat should provide 30% or less of calories, saturated fat less than 10% of calories.
- Choose a diet with plenty of vegetables, fruit and grains.
- Use sugars only in moderation.
- Use salt and sodium only in moderation.
- If you drink alcoholic beverages, do so in moderation.

For a single copy of Nutrition and Youth Health: Dietary Guidelines for Americans (HG 232), write Consumer Information Center, Department 514-X, Pueblo, CO 81009.

PCPFS Good Fitness Means Good Business

Dr. Kenneth Cooper, a pioneer in the fitness movement, believes that "good fitness is good business."

The author of *Aerobics*, a best seller written more than 20 years ago, Cooper has developed five health centers in Dallas, Texas. The complex includes a hotel for the health conscious, exercise equipment, a research institute, and a clinic for preventive medicine. The institute's research has led more than 600 books and articles, including Cooper's 15-year study showing that even a modest amount of exercise can prolong life. □



Glenn Swengros (right), PCPFS Federal/State Relations director, presents Council Honor Award to Dr. Kenneth Cooper at the National Defense University, Washington, D.C. on Aug. 29, 1990.

Overwhelming Youth Fitness Sign-Up

The National Youth Fun and Fitness Program continues to attract recreation agency sponsorship at a tremendous rate. Over 1,000 agencies sponsored the program during the summer of 1990 as compared to just ten sponsors only one year ago.

The 1990 program was kicked off by a one-day event hosted by the Cincinnati Recreation Commission and sponsored by the Ladies Home Journal, in cooperation with the National Recreation and Park Association and the PCPFS. More than 1200 youth ages 6-12 participated in 45 minutes of continuous aerobic exercise. They also heard PCPFS Vice Chairman Suzanne Timken's message to adhere to a regular program of fun and fitness activities.

Originally developed as a cooperative venture by the PCPFS, National Recreation and Park Association (NRPA) and GameTime, the program now has added the corporate support of Nestle'Quick. Sponsoring recreation agencies conduct a six-week program for youth ages 6-12 led by a qualified instructor. Participants are exposed to a variety of fun and fitness activities and make new friends.

A start-up kit consisting of a leader's manual, video, and youth fitness guide and poster is available to sponsors implementing the program from NRPA.

Matthew Guidry, PCPFS Community Services director, points out that "this program serves as the country's finest example of youth fitness promotion through recreation." □

PCPFS in the Media

The latest PCPFS public service print advertisement entitled "Teach Your Kids a Lesson They'll Never Forget" was sent to some 1,400 magazines and newspapers nationwide. The print ad marked the conclusion of the 1990 PSA campaign, which included the most successful television spot in the Council's recent history.

The print ad message: "With all the benefits of fitness—stronger heart and lungs, reduced stress, increased energy—isn't it time you started a regular exercise program with your children?"

"The good fitness habits they develop now could give them a healthier, happier lifetime—a gift they'll appreciate long after their toys and games are gone. Just find those physical fitness activities you all enjoy and exercise at least three times each week. For yourself and those you love, start today. Make fitness a family affair."

The 1990 public service television spot entitled "Front Steps" generated more than \$2.6 million in comparative advertising value. A survey of public service directors revealed that "Front Steps" was played in 110 of 110 markets (82.7%) nationally. More than half of the stations using the spot were in the top 50. An estimated 1,218 telecasts reached more than 66.5 million households, as of July 19.

High production quality and the use of celebrities in a featured role were among reasons for the success of the family

fitness theme. Comments like: "Excellent quality" and "Warm and positive" were common. "We go for high quality PSAs and Front Steps fits the bill," wrote Charlotte O'Brien, public service director for WGN-TV in Chicago. "It's a good message that needs to be said," added Joan Kelly, the public service director of WNEV in Boston.

Arnold Schwarzenegger's welcoming speech at the Goodwill Games, his appearance at the Illinois State Fair and his nine-state Southern-Midwestern tour, all promoting fitness and daily physical education for the nation's schools, received tremendous television, radio and print coverage. Two national magazines, *U.S. News & World Report* and *American Health*, along with *The Washington Post*, had reporters traveling with Schwarzenegger on part of his Southern/Midwestern tour. The *Saturday Evening Post* planned major coverage of Schwarzenegger's activities in Indiana, which included a Fitness Fair at the facilities of the Children's Better Health Institute.

Schwarzenegger and the Council also were featured in a major *Newsweek* story, "Hey, Kids, Get Physical!"

Executive Director Wilmer Mizell appeared in a segment on youth fitness for the Fox Television Network. Intersport Television also filmed segments of the Council's activities in Indiana. □

★ Military Fitness ★

The Proceedings Report for the 1990 National Conference on Military Physical Fitness is due to be released the end of November.

This report identifies youth fitness issues and how these issues ultimately impact the fitness level of future military and other security/rescue personnel.

News Briefs

- "Georgia on my mind" is a tune thousands of participants and spectators will be humming, now that Atlanta, GA, has been selected by the International Olympic Committee as the site of the 1996 Summer Olympics. 1996 will denote the centennial of the modern Olympic Games, first held in 1896 in Athens, Greece.

Other cities competing for the Golden Olympics, in addition to Atlanta and Athens, were Toronto, Canada; Melbourne, Australia; Manchester, England; and Belgrade, Yugoslavia.

- The "Sports United Against Drugs" campaign was unveiled at the AAU Junior Olympic Games held at the Suncoast Dome in Tampa, FL, on Aug. 29, 1990. More than 6,000 athletes and 25,000 parents and children from across the country joined in the anti-drug program, organized by the Sporting Goods Manufacturers Association and introduced by Olympic Gold medalist Al Oerter.
- The III FINA/MSI World Masters Swimming Championships took place in Rio de Janeiro, Brazil, Aug. 6-13, 1990. The five aquatic disciplines of competitive swimming, synchronized swimming, diving, water polo and long distance swimming were included for the first time in the event's history. Approximately 2,000 competitors from over 40

countries participated. The IV World Masters Swim Championships will be held in the United States in Indianapolis in 1992.

- October is National Breast Cancer Awareness Month. Breast cancer strikes one out of every ten women during her lifetime. In 1990, an estimated 150,000 new cases will be diagnosed in this country, and 44,000 American women will die of this disease. The Department of Health and Human Services has planned many activities marking this observance to heighten the awareness of this serious disease and the importance of screening for early detection that can save lives.
- In honor of Columbus Day and its historical significance to the Americas and emphasizing that "Fitness is our Future," the Inter-American Defense Board, in conjunction with the PCPFS, hosted the first annual All-American Columbus Challenge '90 on Oct. 6, 1990 at Fort McNair in Washington, D.C. Push-ups, sit-ups, and a 3-mile run were included for both civilian and military participants, with military competitors completing the run with a replica training service rifle.
- National Hispanic Heritage Month is celebrated in October. Congresswoman Ileana Ros-Lehtinen, the first

Hispanic woman to be elected to the U.S. House of Representatives, spoke to HHS employees to highlight the contributions of Hispanic Americans to this country.

- Fred Sturm, Stanford volleyball coach, has been named the head coach of the USA Men's Volleyball Team. Having established the Stanford Cardinal men's volleyball team as a consistent top-ten national power, he will join the San Diego-based USA Men's Team staff Jan. 1, 1991. A graduate of UCLA, Sturm, 37, played on the U.S. National Team in 1976-77 and was selected a USVBA All American for five consecutive years (1976-80).
- In Aug. 1990, Paul Reese, 73, of Auburn, CA, became the oldest person ever to run across the United States. Running into the Atlantic Ocean at Hilton Head, SC, he completed a 3,182 mile run that began in the Pacific Ocean near Jenner, CA. Spending 122 days on a trek covering 12 states, he averaged 26.08 miles per day. Reese was accompanied by his wife, who drove a motorhome and pit-crewed for him.

DEPARTMENT OF HEALTH & HUMAN SERVICES

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NEWSLETTER

JANUARY/FEBRUARY VOL. 91, No. 1



Bush Appoints New Council Members PCPFS Expands To 20



Chris Evert



Earvin "Magic" Johnson



Jackie Joyner-Kersey



Sammy Lee



James Lorimer



Juan "Chi Chi" Rodriguez

On December 14, 1990, President Bush appointed six new members to the President's Council on Physical Fitness and Sports. The highly recognizable new members joining Chairman Arnold Schwarzenegger, Vice Chairman Suzanne Timken and 12 other members are:

• **Chris Evert**, of Boca Raton, FL, former tennis professional, winner of 18 Grand Slam championships, including 6 U.S. and 3 Wimbledons, named Greatest Woman Athlete of the last 25 years by the Women's Sports Foundation, 7 times ranked No. 1 in the world.

• **Earvin "Magic" Johnson** of Beverly Hills, CA, 3-time National Basketball Association Most Valuable Player and 8-time first-team all-pro with the Los Angeles Lakers, led Lakers in scoring last season with 22.3 points per game; took Michigan State to NCAA championship and was first player selected in 1979 college draft; successful businessman.

• **Jackie Joyner-Kersey** of Canoga Park, CA, 1988 Olympic Gold Medalist in the long jump and heptathlon at Seoul, Korea; 1986 Sullivan Award winner as America's Outstanding Amateur Athlete, and holder of numerous world and American records in track and field events.

• **Sammy Lee** of Huntington Beach, CA, Olympic Gold Medalist in 1948 and 1952 in high diving (platform); 1953 Sul-

livan Award winner as America's Outstanding Amateur Athlete; former U.S. Olympic diving coach (1960, 1964, 1976) who helped develop Greg Louganis, Bob

**Former PCPFS Chairman,
George Allen, Dies at 72**
Story on page 5

Webster and others; former member of the President's Council on Physical Fitness and Sports under Presidents Nixon, Ford and Carter.

• **James Lorimer** of Columbus, OH, Vice-President of Government Relations, Nationwide Insurance; active in corporate fitness movement, directed and promoted more than 30 world and national weightlifting, bodybuilding and track and field championships.

• **Juan "Chi Chi" Rodriguez** of Naples, FL, professional golfer with 8 regular tour victories, 13 senior tour championships; twice Byron Nelson Award winner for lowest stroke average; 1987 Senior Player of the Year; founder of Chi Chi Rodriguez Foundation for troubled and abused youngsters.

The new members will provide a wide range of expertise on fitness issues and join holdover members, including: **Jane Blalock**, former professional golfer who is

now president of Blalock Associates of Boston, MA; **Dr. Donald Cooper**, director of Athletic Medicine and team physician at Oklahoma State University; **Tom Fatjo**, chairman, Republic Waste Industries, Houston, TX; **Dr. Warren Giese**, Distinguished Professor Emeritus, College of Health, University of South Carolina; **James S. Gilmore, Jr.**, Jim Gilmore Enterprises, Kalamazoo, MI; **Richard Kazmaier, Jr.**, former Heisman Trophy winner in football and now president of Kazmaier Associates, Concord, MA; **Myrna Parrich**, owner of The Work Out Company Exercise Studio, Birmingham, MI.

Also, **Dr. Cory SerVaas** of Indianapolis, IN, editor of The Saturday Evening Post and Medical Research Director of the Benjamin Franklin Literary and Medical Society; **Pam Shriver**, tennis professional and businesswoman of Baltimore, MD; **Chris Silkwood**, president of Silkwood Enterprises, Houston, TX, and a leading health and fitness authority; **Suzanne Timken** of Canton, OH, co-founder of the Canton Corporate Cup, which serves as a model community-wide fitness activity; **Peter Vidmar**, captain and gold medalist of the 1984 U.S. Olympic gymnastic team and president of Vidmar & Co., Irvine, CA; and **Gary Visconti**, president of the Southern California Olympians and Pro Skates, Inc., Culver City, CA. □

Memo from Mizell: Grassroots

On Nov. 14, 1990, the Stark County, OH, commissioners passed a resolution establishing a Local Council on Physical Fitness and Sports in Canton and appointed Suzanne Timken, vice chairman of the PCPFS, as chairman and David Adams, Canton Downtown YMCA, as vice chairman.

The Canton local council, formerly known as the Canton Youth Fitness Project, intends to develop a fitness program consistent with the President's Challenge for 1,450 fourth graders in the city of Canton and Plain local schools. The program is expected to be operational by the second semester of the school year with eventual expansion of the program to include testing at other grade levels.

Constance Clark, formerly with the Middletown Area YMCA, was named director of the project. Other representatives of the 22-member local council include Stark County commissioner Robert Capestrain, Bob Phipps, general executive of the YMCA Canton Area, Canton health commissioner Robert Pattison, plus educators, physicians, clinical research personnel, dietitians and YMCA officials.

* * *



VOL. 91, NO. 1

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 450 5th St. N.W., Suite 7103, Washington, DC 20001.

Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, Jane Blalock, Donald L. Cooper, M.D., Christine Evert, Thomas J. Fatjo, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Earvin "Magic" Johnson, Jackie Joyner-Kersey, Richard W. Kazmaier, Jr., Sammy Lee, James Lorimer, Myrna L. Partrich, Juan "Chi Chi" Rodriguez, Cory SerVaas, M.D., Pamela Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti

Staff members are Wilmer Mizell, executive director; Steve Guback, director of Information; York E. Onnen, director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Matthew Guidry, Ph.D., director of Community Services; Christine Spain, Research and Program Development specialist; Ruth Ann Hockett, Public Affairs specialist; Louise King, Program Management officer; Janie Diehl, executive secretary.

Editor: Ruth Ann Hockett

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PCPFS Vice Chairman Suzanne Timken works out on a Nautilus machine to promote physical fitness and the newly established Canton (OH) Local Council on Physical Fitness and Sports. Looking on (left to right) are David Adams of the Downtown YMCA, Stark County Commissioner Robert Capestrain, YMCA General Director Bob Phipps, Youth Fitness Project Director Constance Clark and Lynne Vaughan of the national YMCA staff in Chicago. (Photo by Bob Rossiter, The Repository)

A resolution supporting physical education and fitness training was passed by the Medical Society of Virginia on Nov. 3, 1990. It was introduced by Robert P. Nirschl, M.S./M.D., and reads as follows:

WHEREAS, the lack of physical fitness among the nation's work force results in an alarming waste of human and financial resources; and

WHEREAS, substantial evidence supports the belief that serious chronic health problems, such as cardiorespiratory and lower back disabilities, begin in childhood and adolescence; and

WHEREAS, the majority of school physical education programs emphasize superficial introduction of sports skills rather than true fitness activities; and

WHEREAS, the President's Council on Physical Fitness and Sports and other groups wish to improve the fitness standards of the American population; now, therefore be it

RESOLVED, that the Medical Society of Virginia endorse activities which promote physical fitness in the school environment as well as in other areas; and be it further

RESOLVED, that the Medical Society of Virginia urge all school districts to require daily physical education which includes specific activities designed to enhance fitness and which offers the opportunity for each pupil to learn in depth the skills of a lifetime sport.

* * *

A fitness enthusiast from Talent, OR. Gary J. Carr, wrote to the PCPFS in support of local councils. He stated that "the concept of having local councils gives me the feeling . . . that the right steps are being taken. Perhaps as this program expands into more communities, the needs of various communities will at last be met. It's a great beginning."

* * *

Staff of the PCPFS will participate at several upcoming meetings, as follows, to promote local councils as well as other Council programs:

May 19-22—National Rural Health Association, 14th Annual Conference, Seattle, WA

July 14-19—16th Annual National Wellness Conference, Stevens Point, WI

Aug. 11-14—National Conference of State Legislatures' Annual Meeting and Exhibition, Orlando, FL □

In Memoriam

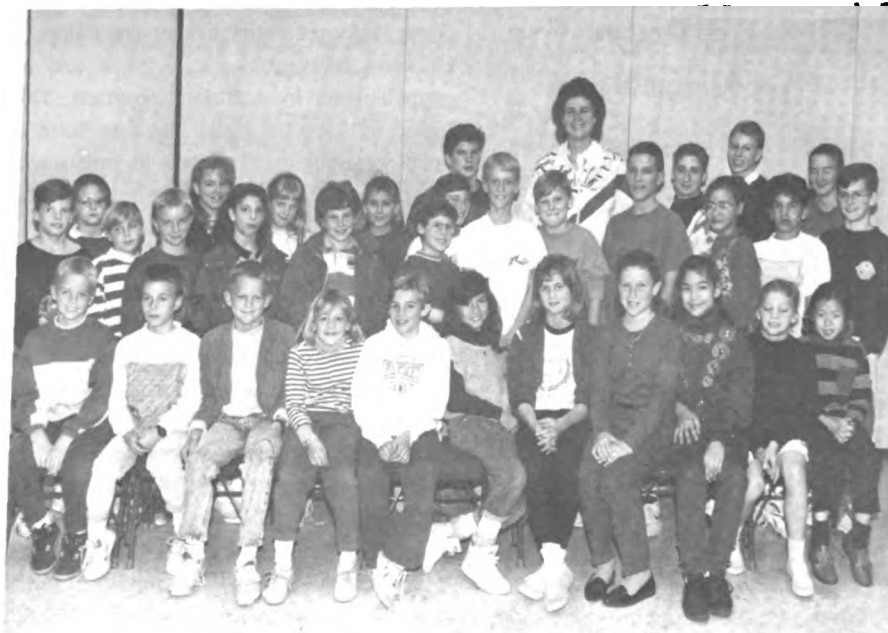
James Breen, Ph.D., of Oakton, VA, 69, who served as a consultant and clinician to the PCPFS since the Kennedy administration, died Jan. 4, 1991. He was associated with the Lifetime Sports project with former PCPFS chairman, Bud Wilkinson.

Pam Shriver Hosts Celebrity Tennis Event

PCPFS member Pam Shriver recently invited a group of youngsters who had earned either the Presidential Physical Fitness Award or the State of Maryland's equivalent award, called "Super Fit," to an evening of celebrity tennis in Baltimore.

The Maryland Commission on Physical Fitness, represented by Ginny Popiolek, honored the youngsters, who were accompanied to the star-studded event by their parents and teachers.

The annual tennis festival, founded by Shriver to benefit several Baltimore-area children's organizations, brought together more than 10,000 tennis fans. Her invitation to the youth is part of an ongoing project whereby each Council member will encourage participation of school children in community health, fitness and sports activities. □



Tennis star and President's Council member Pam Shriver poses with Maryland youngsters, winners of the Presidential Physical Fitness Award or Maryland's "Super Fit" Award, at a celebrity tennis event in Baltimore. (Photo by Carol L. Newsom Associates)

Tang "Sports Break" Set for Mid-January

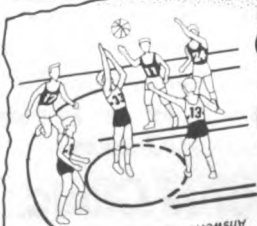
Tang Brand Beverage Division of Kraft General Foods has developed a "Sports Break Back of the Box" program in cooperation with the PCPFS. Beginning mid-January 1991, Tang will distribute more than 15 million fruit box juice drinks featuring Sports Break.

The fitness/nutrition educational project, aimed at 6-12 year olds, will feature seven sports in the initial program—baseball, basketball, cycling, tennis, football, swimming and soccer. Each sport on the back of the box will feature conditioning tips and a trivia challenge.

Along with the back of the box sports feature, Tang Brand Beverage will also produce a youth fitness video, posters and brochures for National Physical Fitness and Sports Month.

As Dr. Matthew Guidry, PCPFS director of community services, points out, "Tang's emphasis on physical fitness for this age group supports the Council's youth fitness mission. Positive exercise habits need to begin at very young ages, and this project should create excitement and a challenge for them." □

SPORTS BREAK




What's missing in this scene?

TRIVIA

A professional basketball player is allowed how many personal fouls in a game?

A) 4
B) 5
C) 6
D) 7

ANSWER: B



TO JUMP HIGHER AND REJECT OPPONENT'S SHOTS. STRENGTHEN LEG MUSCLES. Stand with back flat against wall, feet about 2 feet from wall. Lower body as if sitting in chair, with back pressed to wall. Hold 30 seconds. Repeat, add 5 seconds per week up to 40 seconds.

NO ONE SHOULD PARTICIPATE IN A FITNESS PROGRAM WITHOUT PRIOR APPROVAL OF A PHYSICIAN

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS & SPORTS

A Tang "Sports Break Back of the Box" trivia challenge and conditioning tip, appearing on fruit box juice drinks, will hit the store shelves in January. Seven sports will be featured, including basketball.

May 15 National Employee Health & Fitness Day

The third annual National Employee Health & Fitness Day is scheduled for Wednesday, May 15, 1991, as announced by the National Association of Governors' Councils on Physical Fitness and Sports (NAGCPFS). Using the slogan "Shaping up is No Sweat," organizers of the event seek to encourage employers to initiate long-term fitness and recreation programs.

Allstate Life Insurance is again the corporate sponsor of the event—the nation's largest of its kind—which promotes fitness at the worksite. Over 3,000 employer groups are expected to participate.

To promote the day, the event's organizers, NAGCPFS and the Association for Fitness in Business, have developed an official registration packet. For information on how to order the packet, call 317-237-5630.

Federal Fitness Day will also be celebrated on May 15 to encourage participation from Government employees. Contact the PCPFS on 202-272-2018 for more information. □

Fitness Facts for the New Year

The new year is upon us, and with it the resolutions of thousands of Americans to improve personal health and fitness.

One way to get started is to participate in the PCPFS Presidential Sports Award program. There are 49 sports and fitness activities for which an individual 15 years of age or older can earn a Presidential Sports Award. Regular exercise, rather than outstanding performance, is emphasized.

To assist in reaching your fitness goals, the following clarifies some often-misunderstood fitness "myths":

Myth #1. No pain, no gain. Many of us are still working out to the point of real discomfort, believing that if some exercise is good, more is better. Actually, this is how injury may occur. Research and case studies continue to support a moderate approach to exercise for health and performance benefits.

This means regular well-balanced workouts that leave you feeling invigorated, not aching. When you exercise, you should feel like you are exercising—your heart and breathing rates should increase during aerobics, your muscles should feel the effort during strength and endurance work, and you should stretch to the point of tension, not pain. If your body hurts during or after, adjust your workout.

Myth #2. Exercise turns fat into muscle. Those extra inches of fat on your waist or thighs cannot be converted to muscle. Fat is fat, and muscle is muscle and they are two different substances. When you combine the right amount of aerobic work and muscle conditioning exercises with proper eating, you lose fat and build muscle. Although muscle weighs more than fat, with the right combination of diet and exercise you should be able to reach your optimal weight and have a good ratio of fat to lean muscle.

Myth #3. Playing sports keeps me in shape. It depends. If you play an occasional (once a week) game of golf, you will not be getting enough of a workout to improve your strength, flexibility and endurance. Of course, if you walk the course briskly you will be burning extra calories. But the stop and start nature of the game prevents it from being a true aerobic work-

out. Many recreational sports are important for relaxation, socialization and as supplements to a fitness program. Depending on your goals, you may want to add some regular workouts to your week. You may even find you'll do better in your sport.

Myth #4. The best time to exercise is before dinner. While some have reported an appetite suppressant effect of exercise one to two hours before a meal, the best time to exercise is the time that is best for you. Early morning risers often find sunrise to be the best time for exercise. Many office workers welcome their workout as a mid-day break. The important point to remember is to warm-up and cool-down properly and to avoid exercising immediately after a meal.

Myth #5. It's not good to drink water during a workout. Losing too much fluid, which is possible when you exercise in hot, humid weather, can be very dangerous. Drinking small amounts of water or other recommended sports drinks, keeps you hydrated and makes you more comfortable during your workout.

Myth #6. "I'm too old to exercise." It's never too late to exercise and the benefits are just as important. As Americans live longer, they need to maintain their health, and physical and mental fitness to enjoy added years. For seniors, improved strength, flexibility and endurance mean greater independence and a better outlook on getting older. □

Regional Clinic Scheduled in Spring

A PCPFS Regional Physical Fitness and Sports Clinic will be held in the spring of 1991:

East Hartford High School
New Britain, CT
May 3-4

The purpose of the clinic is to teach educators new ideas and methodology in physical fitness and sports programs. Master clinicians conduct hands-on leadership instruction in elementary and secondary school physical education techniques, testing and evaluation, weight training, water exercise, jogging, tennis, soccer, and discuss issues pertaining to older adults and the handicapped.

Healthy People 2000 Update

On December 7, 1990, the PCPFS gave a report on the physical fitness and exercise objectives to Dr. James Mason, assistant secretary for health.

Since the PCPFS began the objective process in 1979, many suitable surveillance systems have been developed which will continue to be used and expanded as progress is monitored towards the Year 2000 goals.

Some of the major differences between the 1990's and the year 2000 objectives include:

- targeting special population groups which are at particular risk, i.e., decreasing the proportion of people who lead sedentary lives with particular emphasis on those who are 65 and older, disabled or have low income.
- stressing the health benefits of low-to-moderate levels of activity and adding muscular strength, endurance training and flexibility development.

Timken to Keynote "Wellness and Women"

The PCPFS is co-sponsoring a conference for Native American women, "Wellness and Women II: A Shared Vision," sponsored by Health, Urban and Community Programs, University of Oklahoma, Feb. 19-22, Hyatt Regency Hotel, Phoenix, AZ.

Other co-sponsors include the Phoenix Area Indian Health Service AIDS Program and Health Education Sections and Indian Health Service Headquarters/Office of Health Programs.

In addition to Vice Chairman Timken's address on women's wellness initiatives, other representatives include speakers from the Comanche, Cherokee and San Carlos Apache tribes.

(continued on page 5)

Healthy P...ken (from page 5)

2000
Update
Conference objectives include obtaining information on health issues affecting In...n women today; gaining new skills for personal and professional use; sharing information and fellowship with other men from the U.S. and Canada; and gaining renewed physical, mental and spirital wellness.

York Onnen, director of program development, will represent the Council at conference, highlighting the President's Sports Award and the President's Challenge programs. □

Tribute to Former PCPFS Chairman George Allen

As an outstanding football coach on both the collegiate and professional level and as chairman of the President's Council on Physical Fitness and Sports, George Allen's life touched millions. When Allen's death was announced Dec. 31, the expressions of sympathy came from France, Germany, the Soviet Union and a number of other countries, from Presidents Bush, Nixon, Ford, Carter and Reagan and from thousands of others who admired Allen's never-ending zest to succeed.

"As chairman of the President's Council on Physical Fitness and Sports, George Allen enriched the lives of millions of Americans," said Arnold Schwarzenegger, the present chairman of the PCPFS. "As a coach, he inspired young athletes to do their best and to pursue their dreams. In his personal life he was a shining example of integrity, honesty and decency. My thoughts are with his beloved wife, Etty, and their children. We will all miss him."

Allen was found dead in their Palos Verdes, CA, home on the morning of Dec. 31 by his wife. Death was attributed to heart spasms due to an arrhythmia. He was 72.

Death came on the anniversary of his greatest victory, the New Year's Eve 26-3 victory over the Dallas Cowboys in 1972 that gave Allen's Washington Redskins the National Football Conference championship and sent them for the first time to the Super Bowl.

Appointed chairman of the President's Council by President Reagan in 1981, Allen instigated some of the Council's most dynamic programs, including a youth fitness testing exchange program with the Soviet Union in which youngsters in the

United States took the USSR's physical performance test while Soviet youngsters took the President's Challenge. More than six million youngsters participated.

Allen also started the observance of National Physical Fitness and Sports Month in May of each year and the National Fitness Classic for business and industry. Among other accomplishments during his term were the first U.S. Postal Service fitness stamp, the Healthy American Fitness Leaders awards program and the 1985 School Population Fitness Survey which resulted in including youngsters from 6 through 9 years of age in the President's Challenge.

Allen resigned as chairman in October, 1987, to devote full time to his duties as chairman of the National Fitness Foundation and the establishment of the U.S. Fitness Academy, which was his dream. He also returned to coaching this year to rescue the football program at Long Beach State, near to his Palos Verdes home.

Despite losing their first three games, including a 59-0 opening day setback to Clemson, the Long Beach State 49ers finished the season with a 6-5 winning record. Proud that he was able to motivate players more than 50 years younger, Allen called it his most rewarding and satisfying season.

As a National Football League coach with the Los Angeles Rams and the Redskins, Allen posted the third best winning percentage in history (118-54-5) and four times was voted Coach of the Year. He coined the phrase "The Future Is Now" when trading draft choices for veteran players and captured the fancy of the nation
(continued on page 7)

Eagle Scout Soars and Scores for Fitness

When Chairman Arnold Schwarzenegger learned of one Eagle Scout's project design, secure funding and build a fitness trail, he sent a congratulatory message on the accomplishment which was read at an Eagle Court of Honor on Nov. 8, 1990.

Ian Townsend, a member of Boy Scout Troop 324 of Omaha, NE, developed a 10-tation, one-mile fitness trail for his Eagle Scout project at One Pacific Place Park in Omaha. He wants to encourage the people of Omaha to become more physically fit.

After receiving unanimous approval from his fellow Scouts, Ian won the backing of Omaha's Department of Parks, Recreation and Public Property. He then submitted proposals to corporate sponsors which resulted in his raising more than \$4,000 for the fitness project.

Ian and fellow Scouts from Troop 324 installed the fitness stations which entailed measuring the location of each station, excavating the area for the station, placing landscape timbers to form the borders, laying out and installing the introductory and ending signs and the "Heart Check" station.

When asked about the significance of his project and the lessons he had learned, Ian said, "I believe this project is significant because it required the cooperative support of the private, public and service sectors . . . It will, hopefully, help the community to become more involved in healthful physical activities." □

"A workout is 25 percent perspiration and 75 percent determination . . . It makes you better today than you were yesterday. It strengthens the body, relaxes the mind and toughens the spirit. A workout is a form of rebirth. When you finish a good workout, you don't simply feel better. You feel better about yourself."—George Allen.

PCPFS Honors Dr. Paul Spangler, Marathon Runner

Ninety-one year old Dr. Paul Spangler of San Luis Obispo, CA, received the PCPFS Honor Award on Nov. 5, 1990 in appreciation for active support of the national program of Physical Fitness and Sports.

Spangler, who started running at the age of 67, now runs seven miles three days per week and swims six days per week. He has participated in 13 marathons, finished 10, and most recently ran the New York Marathon on Sunday, Nov. 4.

He got into running to prevent coronary heart disease and said he started feeling so good that he never stopped. He holds the 26-mile running record for the age 85-89 category, finishing in 5 hours, 22 minutes.

When Pearl Harbor was bombed on

Dec. 7, 1941, Dr. Spangler was the acting chief of surgery at the U.S. Naval Hospital in Honolulu. He retired from the Navy in 1959.

Spangler graduated magna cum laude from Harvard Medical School in 1923 and received an undergraduate degree from the University of Oregon in 1919.

A man with varied interests, Dr. Spangler says "life is in three stages—growth, productivity, and enjoyment." He is writing a book and enjoys singing in a barbershop quartet.

He is one of the PCPFS "fitness ambassadors," taking his message on the importance of staying fit throughout life to schools and civic organizations. □



Dr. Paul Spangler, 91, (left) proudly displays PCPFS Honor Award presented by Executive Director Wilmer "Vinegar Bend" Mizell.

"Fitness Fantasia" Scores High with National 4-H Congress Delegates



York Onnen, PCPFS director of program development, receives National Partner-in-4-H Award from Myron Johnsrud, administrator, Extension Service, USDA, during 1990 National 4-H Congress award ceremony.

The President's Council on Physical Fitness and Sports, in conjunction with Guidelines, a division of ConAgra, sponsored workouts and motivational instruction—billed as "Fitness Fantasia"—at the 1990 National 4-H Congress in Chicago, IL, Nov. 29-Dec. 5.

A team of fitness instructors, headed by Olympic Gold Medalist John Naber, worked out with over 1,500 youth and 500 adult volunteers at the week-long meeting. Jazzercise instructors led aerobic, rhythmic activity sessions with the youth who also learned basic self-defense techniques from

FBI law enforcement and corporate fitness coordinators.

York Onnen, director of program development, accepted the National Partner-in-4-H Award at the 4-H Congress on behalf of the PCPFS. The citation reads, "For providing national visibility to the importance of physical fitness and health, for outstanding support of youth development education, for empowering people to improve their quality of life, and for an exemplary collaborative relationship with the national 4-H program." □

Healthy American Fitness Leaders Sought for 1991

The tenth anniversary of The U.S. Junior Chamber of Commerce event honoring 10 Healthy American Fitness Leaders will be celebrated in Washington, D.C. Sept. 13-15, 1991. The awards banquet on Saturday, Sept. 14, will recognize individuals who have demonstrated a personal commitment to exercise and healthy living and serve as a role model for all Americans.

Allstate Life Insurance supports the success in this project, which also has the cooperation of the PCPFS.

Nomination forms are available from The U.S. Junior Chamber of Commerce, P.O. Box 7, Tulsa, OK 74121-0007, (918) 584-2481. All entries must be postmarked no later than Apr. 1, 1991. □

Governor's Council Established in Kentucky

Governor Wallace G. Wilkinson of Kentucky has informed the PCPFS that a Governor's Council on Physical Fitness is being formed in his state. Doug Flynn, director of Champions Against Drugs, will be the executive director.

The governor's letter stated . . . "We strive to make Kentuckians aware of the importance of becoming, and staying, physically fit." □

Line Dancing Promoted for Seniors

Line dancing is becoming a popular activity at senior citizen centers, especially in New Mexico. So what is it? Line dancing is like a chorus line where everyone taps, turns and steps to a choreographed routine. You don't need a partner to join in the fun.

Videotapes are sponsored by the New Mexico Governor's Council on Physical Fitness and Health, the New Mexico State Agency on Aging, and the Albuquerque Office of Senior Affairs. They feature step-by-step instruction on line dancing and are available from the Office of Senior Affairs, 47th Street, SW, Albuquerque, NM 87102. "Cowboy Boogie," "Slapping Leather," and "Tush Push" are all available for \$30.00, including shipping. For more information, call Ginger Grossetete, New Mexico Governor's Council, (505) 764-485. She will be presenting a workshop on line dancing at the National Council on Aging meeting in Miami, FL, in May. □

George Allen (from page 5)

with his Super Bowl-bound "Over the Hill" team.

He is the only coach who coached more than 10 years in the NFL never to have had a losing season. Allen was equally as proud of his innovations, including hiring the first special teams coach, building the league's first multi-purpose training facility (Redskin Park) and developing a plan for situation substitutions.

"Everyone emulates George Allen in his innovative theories on defense and special teams," Notre Dame coach Lou Holtz wrote recently. "Most important, however, is the respect given him by his peers for the positive way he deals with people and his commitment to excellence."

White House spokesman Marlin Fitzwater said in a statement on behalf of President and Mrs. Bush that Allen "touched many lives in a profound way. . . Our nation will miss him."

In addition to his wife, Allen is survived by sons George, Bruce and Gregory and daughter Jennifer. Contributions in Allen's memory may be made to the George Allen Scholarship Endowment Fund, c/o Greg Allen, 420 Malaga Lane, Palos Verdes Estates, CA 90274. □

President's Challenge Winners Praised by Missouri Congressman

Eight of the 25 students enrolled at St. Henry Elementary School, Charleston, MO, met the President's Challenge, a national fitness test for students 6-17, during the 1989-1990 school year. They also met their Congressman, Rep. Bill Emerson of Missouri's 8th District, who made a special visit to the school to present the fit students with PCPFS emblems and extend his personal congratulations on their accomplishment.

St. Henry School was awarded a certificate for qualifying as a "State Champion" school. Principal Jeanne Greenlee compared St. Henry's to the "Mouse That Roared," pointing out the accomplishment versus the size of enrollment.

Five test items comprise the President's Challenge Youth Physical Fitness Awards program: curl-ups, shuttle run, one mile run/walk, pull-ups, and V-sit reach. □



MO Congressman Bill Emerson meets with students at St. Henry Elementary School, winners of the PCPFS President's Challenge Physical Fitness Award. Front row, left to right, are: Amy Simmons, Jennifer Slayden, and Matt Glastetter. Second row: Katie O'Rourke, Luke Simmons, Nelson Byrd, John O'Rourke and Gregory VanPool. Kate Glastetter, PE teacher, third row left, and Jeanne Greenlee, principal, right, proudly accept the State Championship school certificate awarded to St. Henry's. (Photo by Shirley Pritchett, Standard-Democrat)

Military Fitness Conference

The 1990 National Conference on Military Physical Fitness presented five key recommendations affecting the nation's youth, including:

- a national commitment to daily, quality physical education, K-12;
- state model programs demonstrating a partnership between the military and youth organizations;
- national guidelines on programs which incorporate a fitness ethic, instructor requirements;
- public education to promote awareness of the importance of living a healthy and fit lifestyle, beginning with youth;
- the establishment of coalitions to foster goodwill and promote interface of military and non-military organizations with an interest in youth.

Proceedings are available by contacting York Onnen, director of program development, PCPFS, Suite 7103, 450 5th St., N.W., Washington, D.C. 20001. □

News Briefs

- Dr. David A. Kessler of New York has been confirmed by the U.S. Senate as Commissioner of the Food and Drug Administration. A pediatrician, Dr. Kessler formerly served as medical director of the Einstein-Montefiore Hospital in New York and on the Advisory Commission, FDA.
 - National Handicapped Sports' Agent Orange Program is offering disabled children of Vietnam veterans special incentives to attend the Ski Challenge for Disabled Skiers at Beech Mountain near Boston Mills, Feb. 7-10, 1991. Any disabled child of a veteran who served in or near Vietnam between 1961 and 1972 is eligible. (Exceptions are for disabilities caused by trauma.) No contact with Agent Orange or other defoliants needs to be proven. According to NHS, adaptive skiing has proven to be one of the best therapeutic activities for individuals with physical disabilities. For more information about Ski Challenge, contact Jim McConkey, Agent Orange Program coordinator, (301) 652-7508.
 - The U.S. will host the World Handball Championship Feb. 4-10, 1991, at the City Square Athletic Club, Phoenix, AZ. More than 800 players of all abilities are expected to compete. The coveted Open World titles in singles and doubles will be sought by leading players and teams from North America and Japan, Ireland, Australia and Mexico. Ireland's Joe Lynch, administrator of handball for the Gaelic Athletic Association, created the championships in 1981 to ensure the growth of handball, a nationally recognized sport in this country. Lynch, 73, will attend the games in Phoenix and be honored for four decades of devotion to handball.
 - New York City will join Salt Lake City and Minneapolis in banning cigarette vending machines in most public places. The ban will take effect Jan. 31, 1992.
 - 'TEEN magazine's 1991 Sportsgirl of the Year went to 15-year-old Christina Kretchman of Columbus, NE, a Tae Kwon Do Junior World Champion. A \$10,000 scholarship will be placed in her name at the college of her choice. She was selected from nearly 10,000 entries as an outstanding athlete. The runner up was Rhoni Barton, 14, of Canyon Lake, CA, who is a champion water skier. TEEN's Sportsgirl program, which is in its second year, seeks athletes demonstrating leadership, sportsmanship and excellent academic standing.
 - On Tuesday, March 26, the Department of Health and Human Services (DHHS) will sponsor its Tenth Annual Nutrition Symposium in recognition of National Nutrition Month.
- This year's symposium, "Nutrition at the Worksite: Strategies for the '90's", will take place from 8:00 am to 12:30 pm. (Location to be announced.) The symposium is free and is open to the public. For more information contact Elena Carbone Britt, M.S., R.D., or Beth Aurechia, B.S., Office of Disease Prevention and Health Promotion, (202) 472-5307.
- The National Institutes of Health (NIH) invites applications for the position of Health Promotion Coordinator, Office of Disease Prevention, Office of the Director. This is a Civil Service position in the Competitive Service, with a current salary range of \$44,348 to \$57,650 per annum. A one year probationary period must be served by the individual selected if not currently in the Competitive Service or previously acquired career status in the Competitive Service. Candidates must have at least one year of experience in conducting a comprehensive health promotion program in a community environment. Applications must be received not later than March 31, 1991. For more information contact Ms. Wanda Haney at NIH Office of the Director Personnel Office, Building 31, RM 1C-27, 9000 Rockville Pike, Bethesda, MD 20892, tel: (301) 496-2400.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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NEWSLETTER

MARCH/APRIL VOL. 91, No. 2



New PCPFS Presidential Portrait Unveiled

The Great American Workout



PCPFS Chairman Arnold Schwarzenegger and ConAgra official Mike Harper unveil the new Presidential portrait commemorating the Council's 35th anniversary year.

This year marks the 35th anniversary of the President's Council on Physical Fitness and Sports. In celebration of the milestone, corporate giant ConAgra commissioned artist Rick Johnson to paint a new portrait depicting all the presidents who have played a role in the workings of the Council since it was

Hill. Pat Peterson, general manager of the grocery products company, who represented ConAgra's chairman, Mike Harper, joined Chairman Arnold Schwarzenegger during acceptance ceremonies.

Plans call for the portrait to be presented to President Bush during the 1991

We certainly should have many more gymnasiums, basketball, tennis and handball courts, and all the rest — not only for the vital matter of physical development, but also to work off some of that excess energy which builds up in youth and can become dangerous when undirected.

—Dwight D. Eisenhower

The Great American Workout was the most successful event of its kind in PCPFS history. On Wednesday, May 1, the second Great American Workout will take place on the South Lawn of The White House from 7:00-9:00 a.m.

Hundreds of celebrities, sports and fitness personalities, government leaders, Council members and staff and invited guests will kick off National Physical Fitness and Sports Month.

Eleven youth-serving organizations, which make fitness a priority, have been invited to participate in the event. Representatives from the following organizations will engage in basketball, double dutch, karate, volleyball, tennis, gymnastics, aerobics, soccer, and disabled sports: American Alliance for Health, Physical Education, Recreation and Dance; 4-H Clubs; National Recreation and Park Association; Boys and Girls Clubs; Boy Scouts, Girl Scouts; Police Athletic League; Department of Defense; Special Olympics; YMCA and YWCA.

In addition to the activity stations for sports, the President's Challenge national fitness test also will be highlighted.

Arrangements for the Great American Workout are being handled by Dr. Matt Guidry, PCPFS director of community services. **STANFORD UNIVERSITY** of Events Only, a Miami-based corporation which handles special events, has again been retained to oversee the project.

JUN 1991

Everyone can benefit from keeping fit. Through exercise and athletic activity, Americans of all ages can reduce stress while improving their mental and physical well-being — all while having great fun.

—George Bush

established in 1956 during the Eisenhower administration. The presidential gallery is surrounded by a selection of sports and fitness activities that represent the age and diversity of Americans on the move. The portrait was presented during the Council's February meeting on Capitol

Great American Workout scheduled for May 1 on the White House lawn; subsequently, copies of the portrait will be made available as lithographs.

The new portrait, which will hang in the Council office, replaces an earlier rendering which is being transferred to the Smithsonian Institution for display.

Memo from Mizell: Grassroots

On March 19, the PCPFS recognized Mayor Thomas Hazouri of Jacksonville, FL, and the members of the Mayor's Council on Fitness and Well Being on becoming the first nationwide mayoral organization to establish a local council on physical fitness and sports.

Joining the PCPFS and presenting a certificate of commendation from Governor Lawton Chiles was Jimmy Carnes, executive director of the Florida Governor's Council on Physical Fitness and Sports.

The newly-designated Jacksonville local council will continue to focus on the health and fitness needs of its citizens and promote PCPFS national programs including the Great American Workout; National Youth Fun and Fitness Day; and National Employee Health and Fitness Day.

Floridians are taking seriously the concept of local councils. PCPFS Executive Director Wilmer Mizell

recently met with Miami's Vice Mayor Charles Dusseau who indicated interest in establishing a local council there. Also, the commissioners in Clay County, Green Cove Springs, have recognized that recreation is a vital part of a healthy lifestyle and thus notified the PCPFS that it wants to form a local council to complement its current fitness/sports efforts.

Willa McGinley, Mayor of Ripley, WVA, a town of about 3500 located 35 miles north of Charleston, is in the process of establishing a local council and has already appointed Greg LeMaster, an educator and coach, as council chairman.

A local council on physical fitness and sports is getting under way in Bloomington, IL, with the guidance of Jeffrey Purtell of the Illinois Fire Service Athletic Association. Its goal is to promote the PCPFS' Presidential Sports Award program.

On April 8, the Perry County (PA) commissioners approved the establishment of the Harrisburg Local Council on Physical Fitness and Sports. They appointed John Doudrick, a martial arts instructor who initially proposed forming the council, as chairman.

Chris Silkwood will represent the PCPFS at a May 18 ceremony recognizing the Houstonian Fitness Center for donating two universal gyms and free weights to the Houston Rotary Boys and Girls Club. Constructive activities are provided to Houston's youth to keep them focused on the importance of a healthy lifestyle in a healthy environment.

PCPFS Recognizes Educator for Distinguished Service

Marvin Weiner, assistant superintendent for region II of the Dade County, FL, Public Schools, accepted the PCPFS' Distinguished Service Award from Executive Director Wilmer Mizell for Weiner's action to allocate funds to develop, pilot, and implement a high tech middle school fitness program in a Dade County middle school.

Known as "Fit-Tech," the program will be a model for other schools to follow. The latest technological equipment will be used, including heart monitor watches for measuring cardiovascular output. This device will assist the



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Editor: Ruth Ann Hockett

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"Vinegar Bend" Mizell, executive director of the PCPFS (right), and Jimmy Carnes, executive director of the Florida Governor's Council (back row, right), pose with members of the new Jacksonville, FL, Local Council on Physical Fitness and Sports. Front row, left to right: Dr. Susan Bridges, Jane Alred, Pat Sher, Kathleen Walters, Sharon Elliott. Back row: Willie Jackson, urban fitness coordinator, Tom Zicafoose, Dr. Anthony Iselborn and Dr. Denise Carter.

instructional program by providing feedback to the individual student on the amount of time the student exercises in the target heart rate "target zone". Students enrolled in this program not only will be given the opportunity to develop cardiovascular fitness through selected aerobic activities, but will be provided an opportunity to utilize computerized bicycles, computerized bioclimbers, electronic treadmills, and bicycle ergometers on a rotational basis. All data received from the fitness

equipment will be downloaded into a computer where records will be kept and reports distributed to students and parents.

The idea is that by focusing on the "process" of fitness education through motivational high-tech experiences, the "product"—enhanced fitness levels—will result.

Dr. Jayne Greenberg, physical education coordinator for region II, developed the "Fit-Tech" program.

NASA Promotes Presidential Sports Award

The National Aeronautics and Space Administration has issued a challenge to all NASA installations nationwide to participate in an exercise competition, "Exercise For the Health of It," utilizing the Presidential Sports Award of the PCPFS.

NASA is attempting to assess employees' level of participation in moderate, regular exercise and then to improve upon that level annually. The competition will run from March 1 through September 1991.

In the first two weeks of the competition, 10 percent of the total workforce at NASA headquarters had signed up to participate in the Presidential Sports Award challenge. Headquarters participants who complete the fitness walking category will earn a NASA T-shirt. One installation is sponsoring an additional award to the NASA employee who completes the most number of fitness/sports categories.

The winner of NASA's fitness challenge will be the installation achieving the highest percentage of employee participation. The PCPFS has been asked to recognize the winner at NASA's annual occupational health meeting.

There are 51 fitness/sports categories in the Presidential Sports Award program which emphasizes regular exercise rather than outstanding performance. Race walking and endurance walking have been added this year.

National Youth Fitness Summit May 1-3 in Nation's Capital

An historic National Youth Fitness Summit, sponsored cooperatively by the PCPFS with the National Association for Sport and Physical Education and the Sporting Goods Manufacturers Association, will be held May 1-3 at the Sheraton Washington Hotel in Washington, D.C.

The conference seeks to encourage interaction among leaders from government, education, allied health, business, service groups, and sport to address the impact of low levels of physical activity and fitness on the health of our nation's children.

Participants will engage in panel discussions, strategic planning and small group working sessions to define and initiate the development of grassroots action plans to increase levels of physical activity and fitness for all children and youth.

The conference will address the Healthy People 2000 objectives outlined by the Department of Health and Human Services to identify and implement health objectives for the nation by the year 2000.

Scheduled to speak and their topics are PCPFS Chairman Arnold Schwarzenegger, "National Fitness Overview"; Housing and Urban Development Secretary Jack Kemp, "The Government's Role Supporting Community Action for Health and Fitness"; Health and Human Services Secretary Louis Sullivan, "Turning Stumbling Blocks into Steps to Success"; and Surgeon General Antonia Novello, "Defining the Youth Fitness Problem".

Non-delegate registration fee is \$100.00. For further information about the summit, contact Christine Spain at the PCPFS on (202)272-3424.

Schwarzenegger in New England and Mid-Atlantic Region

PCPFS Chairman Arnold Schwarzenegger appeared in 11 New England and Mid-Atlantic states from April 22-29 to help improve youth fitness and return daily physical education classes to the nation's schools, K-12.

Each stop included a meeting with the governor, a fitness summit, a press conference and a visit with school children. He continues to resound his message: "We challenge the nation's youngsters to workout daily, to get involved in sports, to keep away from drugs, and to watch their diet and stay away from junk food. We want them to strive to have

both sound minds and sound bodies."

All appearances and meetings with the governors took place in the state capital cities:

- April 22 CT Gov. Lowell Weicker
- VT Gov. Richard Snelling
- April 23 RI Gov. Bruce Sundlun
- NJ Gov. James Florio
- April 24 MD Gov. William Schaefer
- ME Gov. John McKernan, Jr
- April 25 NY Gov. Mario Cuomo
- MA Gov. William Weld
- April 26 PA Gov. Robert Casey
- DE Gov. Michael Castle
- April 29 NH Gov. Judd Gregg

National Youth Fun and Fitness Day

The kickoff for National Youth Fun and Fitness Day will occur following the Great American Workout on the West front of the United States Capitol beginning at 11:00 a.m. on May 1.

Twelve hundred District of Columbia-area youngsters, ages 6-12, will participate in 40 minutes of aerobic exercises led by Council members Myrna Partrich and Chris Silkwood.

The purpose of National Youth Fun

Continued on page 4

Continued from page 3

and Fitness Day is to focus on youth fitness and the kinds of activities conducted by sponsoring recreation agencies for summer youth programs in cooperation with the National Recreation and Park Association. More than 1,000 agencies sponsored the Youth Fun and Fitness program during the summer of 1990.

Two thousand cities have signed up to participate this summer.

The program is sponsored by GameTime, Inc. and Nestle Quik. For more information about the Fun and Fitness program, contact Kandyce Aust, program director, National Recreation and Park Association on (203)721-0384.

Members of Congress and the public are invited to attend the kickoff.

May 8th for Project A.C.E.S.

To promote youth fitness around the globe, more than 5 million children, in 10,000 schools and in all 50 states and around the world will exercise simultaneously on Wednesday, May 8, 1991, at 10:00 a.m. (local time).

According to A.C.E.S. manager H.J. Saunders, an exercise physiologist and founder of The Youth Fitness Coalition, "this is a symbolic gesture of fitness and unity which is non-competitive, motivational and fun." The coalition is a non-profit educational association organized for the purpose of advancing youth fitness.

The State of Utah has signed up the most schools to participate, with many foreign countries registered for the All Children Exercising Simultaneously Day.

For more information on Project A.C.E.S., contact H.J. Saunders at P.O. Box 6452, Jersey City, NJ 07306-0452.

Schwarzenegger Addresses AAHPERD Convention

The 106th national convention of the American Alliance for Health, Physical Education, Recreation and Dance was held April 3-7 in San Francisco, CA. PCPFS Chairman Schwarzenegger addressed the crowd of more than 8,000 educators devoted to helping the nation's youth attain physical fitness and good health through education in health, physical education, recreation and dance.

AAHPERD's president is Doris R. Corbett. PCPFS Executive Director Mizell attended the meeting, along with Glenn Swengros, director, Federal-State Relations, and Christine Spain, special assistant to the Executive Director for Research, Planning and Special Projects.

* * * * *

Life still demands the best we can give. Leisure must not mean physical inactivity and idleness. Instead, we must recognize it as an opportunity to strengthen and refresh ourselves for our roles as creative and productive citizens.

—Lyndon B. Johnson

* * * * *

Of all of the lessons we must learn, few are more important than those we learn from exercise and sport. They teach us to perfect and protect our health; to respect our own capabilities and those of others; and to accept excellence as our standard of performance.

—Gerald R. Ford

* * * * *

Former PCPFS Chairman Receives Horatio Alger Award

Stan Musial, former PCPFS chairman and Baseball Hall of Famer, received the 1991 Horatio Alger Award at an April 12th dinner in Washington, D.C. hosted by the Horatio Alger Association of Distinguished Americans.

Since 1947, the Horatio Alger Awards have been presented each year to men and women who have overcome personal hardships to achieve remarkable success in their chosen fields—like the beloved characters in 19th century author Horatio Alger's stories. The award recipients, all who reflect integrity and a commitment to hard work, are chosen to serve as role models for the nation's young people.

Musial, the fifth of six children of poor Eastern European immigrants who settled near Pittsburgh, PA, started as a \$65-a-month Class D pitcher before joining the major leagues at the age of 20. He played 22 seasons for the St. Louis Cardinals before retiring in 1963. He was inducted into the Hall of Fame in 1969. He is involved in many charities and is currently helping to establish Little League baseball in Poland.

Other 1991 award winners are: James L. Clayton, Chairman, President and CEO, Clayton Homes, Inc., Knoxville, TN; U.S. Senator Phil Gramm, College Station, TX; John D. Kemp, CEO, United Cerebral Palsy Association, Washington, D.C.; Warren E. McCain, Chairman of the Board & CEO, Albertson's Inc., Boise, ID; Harold A. Poling, Chairman and CEO, Ford Motor Company, Dearborn, MI; General Colin L. Powell, Chairman, The Joint Chiefs of Staff, Washington, D.C.; Albert A. Robin, President & Founder, The Robin Construction Company, Chicago, IL; Herman J. Russell, CEO, H.J. Russell & Company, Atlanta, GA; and Fred L. Turner, Sr., Chairman of the Executive Committee, McDonald's Corporation, Oak Brook, IL.

Schwarzenegger Named Man of the Year

Schwarzenegger Visits California

Governor Pete Wilson of California joined Arnold Schwarzenegger in urging California schoolchildren to exercise by doing a series of pushups with the PCPFS chairman to illustrate the point.

already has produced results. The governor announced that he is planning to restore \$700,000 in state funding for physical education programs. He also announced his intention to establish a California Governor's Council on Physical Fitness and Sports.

Chairman Arnold Schwarzenegger accepted the Hollenbeck Youth Center's Man of the Year award during the 1991 salute to the Los Angeles Dodgers on Feb. 5.

The Salute is an annual event sponsored by the Hollenbeck Police Business Council of Los Angeles, which gears its services to assist the youth of the Los Angeles community.

The Hollenbeck Youth Center offers a wide variety of coed sports programs including basketball, baseball, karate, weightlifting, volleyball, and boxing. In addition, an illiteracy program, Youth Advocacy, has been introduced at Hollenbeck which provides recreational and educational activities for youths from local housing projects.

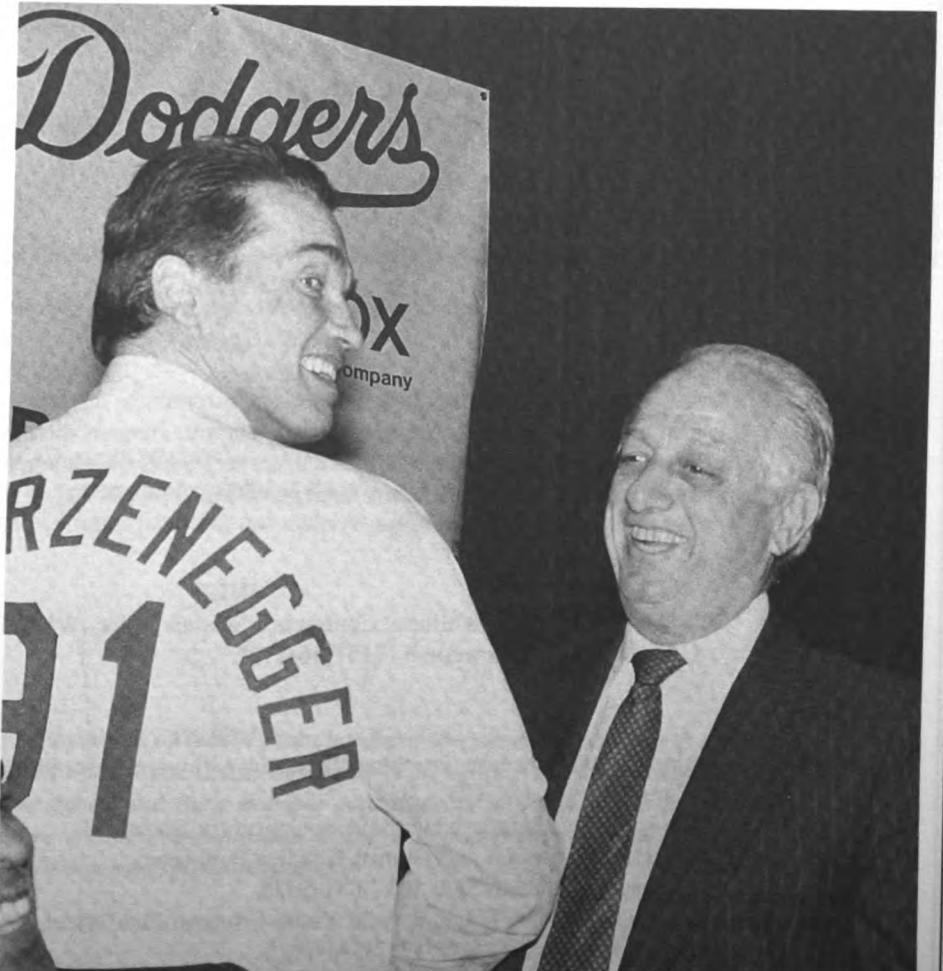
Previous honorees of Hollenbeck's Salute to the Los Angeles Dodgers include the late Dr. Armand Hammer, philanthropist and chief executive officer of the Occidental Petroleum Corporation, and Bob Ahmanson, president and chief executive officer of The Ahmanson Foundation. Last year's honorees were Los Angeles Police Department Chief of Police Daryl Gates and John E. Anderson, president of TOPA, LTD.

Schwarzenegger met with the governor, visited the school, held a parents/youth rally, conducted a press conference and participated in a summit meeting of key California educators and fitness leaders during a one-day trip to the State Capital on Feb. 19. It was part of Schwarzenegger's announced mission as chairman of the PCPFS to visit all 50 states to campaign for better youth fitness. California was the 13th state Schwarzenegger visited.

The meeting with Governor Wilson

During the rally at the school, Schwarzenegger recalled how his father would come home each evening, change from his police uniform and go out and kick a soccer ball with young Arnold.

"The schools can't do it alone," Schwarzenegger told the parent/youth audience. "The parents have to be involved and work along with the schools."



Tommy LaSorda, Manager of the Los Angeles Dodgers, likes having Arnold Schwarzenegger on the '91 team. Schwarzenegger received the Hollenbeck Youth Center's Man of the Year award for the 1991 salute to the L.A. baseball club.

Physical fitness is the basis for all other forms of excellence.

—John F. Kennedy

Physical fitness is a quality which helps us make the most of both our own resources and life's opportunities.

—Richard M. Nixon

Calendar of Events

APRIL

30 PCPFS Meeting, Washington, D.C.

MAY

- 1 Great American Workout, Washington, D.C. Invitation only.
- 1 National Youth Fun and Fitness Program Kickoff, Washington, D.C. Public invited.
- 1 Welcome reception/registration, National Youth Fitness Summit, The Sheraton Washington Hotel, Washington, D.C.
- 2-3 National Youth Fitness Summit, The Sheraton Washington Hotel, Washington, D.C.
Contact: Chris Spain, PCPFS (202)272-3424
- 3-4 PCPFS Regional Physical Fitness and Sports Clinic, East Hartford High School, New Britain, CT
- 6-8 First Annual Northeast Conference on Wellness "Changing Paradigms: Wellness, Medicine and Health" Boston, MA
Contact: Linda Newcomb (715)346-2172
- 8 Third National Videoconference on Aging "Fitness Over Fifty" Co-sponsored by De Anza College Television and Older Adults Studies Department in cooperation with Community College Satellite Network
Contact: Gladys Penner (408)864-5412
- 15 National Employee Health and Fitness Day, Federal Fitness Day
- 16-19 First International Conference on Children's Fun & Fitness, Sheraton Valley Forge Hotel & Conference Center, King of Prussia, PA
Contact: Mary Anderson (215)436-3383
- 30-June 2 34th Annual Road Runners Club of America National Convention, Westin Crown Center, Parkville, MO
Presented by America Running Association
Contact: Mike Beery (816)741-7551

JUNE

- 19-22 The National Strength and Conditioning Association's 14th Annual Conference, Clarion Hotel, St. Louis, MO
Contact: (402)472-3000
- 24-Aug. Twelfth Cape Cod Institute Summer Series Postgraduate courses in psychodynamic therapy, behavioral medicine, brief therapy, developmental therapy, Jungian therapy, religion, alcohol treatment, neuropsychology, childhood and adolescence, adult development, and organization and management.
30 Sponsored by the Albert Einstein College of Medicine, NY
Contact: (212)430-2307

JULY

- 14-19 16th Annual National Wellness Conference Stevens Point, WI
Contact: Linda Newcomb (715)346-2172

AUGUST

- 10-13 National Conference on Teaching Elementary Physical Education, YMCA of the Rockies' Estes Park Center, CO
Co-sponsored by the National Association for Sport and Physical Education and Human Kinetics Publishers
Contact: Michele Sjuts (217)351-5076
- 17 Hershey's National Track & Field Youth Program Final Meet, Hershey, PA
Contact: Bonnie Glass (717)534-7028

News Briefs

- Susan H. Butcher, 36, of Manley, AK, the only woman to have won the Iditarod dog-sled race four times, is one of the Ten Outstanding Young Americans for 1991. Announced by the U.S. Junior Chamber of Commerce, Butcher joins more than 500 young leaders who have been awarded the prestigious honor. She and fellow racer Joe Redinton were the first and only people to reach North America's highest point, Mount McKinley, by dog sled.
- The United States Tennis Association has announced that nominations for the USTA Community Service Awards are now being accepted. Candidates must have at least three consecutive seasons of field work and be nominated by a minimum of two people familiar with their work. Nominating criteria includes: scope of the program; impact on the community's overall recreational picture; new and innovative programming ideas; USTA programs implemented; inspirational and motivational work with adults or juniors; and involvement of other civic organizations. To receive an application, write: USTA Community Service Awards, 707 Alexander Road, Princeton, NJ 08540. Applications must be postmarked by August 1, 1991.
- According to a recent study by the Sporting Goods Manufacturers Association, low-impact aerobics is an activity that appeals to every demographic category; the one highly skewed demographic is that most participants—91.5%—are women. From 1987-89, participation levels increased by 32.4%—from 11.9 million to 15.7 million. Frequent participation (100+ days per year) rose by even more, 43.8%.
- Federal agencies may use appropriated funds to purchase "access" for their employees to physical fitness centers, if its part of an official agency program to improve the health of their workers, according to a ruling by the U.S. Comptroller General. However, the Comptroller General cautions that this authority should be used only "where all other resources have been considered and rejected, and where employee use of the program will be carefully monitored as part of a bona fide preventative program relating to health."
- A free listing of registered dietitians practicing in sports, cardiovascular and wellness nutrition is now available from the Sports and Cardiovascular (SCAN) practice group of the American Dietetic Association. More than 400 registered dietitians are listed in the directory. To request services by topic and geographic location, call (312)899-0040, Ext. 4815.

We must strengthen the physical fitness programs in our schools and communities. Regular physical activity enhances both personal health and the vitality of our society. Establishing such activity as a habit for all of our citizens must be a national priority.

—Jimmy Carter

One of the most striking developments of recent years has been the phenomenal growth of participation in physical fitness activities. Each day nearly half of all Americans engage in some form of exercise or sport, and their number continues to increase. This is an encouraging trend, and I urge schools, communities, employers and others to support it by strengthening their physical fitness and sports programs.

—Ronald Reagan

Spring Into Action . . .

Celebrate National Physical Fitness and Sports Month.

“Fitness is Feeling Great”

**DEPARTMENT OF
HEALTH & HUMAN SERVICES**

The President's Council on
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Washington, D.C. 20001

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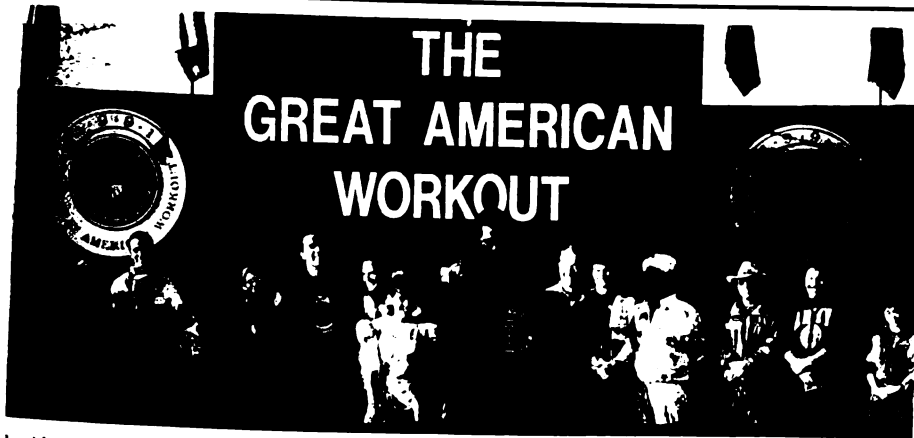
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MAY/JUNE

VOL. 91, No. 3



The Great American Workout



Mizell Leaves Council

Wilmer Mizell—nicknamed "Vinegar Bend" for his boyhood Alabama home of the same name—leaves his post as executive director of the PCPFS to accept a high-level position in the Department of Veterans Affairs, effective July 1. He is a veteran of the Armed Forces, serving in the United States Army from 1953-55.

Mizell came to the Council in September 1989, overseeing the day-to-day operation in the areas of program development, community services, federal-state relations, and information, in addition to supervising 16 employees.

He will be best remembered for his initiative to establish local councils on physical fitness and sports and to start a new program called Ambassadors for Fitness, using coaches, players, Olympians, etc. who will donate their time to speak out on physical fitness, sports and health issues. Also, he encouraged the introduction of the Participant Award which has been added this year to the President's Challenge Physical Fitness Award Program. For the first time, students who take the fitness test will receive an award for effort.

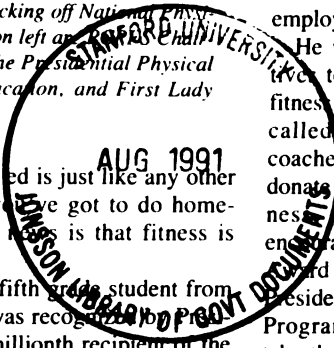
Best known for his outstanding baseball career with the St. Louis Cardinals and Pittsburgh Pirates and his representation of North Carolina's Fifth District in the United States House of Representatives for three terms, Mizell also served as assistant secretary of Agriculture for government and public affairs and assistant secretary of Commerce for economic development.

Early in his public career he served as chairman of the board of county commissioners for Davidson County, NC, where he learned that program effectiveness most likely occurs at the grassroots level. Hence, he embraced the same concept at the PCPFS that, in order to improve the fitness and health of Americans, local officials and volunteers should take charge of their own fitness destiny. As a result of his efforts, some 20

See MIZELL, page 8

THE GREAT AMERICAN WORKOUT

President Bush welcomes attendees to the second Great American Workout, kicking off National Physical Fitness & Sports Month. Flanked by well-known athletes and celebrities, on left are Arnold Schwarzenegger and Andrea Stafford, 10 millionth winner of the Presidential Physical Fitness Award. On the right are Lamar Alexander, new Secretary of Education, and First Lady Barbara Bush.



On a clear, beautiful morning on the south lawn of the White House, the second Great American Workout—focusing on youth fitness—was hosted by President and Mrs. Bush.

ing our kids that physical education is just like any other class, to get ahead you've got to do homework. And the good news is that fitness is fun."

Andrea Stafford, a fifth grade student from Muscle Shoals, AL, was recognized by President Bush as the 10 millionth recipient of the Presidential Physical Fitness Award.

The President and Schwarzenegger stopped at the 12 workout stations manned by various youth organizations, including the Boy Scouts (soccer), Department of Defense (wrestling), YMCA (basketball), Boys and Girls Clubs (gymnastics), Metro Police Boys' and Girls' Clubs of Washington, D.C. (rope jumping), Girl Scouts (aerobics), YWCA (volleyball), National 4-H Council (tennis) and Special Olympics. Other organizations represented at the Great American Workout II were the American Alliance for Health, Physical Education, Recreation and Dance (President's Challenge and Physical Best Awards) and the National Recreation and Parks Association (Youth Fun and Fitness Program). State of the art fitness equipment was demonstrated compliments of Cybex Strengths

See WORKOUT, page 8

In his remarks, the President saluted his new Secretary of Education, Lamar Alexander, former governor of Tennessee, pointing out that Alexander is leading the country on a new crusade for educational excellence and—in the President's mind—that includes education of the mind and also a fit body.

President Bush recognized the Chairman of the Joint Chiefs of Staff, Gen. Colin Powell, and commended those who serve under him on their fitness and superb performance in the Persian Gulf war.

PCPFS Chairman Arnold Schwarzenegger received kudos from President Bush for doing a great job and taking his fitness message around the country to governors, legislators, fitness leaders, educators, parents and the nation's youngsters.

The essence of the President's remarks on youth fitness follows: "We want to emphasize the importance of healthy bodies, bodies free from drugs, bodies charged with the vigor that exercise brings. We start by teach-

Memo from Mizell: Grassroots

The PCPFS unveiled a new program this spring called "Ambassadors for Fitness" involving Governor's Councils and Local Councils. Both will arrange for well-known sports figures—coaches, current and former athletes, Olympians—to speak out on physical fitness, sports and health issues among the state's youth, seniors, other adults and the corporate sector.

The program was kicked off in Raleigh, NC, on April 19 with support from the North Carolina Governor's Council on Physical Fitness and Health.

The fitness ambassadors will donate five to seven days per year to stress that regular exercise will greatly enhance the prospects for a healthier and longer life. For example, the fitness ambassadors will be called upon to appear at major sporting events and visit schools and senior citizen centers.

PCPFS Executive Director Mizell went to Coos Bay, located on Oregon's south coast, on May 21 to recognize the Coos County Local Council on Physical Fitness and Sports, chaired by Bill Otton. The Oregon local council is focusing on ways to improve youth fitness, so arrangements were made for Mizell to visit Milner Crest Elementary



"Vinegar Bend" Mizell poses with Presidential Physical Fitness Award winners from Ocean Crest Elementary School, Bandon, OR. Coos County local council member Sue Dodrill is in the background.

School to encourage the youngsters to get fit and also to participate in the President's Challenge youth physical fitness award program. "We need to teach in our schools the importance of good activities and physical fitness which can last a lifetime," Mizell said. He also visited Ocean Crest Elementary School in Bandon where he presented President's Challenge awards to students.

On May 2, a new Local Council on Physical Fitness and Sports was established in Greene County, OH by the board of Greene County commissioners. Russ Stine of the Recreation & Parks Department has been appointed chairman.

In Florida, a Local Council on Physical Fitness and Sports has been approved by the Clay County board of county commissioners. The members selected to serve on the council are Captain Charles S. Cornett, Dr. Raleigh W. Thompson, Jack Brooker, Chester Austin and Commissioner Mackie Christenson. Ken Bryan, program coordinator for the Clay County recreation department, will serve in an ex-officio capacity.

The Clay County council will promote the President's Challenge and Presidential Sports Award program, in addition to working towards construction of an 11-mile biking trail. It would be the first of its kind in north Florida and would attract many local bikers from Clay and surrounding counties.



PCPFS Executive Director Mizell does pull-ups with Sara Cunningham, girls' pull-up champ at Milner Crest Elementary School, Coos Bay, OR.

Rhoda Walk of Beachwood, OH is working to establish a Local Council on Physical Fitness and Sports in Cuyahoga County, OH. Her plans call for the local council to utilize the Presidential Sports Award in fitness walking for seniors and to sponsor a Seniors Day to give special recognition to those who are qualified for the award. □



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Editor: Ruth Ann Hockett

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People tell me that it was one of the most successful, action-packed two months in the Council's history—an 11-state tour of New England and the Mid-Atlantic region, a Council meeting, the Great American Workout at the South Lawn of the White House and on the Capitol steps, the National Youth Fitness Summit in Washington and several great national fitness promotions.

Certainly from the standpoint of visibility and getting the youth fitness message to the governors, educators, fitness leaders, parents, public and the youngsters themselves, the activities of April and May, 1991, would be hard to top.

USA Weekend ran a 24-page fitness issue in which the President's Council participated. As part of a survey, we provided fitness tips such as: set a goal, see a doctor before starting a vigorous workout program, don't rush, dump diets, admire and aspire, take a break from TV, eat well, count your calories and have fun. The survey flooded the PCPFS offices with some 11,000 requests for our Fitness Fundamentals booklet.

Of particular significance are the early returns from our visits to the states. Each of our visits includes a meeting with the governor, a workout with youngsters at a typical physical education class, a large youth rally, press conference and a summit meeting with key educators, state officials, youth leaders, etc.

We've gone to 24 states already and I'm tremendously impressed by the willingness of all these people to get behind this campaign to improve youth fitness. The governors with whom we talked, without exception, have pledged support. So have organizations such as the PTA, the various Governor's Councils, the state affiliations of the American Alliance for Health, Physical Education, Recreation and Dance, the National Recreation and Park Association, the Special Olympics, and many other groups. Some of the loudest responses we get during the fitness rallies occur when we tell the parents that they, too, have to be involved in this fitness movement because the schools can't do it alone, and they owe it to their children to help them develop the necessary good habits to become healthy and fit for life.

Some of the states already have rolled up their sleeves and started moving. These are just some of the results that come quickly to mind:

New Hampshire, Kentucky, Rhode Island, Maine, California and Pennsylvania have either started or pledged to start a Governor's Council on Physical Fitness and Sports or re-establish one that had been disbanded.

Chairman's Corner

Arnold Schwarzenegger

Missouri has produced three television public service spots, one involving our visit to East Elementary School, another with Governor John Ashcroft and the third with Governor Ashcroft and Missouri basketball coach Norm Stewart.

All 11 states on our recent New England-Mid Atlantic tour have established youth coalitions, along with a number of other states, to map strategies to help improve youth fitness and increase quality physical education in their schools.

Governors Schaefer of Maryland and McKernan of Maine are among those who indicated they would meet with district superintendents to demonstrate their support for more physical education in their schools.

Almost without exception, the Governors have pledged to look into ways of using school facilities after school to promote physical fitness in partnership with the Department of Education and the Recreation and Park Association.

Without exception, superintendents have pledged to seek ways to eliminate the junk food in school vending machines.

Virtually all the states agreed to have state versions of the Great American Workout on their capitol grounds next May, if possible. Several already started this May with either the Great American Workout, Project A.C.E.S. or Employees Fitness Day programs.

Governors uniformly agreed on the advisability of keeping physical education specialists and not putting an extra load on regular teachers, pledging to do what they can to prevent reductions.

Several governors indicated they would seek to establish a "Governor's Cup" or similar incentive to reward schools with good physical education programs. Illinois began procedures to participate in the PCPFS Demonstration School recognition program.

Wisconsin has established a State Standard Evaluation team to visit all schools to see if they are complying with the state mandate on physical education—elementary, three times a week; middle school, weekly; high school, three out of four years. Other states have indicated they will do something similar.

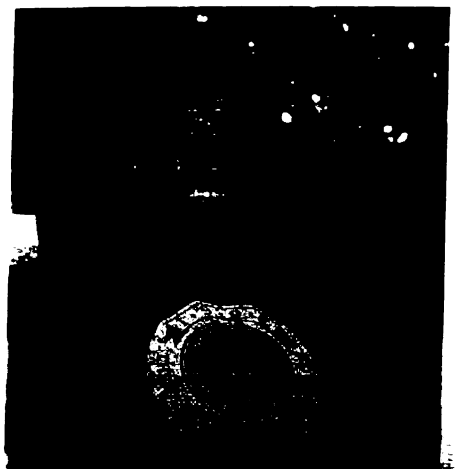
Indiana, among other things, started a program to evaluate and recognize outstanding physical education/fitness programs around

the state, sponsored its first Statewide Youth Fitness Festival, encouraged school physical education departments to adopt a business for a day so that students could share their knowledge about exercise and fitness with adults, conducted eight regional fitness workshops for physical education teachers, began developing a book "Winning Physical Education Ideas," and set a goal that by 1996 at least 50 percent of students in K-12 participate in quality, daily physical education.

Those are just some of the steps taken. We would appreciate hearing what has happened in your state. We need your input—and your help—to make this youth fitness campaign produce the improvements we all so desperately want to see. □

Schwarzenegger Receives National Leadership Award

President Bush presented PCPFS Chairman Arnold Schwarzenegger with the Simon Wiesenthal Center's National Leadership Award at a star-studded dinner held at the Century Plaza Hotel in Los Angeles, CA. The center is dedicated to the study of the Holocaust. Proceeds from the event will be used for the center's planned Museum of Tolerance according to Rabbi Mavin Hier, dean of the center.



Schwarzenegger, proudly displaying the Council seal, works out on fitness equipment at the Great American Workout.

Canton's Sizzling Fitness Celebration

On the hottest day in 77 years in Canton, OH, the Canton Local Council on Physical Fitness and Sports sponsored its first May Youth Fitness celebration on May 29.

More than 1,500 fourth graders from Plain Local and the Canton city schools, 100 teachers and school administrators, and about 80 YMCA staff and volunteers accepted "The Challenge."

Don Scott Field was jumping from 9:30-11:30 a.m., with kids' jumping and stretching, kicking and having a great time completing the curl-up and flexibility tests, which were the last two elements needed to complete the President's Challenge Youth Physical Fitness test.

The youngsters were led in aerobic routines, parachute routines, a massive "Simon says", a banner parade and other activities by

local celebrities including Jud Logan, two-time Olympian who holds the national record for the hammer throw.

Suzanne Timken, vice chairman of the PCPFS and chairman of the local council, presented an autographed picture and letter from Arnold Schwarzenegger to Renee Leeders, a fourth grader from Harter Elementary School whose slogan "President's Challenge in '91, Physical Fitness for Everyone" was chosen for this year's event.

Superintendents Bob Henderson (Canton city schools) and Larry Morgan (Plain local schools) and sponsors who supported the event—including McDonald's, Timken Company, Aultman Hospital, Timken-Mercy Medical Center and the Ohio Jaycees—were on hand to participate in the festivities.

The director of Canton's local council on physical fitness and sports, Constance M. Clark, directed the youth fitness event.

In addition to receiving free T-shirts, the youngsters were presented the new Presi-

dent's Council "Participant" Physical Fitness

Healthlink TV Highlights PCPFS and Fitness

Healthlink Television, a nationwide doctor's office video education service produced by Lifetime Medical Television under the auspices of the American Academy of Pediatrics, produced a segment on children and fitness appearing in doctors' offices during the month of June.

The segment, titled "Fitness and Exercise", focused on youth fitness and featured PCPFS Chairman Arnold Schwarzenegger exercising and talking with schoolchildren during his visit to Massachusetts in April. The overriding theme was that our children are the future of America, but studies show they are out of shape. Schwarzenegger pointed out that 50 percent of girls ages 6-17 and 30 percent of boys ages 6-12 cannot run a mile in less than ten minutes. As a result of poor physical fitness habits among America's youth, children today are "sicker, slower, unhealthier and fatter," according to the PCPFS chairman.

Health problems which can result from physical inactivity in childhood include heart disease, stroke, obesity and high blood pressure. Healthlink reports the reason so many children are out of shape is the American lifestyle.

The Flynn family was featured in the videotape to highlight the importance of family fitness. Mrs. Flynn works out three times a week at the Y with her 13-year old son, noting that his self image has improved as a result, while Mr. Flynn coaches his daughter's softball team. Team sports are not rec-

ommended for children under six nor are team sports alone enough to maintain fitness in children.

A child's fitness is measured in five ways, according to Healthlink:

- Muscular strength**
- Endurance**
- Flexibility**
- Body fat vs. lean muscle**
- Heart/lung endurance**

Scientists say that high cholesterol in children may be related to excessive television watching and too many high-fat snacks.

So, Healthlink's advice to parents is to limit their children's excessive TV viewing and discourage them from eating foods high in fat content.

Chairman Schwarzenegger, who has an easy rapport with kids, tells the children to encourage their parents to exercise with them, thus making fitness not only fun but a family affair.

Federal Fitness Day

Celebrated on May 15 in the Nation's Capital, the Federal Interagency Health and Fitness Council sponsored Federal Fitness Day in which 1,113 teams registered for the fun run and fun walk, with an estimated 7,000 Federal employees participating.

Some of the government teams participating included the EPA Reguleggers (Environmental Protection Agency); Capital Markets (Federal Deposit Insurance Corporation); Lean Mean Intervention Machine (Office of Personnel Management); Coast Guard Sounders (U.S. Coast Guard); Peep Squeak

Governor's Council on Physical Fitness and Sport, traveled 10,500 miles—farther than any other participant—to attend the Great American Workout and the National Youth Fitness Summit in Washington, D.C.

His commitment to fitness is reflected in the activities of the Guam Governor's Council which include:

- Celebrating the third annual Guam Employee Fitness Day on May 15.
- Calling for legislatively-mandated elementary physical education programs which are currently lacking.
- Initiating fitness testing on the elementary level.
- Fostering new sports programs: Age 35 and over softball and basketball programs and a high school baseball program.

Guam Congressman Ben Blaz and Well extended an invitation to PCPFS Chairman Schwarzenegger, on behalf of Governor Joseph Ada, to include Guam on the chairman's 50-state itinerary.

Historic U.S. Capitol Fitness Bash

Under a blazing sun on the West Front of the U.S. Capitol, Speaker of the House of Representatives Tom Foley, on behalf of the U.S. Congress, welcomed participants and spectators to the "Hill's" version of the Great American Workout II.

PCPFS Chairman Schwarzenegger led a contingent of athletes and celebrities to the Capitol stage where he gave opening remarks on the importance of youth fitness in America.

Sports demonstrations took place in skiing, karate, gymnastics, ice skating, jumping rope and on fitness equipment.

PCPFS members Myrna Partrich and Christine Silkwood led more than 1200 youth in aerobics.

High school bands from Washington, D.C. and the surrounding area put everyone in an upbeat, fitness mood, while Schwarzenegger demonstrated his rope jumping skill, joined by Rep. Ron Dellums of California, a longtime fitness enthusiast.



PCPFS members Chris Silkwood (right) and Myrna Partrich (background) lead aerobic exercises at the Capitol.

National Youth Fitness Summit

Upon being introduced by Faith Daniels of NBC's TODAY Show and Closer Look, PCPFS Chairman Schwarzenegger received applause from an excited and enthusiastic audience of several hundred attendees to the National Youth Fitness Summit when he simply said that "every child has the right to be fit." Schwarzenegger talked about his national fitness campaign to improve youth fitness through required daily quality physical education classes in the nation's schools, greater parental involvement and more innovative community programs.

Participants in the May 1-3 summit held in Washington, D.C. included Surgeon General Antonio Novello, Secretary of Housing and Urban Development Jack Kemp, and Secretary of Health and Human Services Louis Sullivan.

Dr. Sullivan closed the conference with some hard-hitting and thought-provoking remarks about the importance of physical fitness. He said, in part: "Regular physical activity can help to prevent and manage coronary heart disease, high blood pressure, noninsulin-dependent diabetes, osteoporosis,

obesity, and even mental health problems such as depression. Regular exercise has also been associated with lower rates of colon cancer and stroke, and may be linked to reduced back injury. On average, physically active people out live those who are inactive."

Further, Secretary Sullivan stated that "to achieve our goals, we must convince our education, community, business and political leaders that physical education and facilities for physical exercise are not frills or luxuries. They are beneficial and necessary services."

In addressing education in America, Dr. Sullivan recited the popular phrase, "a mind is a terrible thing to waste." He drew the analogy that the human body, the most remarkable machine known to mankind, cannot be wasted either. He called on America's schools to have three basic goals for physical education: "to produce physically fit youth; to teach the relationship between physical activity and physical fitness and health; and to provide the skills, knowledge and motivation to help them lead active, healthy and productive lifestyles throughout adulthood." □



Former Member of Congress Wilmer Mizell enjoys a visit with Congressman Ben Jones of GA (left) and Congressman Ron Dellums of CA (right).



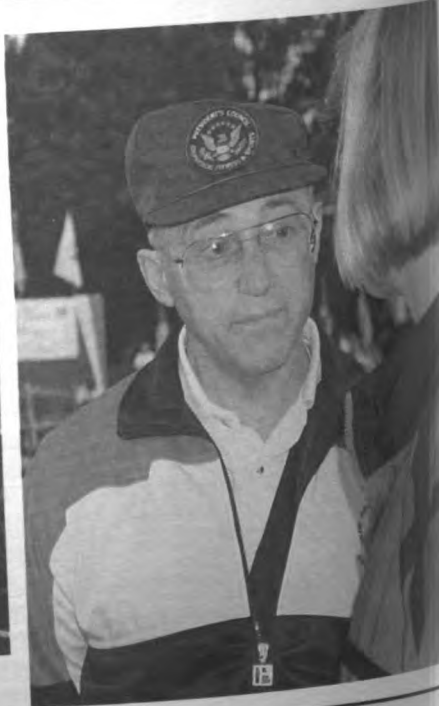
Chairman Schwarzenegger demonstrates his rope jumping ability.

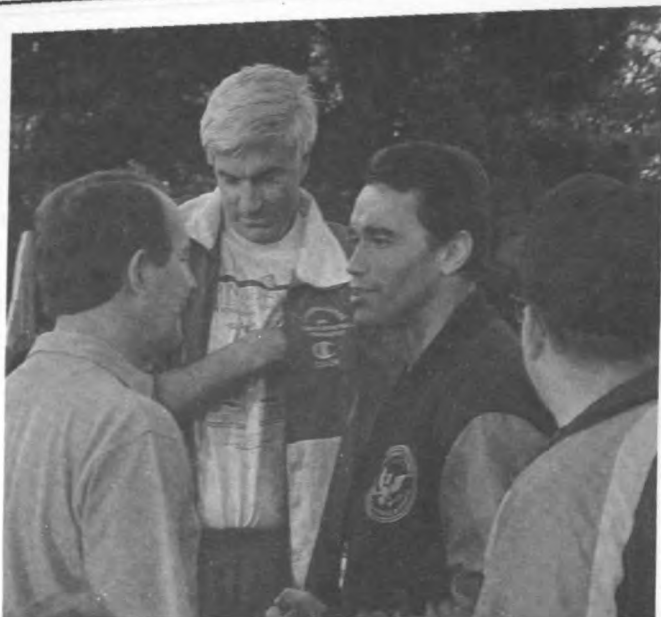
Healthy People 2000

Healthy People 2000 is a national strategy for improving the health of the American people over the next ten years. Getting Americans to engage in physical activity is *number one* of 22 priority areas in which goals have been established for improvement—to measurably reduce premature death and needless disease and disability in our nation.

Communities can hop on the Health and Fitness bandwagon by getting involved in the *Healthy Difference Program*, an outreach initiative to communicate vital health messages via the U.S. Department of Health and Human Services network.

The first five topics highlighted in the Healthy Difference Program are: Physical activity, immunizations, alcohol, diet, and smoking.





NBC TODAY Show weatherman Willard Scott and Arnold.

Judi Sheppard Missett, Jazzercise founder, with Lois Hale, contractor to PCPFS.

Council member Dr. Don Cooper, with Mrs. Cooper, wants YOU to get fit.

Jeff Bostic, center for Washington Redskins, and Janie Diehl, PCPFS executive secretary.

Kristi Yamaguchi, women's figure skating champion.

James Lorimer, Council member, with Ruth Ann Hockett, PCPFS deputy director of Information.

Chairman of the Joint Chiefs of Staff Colin Powell with Masters swimmer Dr. Jane Katz.

Carol Darling, Technical Services, OASH, served as photographer for PCPFS.

Steve Guback, PCPFS director of Information.

Dr. Ruth.

Chairman Schwarzenegger gets acquainted with Secretary of Education, Lamar Alexander (left) and Maryland Congressman Tom McMillen (center).

Maryland 4-H member John DiBenio shows his tennis ability under pressure in returning Pam Shriver's volley. Tennis partners Arnold Schwarzenegger and President Bush admire his skill, as the rest of the Maryland 4-H'ers look on. (Photo courtesy of Mike Ambrose)

Golfer Lee Trevino, and Donna Young, Technical Services, OASH.

TV star Alyssa Milano and PCPFS member, Dr. Sammy Lee.

Jane Blalock, Council member.



News Briefs

- The National Athletic Trainers' Association, Inc., Dallas, TX, informed the PCPFS that the NATA board of directors passed a resolution in support of PCPFS efforts to convince the nation's educators that a healthy body is as important as a healthy mind and that youth fitness should receive high priority.
- Jerry R. Junkins, chairman, president and chief executive officer of Texas Instruments, Inc., was named 1991 Employer of the Year by the National Employee Services and Recreation Association (NESRA). Junkins received the NESRA honor because he has developed an organizational culture that places a high value on people and tries to couple individual goals with company goals. He strongly supports employee services and recreation programs and is an active participant in such programs.
- Members of the National Association of Governors' Councils on Physical Fitness & Sports (NAGCPFS) voted to re-elect their current slate of officers for another one-year term. The officers include Lois M. Shofer, Ph.D. (MD), president; Jeffrey C. Sunderlin (IL), president-elect; and Allan J. Ryan, M.D. (MN), past president.
- 1991 is the 100th anniversary of the sport of basketball, which was invented by James Naismith, a student and teacher at the International YMCA Training School in Springfield, MA, now Springfield College. In 1891, Naismith came up with the new game using a large ball and two peach baskets. More than 70 percent of the 2,000 Y's across the country offer a youth basketball program. Many Y's also have adult leagues and pick-up games for young people and adults.
- The Sporting Goods Manufacturers Association reports the results of a study by American Sports Data which indicates basketball participation between 1987 and 1989 rose by 5.2 percent from 35.7 million players to 37.6 million, making basketball the most popular team sport in the United States.
- York Onnen, PCPFS director of program development, represented the PCPFS at the All-American Walkers Rally & Health & Nutrition Expo in San Jose, CA, May 31-June 1. He promoted the Presidential Sports Award categories for fitness walking, endurance walking and race walking.
- Christine Spain, PCPFS special assistant for research and development, represented the Council at the 38th Annual Meeting of the American College of Sports Medicine held May 29-June 1 in Orlando, FL. A number of sessions focused on exercise in special populations including women, the elderly, disabled, chronically ill and people with AIDS. In addition, presentations were made on "Eating Disorders in Athletes" and "Dying to Win: rEPO, Blood Doping and Athletes".
- For the first time, the PCPFS was represented at the National Rural Health Association annual conference, held in Seattle, WA, May 19-22. This year's theme was "Rural Health: Harvesting Our Experience." Wilmer Mizell, PCPFS executive director, spoke on the role of the President's Council, its programs, and new initiatives, including local councils on physical fitness and sports. The conference was attended by physicians, nurses, hospital administrators, medical clinic directors, public health officials and educators from rural areas.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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Washington, D.C. 20001

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WORKOUT, from page 1

System, Life Fitness, Schwinn Cycling and Fitness, Sears Roebuck & Co., and Weider Co.

On hand at the White House for the fitness extravaganza were Tony Orlando, who led the audience in patriotic singing, athletes Mary Lou Retton, Olga Korbett, Carl Lewis, Charles Mann, Bruce Jenner, Lee Trevino, Kristi Yamaguchi, and Edwin Moses, among others, and celebrities including Macaulay Culkin, star of the hit movie, "Home Alone," Four Boys and A Babe, Cathy Lee and Frank Gifford, Alyssa Milano, and Dr. Ruth.

The crowd applauded as President Bush declared the month of May National Physical Fitness and Sports Month.

Along with Chairman Schwarzenegger, accompanied by his wife, Maria Shriver, daughter Katherine and his mother, PCPFS members who participated in the second Great American Workout and resounded the call for "fitness for all" included Jane Blalock, Dr. Donald Cooper, James Gilmore, Dr. Sammy Lee, James Lorimer, Myma Parrish, Dr. Cory SerVaas, Pam Shriver, Christine Silkwood, Vice Chairman Suzanne Timken, Peter Vidmar and Gary Visconti.

Sponsors of the Great American Workout II were Coca Cola Company, USA; Hardee's Food Systems, Inc.; Planet Hollywood; and Sears Roebuck & Co.

The Great American Workout II was produced and directed by Robert K. Gubitos. Events Only Inc.

MIZELL, from page 1

local councils have been established in 14 states, to highlight better fitness and health practices for the nation's youth, senior citizens, other adults, special populations, and the corporate sector.

Janie Diehl, a native of Portage, PA, with 31 years' Federal experience, also leaves the Council to continue to serve as Mizell's executive secretary at Veterans Affairs.

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Butterfield Named Fitness Executive Director

Capt. John A. Butterfield, USN (Ret.), a 30-year veteran who has been active for the last two years as a consultant/executive director in developing major health and fitness projects, has been named executive director of the President's Council on Physical Fitness and Sports.

"We are fortunate in having someone with John's great leadership and experience to guide the Council on its day-to-day operations," said Arnold Schwarzenegger, Council chairman. "John will continue our emphasis on improving the fitness of American youth while also working toward programs that will encourage adults, seniors, the disabled and minorities to become more physically active. We look forward to a stimulating period with new ideas and programs to truly make the 90's the Fitness Decade."

Butterfield succeeds Wilmer (Vinegar Bend) Mizell, the former major league baseball pitcher and Congressman who left the Council in July to become Deputy Assistant Secretary for Intergovernmental Affairs in the U.S. Department of Veterans Affairs.

Upon retirement from the Navy in 1989, Butterfield became a consultant/program manager to the Center for Corporate Health, a subsidiary of Travelers Insurance of Hartford, bringing a new program called "informed care" from the concept stage to full operation. Butterfield then was selected as executive director of the National Fitness Leaders Association, leading it to become a valuable asset in the fitness and health movement in the United States.

Butterfield's 30-year military career involved service as a commanding officer, high level staff officer, combat pilot, academician and training expert, Naval attache and intelligence specialist.

At the climax of his outstanding career, Butterfield, in 1986, was named Chief of Staff of the U.S. Naval Air Force Pacific Fleet. As such he played a vital role in the administration, operations and performance of a force numbering 65,000 personnel, including seven aircraft carriers and 17 Naval Air Stations and bases ranging from the West Coast to the Indian Ocean and the Persian Gulf.

While in this capacity, Butterfield was instrumental in instigating and implementing an aggressive health promotion and fitness program called "Fighting Fit," which impacted on Naval personnel, their families and children and influenced other organizations throughout the Navy.

An accomplished runner and triathlete, Butterfield has run in more than 60 marathons, including the 1972 Olympic Trials, the 1977 New York City Marathon, the 1988 Los Angeles Marathon and the Boston Marathon seven times. He also is active in swimming, bicycling, "in-line" skating (rollerblading), step aerobics, volleyball and walking.

Butterfield's focus on fitness has been evident throughout his career. A graduate of the U.S. Naval Academy in 1959, Butterfield also was a physical education instructor there, teaching swimming, soccer and conditioning during the summer of 1959. While serving with an Anti-Submarine Squadron and a Flight Training Squadron, and also as a light attack pilot in Vietnam, Butterfield organized squadron sports and recreation programs in addition to his professional duties. He founded the Corpus Christi Roadrunners, the Beach-to-Bay Relay Marathon and earlier the Iran Roadrunners, while serving as Naval Attache in Iran during 1973-75. He also was a volunteer and member of "Delta Force", which went to the Iranian desert in 1980



Capt. John A. Butterfield
USN (Ret.)
Assumed PCPFS ED Post
Aug. 26

in an attempt to rescue American hostages from the Embassy in Teheran.

While at the Pentagon during 1982-83, one of Butterfield's collateral duties was to serve as Coordinator for Physical Fitness for the Department of Defense, which involved liaison with the President's Council on Physical Fitness and Sports. He also has worked closely with the Association for Fitness in Business, the National Association of Government Physical Fitness and Sports and the Federal Inter-agency Health and Fitness Council. In 1984, Butterfield was honored as one of 10 Americans selected for 1991 Healthy American Fitness Leader Award.

Butterfield received a Master of Public Administration degree from Harvard University.

Grassroots

Suffolk County Establishes Local Council

Patrick Halpin, Suffolk County, NY, County Executive, announced the formation of a Suffolk County local council on physical fitness, and appointed Dr. Jack Foley, of East Setauket, as executive director.

The local council will lead efforts to improve physical fitness and sports opportunities for all citizens, inform the public concerning the importance of being physically fit, assist county schools in developing quality programs with an emphasis on physical fitness, serve to recognize outstanding contributions and achievements in sports, and conduct local public service information campaigns.

The Suffolk County local council's first effort was a school certificate program. More than 10,000 certificates were distributed to sixth graders (60 percent of the sixth grade population in the



Suffolk County, New York establishes a local council on physical fitness. Pictured left to right are Dr. Jack Foley, executive director, of East Setauket; Stephanie Bland of Holbrook, Suffolk County PTA; George Waldbauer of Yaphank; NY Islander Bob Nystrom of Carle Place; Patrick Halpin, Suffolk County Executive; Thomas McAteer, Chief Deputy County Executive; Richard Finn, Suffolk County Commissioner of Parks; Kathleen Roberts of Kings Park; Robert Hynes of Northport, and Dr. Robert Otto of Hicksville. Not present: Judy Ingram of Center Moriches and Dr. Blyznak of Port Jefferson Station.

county) who participated in some type of physical testing program in their schools.

Projects being considered for next year include continuation of the school certificates, development of a "role model" program spearheaded by Bob Nystrom, former New York Islander hockey player, development of a program to recognize fitness activities by civic groups, scouting groups, senior citizen clubs and other community organizations.

Other Local Councils Organized

The Greene County, Ohio, Board of Commissioners established a local council on physical fitness and sports and appointed seven members whose terms began July 23, 1991 and terminate July 1994.

The members are: Elaine Shawhan, Ed Rhoads, Marilyn Court, Kelli Lowe, Jane McCormick, Alan Jones, and John Zryd. Russell Stine, Jr., program supervisor, Greene County Recreation & Park Department, spearheaded efforts to start the local council.

* * *

On June 11, 1991, the Marquette County (MI) Board of Commissioners passed a resolution establishing a local council on physical fitness and sports. The council's focus will be to promote

youth fitness in the Upper Peninsula area, with Northern Michigan University's Department of Health, Physical Education and Recreation playing a major role in developing local council priorities and goals.

The members of the Marquette County local council—educators, health and fitness professionals, recreation leaders, and businessmen—are: Larry Bergwall, Colleen Bittner, Paul Churchville, Mary Dawson, Jennifer Grondin, M. Cameron Howes, Mitch Lazeren, Dr. John Lehtinen, Karen Ogles, Lynn Paulsen, Paula Saari, Marian and Roland Schwitzgoebel, Barb Silta, Al Strasser and Dr. Robert Wood.

* * *

Other areas of the country where plans are currently under way to establish a local council include: Hilton Head Island, SC; Tupelo, MS; and Lancaster County, PA.

* * *

The first local council addressing the fitness needs of Native Americans has been established on the San Carlos Apache Indian Reservation, San Carlos, AZ.



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Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, Jane Blalock, Donald L. Cooper, M.D., Christine Evert, Thomas J. Fatjo, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Earvin "Magic" Johnson, Jackie Joyner-Kersey, Richard W. Kazmaier, Jr., Sammy Lee, James Lorimer, Myrna L. Partrich, Juan "Chi Chi" Rodriguez, Cory SerVaas, M.D., Pamela Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti.

Staff members are John A. Butterfield, executive director; Matthew Guidry, Ph.D., deputy Executive Director; Steve Guback, director of Information; York E. Onnen, director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Christine Spain, special assistant to the Executive Director for Research, Planning & Special Projects; Ruth Ann Hockett, deputy director of Information; Louise King, Program Management officer.

Editor: Ruth Ann Hockett

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Schwarzenegger Receives Eisenhower Award

PCPFS Chairman Arnold Schwarzenegger was presented the 1990 Dwight D. Eisenhower Fitness Award by Dr. Thomas P. Rosandich, president of the United States Sports Academy, on August 1, 1991.

The award is given to a person who has shown outstanding achievement in fitness and has contributed to the growth and development of sport fitness through outstanding leadership.

Past honorees include President Bush, who is an outstanding role model for fitness and outdoorsmanship, and movie star Sylvester Stallone, who has redefined the meaning of "getting in shape" through his "Rocky" and "Rambo" characters.

The United States Sports Academy, located in Daphne, AL, is a private, accredited graduate school of sport studies offering the Master of Sport Science degree in Sport Coaching, Fitness, Management and Medicine.

Sports Awards Get Boost

Golden Rule Insurance Company, headquartered in Indianapolis, IN, with 13 regional marketing offices and about 1,000 employees, announced that the PCPFS Presidential Sports Award will serve as its corporate fitness program for 1991-92. The company also offers aerobic classes and weight control sessions for the staff.

Golden Rule is a 50-year-old privately-held life insurance company and a provider of innovative customer oriented life, annuity and long-term care products. The Chairman of the Board is J. Patrick Rooney and the President and Chief Executive Officer is Jack Whelan.

Angie Chanley, coordinator of Golden Rule's fitness program, pointed out that "Indianapolis is the sports capital of the world, and it only seems natural for us as an insurance carrier to be involved in this national promotion to help make our staff more fit. We have told our staff that while the program is voluntary, it is a wonderful way to earn self-confidence and pride while getting fit."

Chairman's Corner

Arnold Schwarzenegger



For the first time, students with special needs will be eligible for the Presidential, National and Participant physical fitness awards as part of our President's Challenge program. It's a development that pleases me greatly.

On all our visits to various states, which now number 25, we've stressed the fact that "Everybody has the right to be fit." This is a philosophy in which I strongly believe. Since 1977, I've worked closely with the Special Olympics as the national strength and weight-training coach. I've seen the impact that physical fitness can have on the lives of individuals with mental retardation.

As you probably know, Eunice and Sargent Shriver, my wife Maria's mother and father, started the Special Olympics 23 years ago when many people felt those youngsters belonged in the hospital or locked up in their homes because they never would be able to adapt to a normal life. Anybody who saw the International Special Olympics in Minneapolis in July would have to be inspired. They saw people running, jumping and swimming. They saw youngsters and adults with real handicaps fight through those handicaps on sheer will, athletic talent, excellent coaching and team support. They are the true athletes, the true heroes, because of what they have been able to accomplish.

In a way, physical fitness may be even more critical for those persons with a handicapping condition than for others. Those who have lost the use of their legs need strong shoulders and arms to be able to get around. Fitness also helps maintain independence and can lift self-esteem, particularly among young people.

Unfortunately, we see that, in many cases, a disability also can lead to a negative downward spiral and a sedentary lifestyle. It's no coincidence that studies show a high incidence of cardiovascular disease among the mobility impaired.

For those reasons, we must provide

encouragement and motivation for all those youngsters with special needs. We hope the changes in the President's Challenge will serve this purpose. The instructor will certify that the youngster has been participating in an appropriate physical fitness program and then will establish the modifications or substitutions that are necessary in any of the five Challenge test items because of the handicapping condition.

For example, a grip strength test may be used instead of the pull-ups for a youngster with an arm disability. Or a stationary bike may be used to test cardiovascular condition in some cases. Before making any accommodations, the instructors must be sure that the student cannot perform the test item or items as written.

The instructor will judge that the individual has performed each of the five test items and/or necessary modifications or substitutions at his/her Fitness Award age group qualifying standards or at a level equivalent to a Presidential, National or Participant level of performance for a boy or girl this age with this condition. Full details are in the Council's "Get Fit" booklet, which is available upon request.

We look forward to an upsurge in the fitness of all youngsters and hope the changes in the President's Challenge will stimulate it for those with handicapping conditions. We owe our children, this country's greatest asset, nothing less.

BUTTERFIELD, from page 1

degree from the U.S. Naval Academy. He also is a graduate of the Naval War College in Newport, RI and the Armed Forces Staff College in Norfolk, VA. He is the recipient of more than 20 individual military decorations, awards and citations. In 1978 he won a prestigious national honor from the Navy League of the U.S., the John Paul Jones Inspirational Leadership Award.

Hershey's National Track & Field Youth Program Celebrates 14th Year

The largest youth sports program of its kind in the United States, the Hershey National Track & Field Youth Program is sponsored by the PCPFS, the National Recreation and Park Association, and the National Association for Sport and Physical Education in cooperation with Hershey Foods Corporation, the sole funding sponsor.

Designed to promote physical fitness, participation, friendship and sportsmanship among youth, the Hershey National Track & Field Youth Program involved over 600,000 youngsters in nearly 3,000 communities during 1991.

On Saturday, August 17, the Final Track Meet was held at Henry Hershey Field, Hershey, PA. Four-hundred eighty youngsters, selected from local, district and state meets in all 50 states and the District of Columbia competed in events including the long jump, softball throw, relays, and the 100, 200, 400, 800, and 1600 meters.

The program is open to all children 9 to 14 years of age. No entry fees are required. Youngsters first participate in local meets held by volunteers from the

National Recreation and Park Association and the National Association for Sport and Physical Education. Winners advance to district and state meets. State finalists are eligible to participate in the national final.

To ensure fair representation of participants from all 50 states and the District of Columbia, a minimum of five and no more than 25 state finalists are selected from each state to be part of the regional team attending the national final. All-expense-paid trips are provided to the state finalists.

Rafer Johnson, 1960 Olympic decathlon Gold Medalist and final torch bearer in the 1984 Los Angeles Olympic Games, is the national spokesperson for the Hershey Youth Program.

PCPFS Chairman Schwarzenegger sent a message for the event reinforcing the PCPFS' commitment to educate the public about the importance of youth physical fitness and commending Hershey Foods for complementing the Council's efforts. Ruth Ann Hockett, PCPFS deputy director of Information, represented the Council at the final meet.



Records were set at Hershey's 14th National Track & Field Meet on Aug. 17, co-sponsored by the PCPFS.

A.C.E.S. Celebrations are a Hit

Louisiana School Honors U.S. Marines

Some 300 students in grades K-12 from Covington, LA's Northlake Christian School—all dressed in red, white and blue to celebrate the end of the Persian Gulf war and to honor the 10 Marines from the New Orleans Naval Air Station who led them in exercises—participated in All Children Exercising Simultaneously (A.C.E.S.) on May 9.

To kick off the youth fitness event, a proclamation by Louisiana Governor Buddy Roemer declaring May as Physical Fitness month was read to the student body, followed by a presentation of "Governor's Awards" for the Marines' participation in the A.C.E.S. project. A letter of encouragement and support from PCPFS Chairman Schwarzenegger also was read.

Just before the exercises began, the students performed a choreographed flag routine to "God Bless America." Then, the Marine drill sergeants led the children in exercises, and it was not long before the youngsters were "falling in line" and sounding off in cadence. The excitement was overwhelming with spontaneous cheers and applause following each exercise.

As Pam Erickson, department head of the school's physical education department, so poignantly said, "The Marines' hearts were touched by the love of the children, and the children embraced a renewed passion for exercise and physical fitness. What a winning combination!"

* * *

Illinois "Aces" the Nation

According to the Illinois Association for Health, Physical Education, Recreation & Dance, Illinois registered 596 schools—tops in the nation—with 180,000 school children participating in the All Children Exercising Simultaneously Day to promote youth fitness.

PCPFS in the Media

Youth fitness and the importance of good fitness habits is the theme of the latest PCPFS public service television announcement, which features chairman Arnold Schwarzenegger.

"As a parent, I appreciate the importance of education, but I also appreciate the value of teaching our children good fitness habits," says Schwarzenegger, while mingling and exercising with youngsters in an outdoor setting.

"With all proven benefits of regular exercise, you can see why physical education is so important to their future," Schwarzenegger continues. "Our children need healthy hearts to grow into healthy adults. So let's be sure they grow up smart *and* fit ..."

The trademark PCPFS jingle, "Fitness Is Feeling Great," is heard as the Council logo appears. The logo spins to reveal Schwarzenegger. "And if you're *still* not convinced," he says with a smile, using his popular movie line, "I'll be back."

The public service announcement, with closed captioning for the hearing impaired, is produced in 30- and 20-second versions. The tapes were sent to all the major networks and to the top 300 individual stations covering all 50 states.

* * * *

A print public service announcement on the same theme also has been distributed to 1,400 magazines and newspapers nationwide. Produced in four sizes, the print ad shows a graduation cap and a pair of gym shoes with the headline: "Let's Be Sure Our Children Grow Up Smart *And* Fit."

The text reads in part: "We know our children won't get very far in the world without a good, working knowledge of the '3 R's'; that's why school is such an important part of their lives. But there's another part of their education that's just as important to their future—*physical* education.

"The healthy hearts they develop now will go a long way toward helping them grow into healthy adults. And the good fitness habits they learn can stay with them for a lifetime. So let's encourage our children to exercise their minds. But let's be sure they do the same for their bodies."

The television and print advertisements were produced for the PCPFS by Professional Media Services, Inc., of Newton Falls, MA.

* * * *

Chairman Schwarzenegger's recent 10-state tour of New England and the Mid-Atlantic region was featured in a cover story by the Sunday "Washington Post." ... Another cover story about his visit to New Hampshire appeared in Network Publications ... A multi-colored "Fitness Is Fun" poster, featuring Schwarzenegger and children involved in various fitness activities, has been produced as a public service by U.S. Games and is being distributed to schools and youth organizations nationwide.

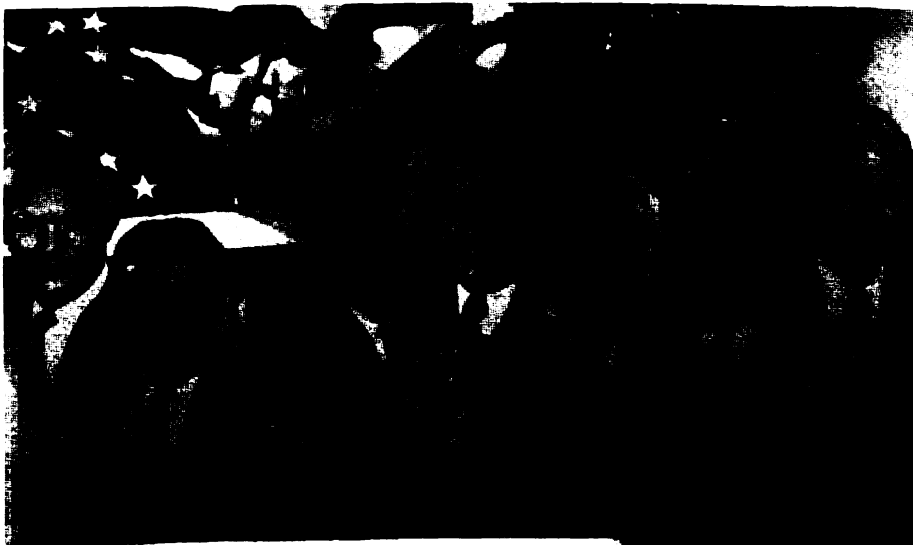
"Everybody Who Strives for Fitness is a Winner!"

The PCPFS' President's Challenge posters for 1991-92 depict the Presidential portrait commemorating the Council's 35th anniversary year and carry the slogan, "Everybody Who Strives for Fitness is a Winner!"

The posters will be sent to 114,000 schools nationwide, including public and private elementary through secondary, Department of Defense, and Indian reservation schools. District athletic directors and state department of education physical education directors also will receive the Challenge mailing.

Beginning with the 1991-92 school year, the Participant Award has been added to the President's Challenge. Students ages 6-17 who take the fitness test will receive an award for effort. The Presidential and National Physical Fitness Awards will continue to recognize achievement at the 85th or 50th percentiles.

The President's Challenge program, which began in 1966 with the implementation of the Presidential Physical Fitness Award, will be highlighted at exhibits planned at six national conventions during the 1991-92 school year.



Let's
Be Sure Our
Children Grow Up
Smart And Fit.

We know our children won't get very far in the world without a good, working knowledge of the '3 R's'. That's why school is such an important part of their lives. But there's another part of their education that's just as important to their future—*physical* education.

The healthy hearts they develop now will go a long way toward helping them grow into healthy adults. And the good fitness habits they learn can stay with them for a lifetime. So let's encourage our children to exercise their minds. But let's be sure they do the same for their bodies.

The President's Council on Physical Fitness and Sports

New ED Focuses on Fitness

Words simply cannot describe how excited (and challenged) I am to be your new Executive Director of the President's Council on Physical Fitness & Sports. It is an opportunity for me to again serve our great country, and to help make it even better. I retired as a Captain from the U.S. Navy on July 1, 1989 after 30 years of active duty, and I worked hard to help people, programs, and the nation. I want to do more of the same.

I feel most fortunate to be joining a super fitness and health team led by our President, George Bush, as well as Chairman Arnold Schwarzenegger, Secretary of Health & Human Services Dr. Louis Sullivan, Assistant Secretary of Health/leader of the Public Health Service Dr. James Mason, and all of the Members of the Council and the PCPFS Staff.

I am a "team player" who wants to work with the many government organizations and agencies (federal, state, and local), the dedicated individuals, and committed groups and associations around the country who contribute to the fitness and health of the U.S. Let's try not to let differences get in the way of the progress that we all want. A united front can accelerate efforts to foster fitness. The country needs all of us, for the "health" of it, and because there is significant linkage with education and the economy, and our future. I look forward to working with the many friends and followers of the Council, and the fantastic volunteers everywhere who are essential to a focus on fitness.

Gilmore Talks with President

Fishing and auto racing were topics of discussion between President Bush and James Gilmore of Gilmore Enterprises, Inc., Kalamazoo, MI. Gilmore was appointed to the President's Council on Physical Fitness and Sports on June 17, 1986 and, in 1991, served on several PCPFS subcommittees, including one which delved into the operation of the Council to help improve programs and more effectively address fitness in the 1990's.

PCPFS Represented at U.S. Senior Open



Louise and Dave King

Louise King, PCPFS Program Management officer, and her husband, Dave, lived out a dream the last week of July. Dave King was one of 156 golfers out of 2,220 entries to qualify for the U.S. Senior Open Golf Championship in Birmingham, MI.

Jack Nicklaus won the tournament, and Council member "Chi Chi" Rodriguez finished second. King finished fourth low amateur and 57th overall.

King has been an active amateur golfer for 42 years. He has won three Maryland State Amateur championships and one District of Columbia amateur in addition to winning more than 100 local and regional championships and playing in 11 U.S. Amateur championships. Louise caddied in two of the U.S. events.



"Chi Chi" Rodriguez

King acknowledged that playing with some of the world's best golfers was the highlight of his career. While in Michigan, Louise had an opportunity to participate in an exercise class led by Council member Myrna Partrich at The Work Out Company Exercise Studio.

Golf is among 51 fitness/sports categories in the popular PCPFS' Presidential Sports Award Program, which emphasizes *regular* exercise. The qualifying standards for an award in golf include:

1. Play a minimum of 60 nine-hole rounds of golf.
2. No more than two nine-hole rounds (18 holes total) in any one day may be credited to the total.
3. No motorized carts may be used.



PCPFS member James Gilmore chats with President Bush in Florida.

1991 Healthy American Fitness Leaders Announced



Donald B. Ardell



Richard L. Bohannon, M.D.
Lt. Gen., U.S. Air Force (Ret.)



Kathie A. Davis



Donna de Varona



Leroy (Bud) Getchell, Ph.D.



Peg Jordan, R.N.



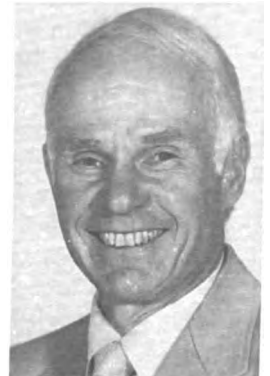
Kathy Smith



Joan Sullivan-Morris



Sandy Trombetta



Wynn F. Updyke, Ph.D.

Ten Healthy American Fitness Leaders have been announced for 1991. **Donna de Varona**, former Olympic swimmer who now covers major events for ABC Sports and contributes to ABC News' health and fitness reports, was among the winners.

The HAFL program is sponsored by Allstate Life Insurance Company and administered by The U.S. Junior Chamber of Commerce in cooperation with the PCPFS.

Other 1991 HAFL honorees include:

- **Donald B. Ardell**, author of wellness books, director of the Campus Wellness Center and associate professor at the University of Central Florida, Orlando.
- **Richard L. Bohannon, M.D.**, Lt. General, U.S. Air Force (Ret.), former U.S. Air Force surgeon general, now a physician at the Institute for Aerobics Research, Dallas. He created the National Jogging Association in 1968 which was later named the American Running and Fitness Association.
- **Kathie A. Davis**, founder of IDEA: The Association for Fitness Profes-

sionals. As co-founder and past board member of the American Council on Exercise (formerly the IDEA Foundation), she helped establish the nationally standardized certification examination and guidelines for training of aerobics instructors.

- **Leroy (Bud) Getchell, Ph.D.**, executive director of the National Institute for Fitness and Sport in Indianapolis, IN, and a professor in the school of Health, Physical Education and Recreation at Indiana University, Bloomington.
- **Peg Jordan, RN**, founder and editor of *American Fitness* magazine. One of her early stories—the lack of training and standards in the aerobic exercise industry—was a groundbreaking report, published by more than 400 newspapers and magazines.
- **Kathy Smith**, one of the most-quoted fitness experts in the world whose credits include nine award-winning "Kathy Smith" exercise videos with sales of more than 2 million.

- **Joan Sullivan-Morris**, a physical educator at Portland Community College in Oregon and longtime national clinician for the PCPFS, conducts training for fitness instructors.

- **Sandy Trombetta**, recreation therapist at the Department of Veterans Affairs Medical Center in Grand Junction, CO. He founded the National Veterans Winter Sports Clinic, open to all veterans with spinal cord injuries, amputations, neurological conditions and visual impairments.

- **Wynn F. Updyke, Ph.D.**, associate dean for Academic Affairs at the Indiana University School of Health, Physical Education and Recreation. For the past 12 years, he has directed the landmark AAU/Chrysler Physical Fitness Testing program providing a 10-year data profile concerning fitness trends of American children.

Five independent screening judges ranked the top 20 finalists, and another five selected the top 10 honorees.

NEW BRIEFS

- Dr. Matthew Guidry, who served as Acting Executive Director of the PCPFS from July 1—Aug. 25, 1991, has been named PCPFS Deputy Executive Director effective Aug. 26. Guidry received the Exemplary Service Award from the Office of the Assistant Secretary for Health (OASH) on June 6, 1991, for extraordinary contributions in accomplishing the missions of OASH and the PCPFS. Joining the Council staff in December 1974, he has served as director of Community Services. Guidry holds a Bachelor of Science degree from Grambling; a Master of Science from California State University, Los Angeles; and a Ph.D. from the University of Maryland.
- Community Action Kits are available at no cost for National Girls and Women in Sports Day, according to the American Alliance for Health, Physical Education, Recreation and Dance. The February 6, 1992 event is sponsored jointly by the National Association for Girls and Women in Sport, Girls Incorporated, YWCA of the USA, and the Women's Sports Foundation. The sponsors encourage all interested individuals and groups to join the celebration of girls and women and also to use the event as an opportunity to bring attention to the needs of females in sports. Write to the National Association for Girls and Women in Sport (NAGWS) or call NAGWS at (703)476-3450 or fax your request to NAGWS at (730)476-9527 to receive a free community action kit.
- Jazzercise launched its nationwide "Kids Get Fit" program during May, National Physical Fitness and Sports Month, introducing 95,000 children at nearly 700 schools to the life-long physical and mental benefits of regular exercise. The complimentary program to schools, led by franchised Jazzercise instructors, started with quality lesson plans on topics such as the body's cardiovascular, skeletal and muscular systems. Youngsters participated in an energetic Jazzercise workout tailored to their physical needs and musical tastes. Most of the 700 schools participating in the pilot program want to sign up in 1992. Schools interested in hosting the "Kids Get Fit" program next year should call 1-800-FIT-IS-IT for the name of the Jazzercise Area Manager in their area.
- According to the Sporting Goods Manufacturers Association, during the last three years, seven of the ten sports/recreational activities exhibiting the largest increases in frequent participation are fitness-related pursuits. Stair-climbing leads with an increase in participation by more than 500 percent. Treadmill exercise registers a 300 percent increase in participation over 1987 levels. A third sport with triple-digit frequent participation is mountain biking, up by more than 250 percent. Other sports/activities which increased in frequent participation are: Ice hockey—75 percent; low-impact aerobics—66.7 percent; fitness walking—43.7 percent; home gym exercise—35.3 percent; free weights exercise—25.8 percent; resistance machines—18.8 percent; and basketball—18.5 percent.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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SEP 25 1991



Chairman's Corner

Latest Tour Produces Quick Results

After visiting 36 states on our Fitness Crusade to help improve the physical fitness of our nation's youth, some dramatic changes are happening that make me more convinced than ever that the youth fitness problem in this country is beginning to turn around.

We've just returned from an 11-state tour of Western states that's already producing spectacular results. Without exception, every Governor with whom I met pledged his support in this youth fitness crusade. The response from youngsters, parents and educational leaders was equally enthusiastic and overwhelming.

Eight of the states we visited on the October tour had no Governor's Council on Physical Fitness & Sports, had one that was just getting under way, or had one about to be disbanded. All promised to start one or rejuvenate one they already had. The list:

Montana—Gov. Stan Stephens announced the formation of a Governor's Council. Five minutes after the Governor agreed, we were called by USA TODAY for a previously-arranged interview. The timing was perfect to break the news.

South Dakota—Gov. George Mickelson announced the start of a Governor's Council.

North Dakota—Gov. George Sinner will form a Governor's Council with its first meeting in December.

Alaska—"We'll do it," said Gov. Wally Hickel, about organizing a Governor's Council. At age 72, the Governor demonstrated his fitness by jumping rope before the students during our visit to Airport Heights Elementary School in Anchorage. A great role model.

Utah—Already had a Governor's Council on Health and Physical Fitness, which we were told was about to be disbanded. With some private funding available, Gov. Norman Bangerter will check into the possibility of matching funds to rejuvenate this council.

Idaho—Gov. Cecil Andrus announced the start of a Governor's Council.

Nevada—Gov. Bob Miller will assign youth fitness as a top priority of the Nevada Commission on Sports & incorporate Physical Fitness into its title. Announced \$25,000

Arnold Schwarzenegger

funding from the private sector.
Wyoming—Following our visit, the newly-formed Governor's Council filed articles of incorporation and established a special non-profit fund for Council activities.

One of the most spirited and enthusiastic summit meetings was in Minnesota where Gov. Arne Carlson delivered a powerful message in support of youth fitness. Gov. Carlson's remarks are printed in another part of this Newsletter.

It is my plan to visit the remaining 14 states by May 1, 1992 so we can report to President Bush at Great American Workout III at the White House. We have found great support, incidentally, from many of the Governors to have similar Great American Workouts in various state capital cities, also on May 1. This will show the country and millions of television viewers the extent of the fitness movement. It is our goal eventually to have all 50 states participating.

Other exciting new developments resulted from our tour. For example, the Rockwood School District in Missouri budgeted \$700,000 to hire 44 elementary physical education specialists and to implement quality daily physical education in all elementary and middle schools. The district went from physical education two days a week to five days a week with physical education specialists. The

See CORNER, page 2

PCPFS Moves

The PCPFS will be moving its offices, effective November 25, to:

701 Pennsylvania Ave., N.W.

Suite 250

Washington, D.C. 20004

The telephone numbers will remain the same. To reach the office of the Executive Director, John Butterfield, dial (202) 272-3421.

Youth Fitness Test Update

PCPFS chairman Arnold Schwarzenegger is asked frequently during his state youth fitness visits to lead a movement that would produce a single, unified national youth physical fitness test.

With that in mind, a series of meetings has been held among representatives from the President's Council on Physical Fitness and Sports, the Institute for Aerobics Research and the American Alliance for Health, Physical Education, Recreation and Dance.

"We're working toward that goal," said John Butterfield, PCPFS executive director.

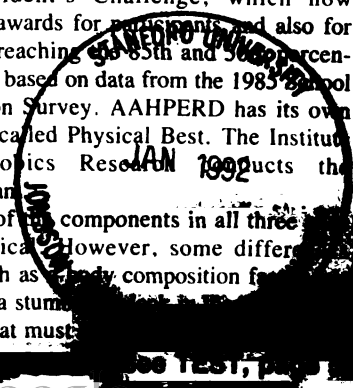


PCPFS Chairman Schwarzenegger and Council member James Lorimer, at Sept. 13 meeting, listen intently to a discussion on having one standardized youth fitness test. (Courtesy of Diana D'Avino)

"Just having one test may sound simple, but actually it's a very complicated situation. Yet we recognize the desire of many physical education instructors to eliminate the confusion of multiple tests. These meetings, which are continuing, will tell us whether one test is feasible and whether it's desirable."

The youth testing program of the PCPFS is the President's Challenge, which now includes awards for students reaching the 65th and 90th percentiles. It is based on data from the 1985 School Population Survey. AAHPERD has its own program called Physical Best. The Institute for Aerobics Research produces the Fitnessgram.

Many of the components in all three are identical. However, some differences exist, such as body composition. There has been a stumbling block in the factors that must



Corner—From page 1

results were spectacular. The number of students qualifying for the Presidential Physical Fitness Award virtually tripled—from 238 to 646. The percentage of youngsters qualifying for the National Physical Fitness Award climbed from 34.5% to 59.6%.

There are many other significant developments. In New Jersey, a Youth Fitness Coalition was formed as a result of our visit and challenge. At a press conference on Oct. 5, the coalition announced wide-spread private sector funding and support from a half-dozen major corporations. A statewide youth fitness testing program was launched involving computer printouts to parents, plus comparisons with national standards.

In Los Angeles, the Cybex Corporation launched a campaign in which fitness clubs donated more than \$500,000 in used equipment to nine area high schools as a prototype for a national program. In Hawaii, the Straub Clinic is funding fitness testing for all Hawaii school children. Maryland also has established a youth fitness coalition.

Even individual physical education instructors and principals have taken up the challenge. When we visited Jefferson Elementary School in Sacramento, CA, we challenged principal Randy Beaver to find a way to increase physical education in his school from two to five days a week under physical

education specialist Debby Vigil. Randy found a way. In September, Jefferson started a program of daily physical education.

All of this indicates what can occur when people focus on the need for improved youth fitness—and have the will and determination to make it happen.

While on tour ...



Arnold exercises with Colorado youth (Photo courtesy of Bob Weinberg)



Wyoming youth demonstrate that "Fitness is Fun."

New York City Youngsters Receive Aquatic Instruction

Dr. Jane Katz, past advisor to the PCPFS and former U.S. Olympic swimming team member who is a professor of health and physical education with the City University of New York, conducted an instructional swimming clinic in late July for participants in the summer 1991 Big Apple Games. Katz has written a new book, *Swim 30 Laps in 30 Days*, a swimming plan based on the FIT principle used by athletes in training: a gradual increase in Frequency, Intensity, and Time as one attains greater endurance, strength and skill.

Swimming is one of the best physical activities for people of all ages and for many persons who are handicapped. Vigorous swimming promotes aerobic fitness—increased heart and lung efficiency, lower blood pressure and a lowered resting heart rate—without putting stress and pounding on the weight bearing joints. It is also a good way to control weight as well as to lose weight.

In 1991, approximately 1100 individuals earned a Presidential Sports Award in swimming. To earn the award, one must swim a minimum of 25 miles over a four-month period with no more than three-fourths of a mile in any one day.



Dr. Jane Katz teaches water exercises to students at Andrew Jackson High School, Queens, NY, for Big Apple Games.



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Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, Jane Blalock, Donald L. Cooper, M.D., Christine Evert, Thomas J. Fatjo, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Earvin "Magic" Johnson, Jackie Joyner-Kersey, Richard W. Kazmaier, Jr., Sammy Lee, James Lorimer, Myrna L. Partrich, Juan "Chi Chi" Rodriguez, Cory SerVaas, M.D., Pamela Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti.

Staff members are John A. Butterfield, executive director; Matthew Guidry, Ph.D., deputy Executive Director; Steve Guback, director of Information; York E. Onnen, director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Christine Spain, special assistant to the Executive Director for Research, Planning & Special Projects; Ruth Ann Hockett, deputy director of Information; Louise King, Program Management officer.

Editor: Ruth Ann Hockett

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1992.

Northwestern Youth Fitness Summit Hailed FUNtastic

The national media, including *Entertainment Tonight*, covered PCPFS Chairman Schwarzenegger's participation at the Northwest Youth Summit on Fitness and Sports held in the Tri-Cities of Washington State and at the Yakima Indian Nation on October 11-12.

The purpose of the summit was to inspire youth and the leaders of the Northwest to attain a healthier lifestyle, to provide understanding between cultures and motivate youth to become future leaders in fitness and health.

Directed by PCPFS member Gary Visconti, Les Brown, executive director of the Washington State Governor's Council on Physical Fitness, Health and Sports, Arlen Washines, youth fitness coordinator for the Yakima Nation and York Onnen, PCPFS director of Program Development, the summit drew thousands of youth representatives from Washington State school districts and Native American youngsters from tribes in Alaska, Idaho, Oregon and Washington State. The attendees' schedule was packed with sports and fitness activities; working sessions on

such topics as sports nutrition, injury prevention, and healthy choices/drug free performance; and presentations about keeping healthy and fit from Chairman Schwarzenegger, United States Surgeon General Antonia Novello, Billy Mills, Olympic gold medalist and native American health and fitness leader and Major Willie Davenport, U.S.A. NG, two-time Olympic medalist.

The finale was a spectacular Super Summit Show with dancing and music, sports demonstrations, vignettes, special readings, and award presentations, with Chairman Schwarzenegger challenging the youth to become fitness ambassadors to their peers.

The Northwest youth summit served as a follow-up to the National Youth Fitness Summit in May sponsored by the PCPFS, the Sporting Goods Manufacturers Association (SGMA), and the National Association for Sports and Physical Education (NASPE), as well as Chairman Schwarzenegger's visit last year to Washington State with Governor Booth Gardner. It also focused on the fitness needs of the Native American youth population of the Pacific Northwest region.

In addition to the PCPFS, sponsors included the Washington State Governor's Council on Fitness, Health and Sports; the Governor's Office on Drug Issues; the Office of Superintendent of Public Instruction;

Indian Health Services; the Northwest tribes; the Kadlec Medical Center, the Sporting Goods Manufacturers Association and a number of tri-city businesses.

PCPFS members Don Cooper, M.D., and vice chairman Suzanne Timken also participated in the summit.

Butterfield's Byline

It has been a most interesting, inspiring, challenging and exciting first few months in the job as PCPFS executive director. First, I want to thank the many people who have sent congratulations, called or talked with me. Your words and encouragement, support and offers to help the Council and this country are greatly appreciated.

I shall try very hard not to let you down, and I am committed to fulfill the expectations we all share in turning our nation "on" to fitness. Physical activity, exercise and regular fitness regimens are crucial to the noble goals and objectives in *Healthy People 2000*.

Also, I hope we all appreciate the important linkage between *Healthy People 2000* and *America 2000*, the President's national education plan. You have seen the ad in the PCPFS July/August newsletter, "Let's Be Sure Our Children Grow Up Smart and Fit". No doubt by now you have heard our chairman, Arnold Schwarzenegger, speak about "not wasting the mind *and* the body", a theme that has been picked up by some of the media.

All of us can help pull the "threads" together and amplify on those themes even more. By promoting regular exercise and developing healthy habits early in life, health care costs can be reduced and greater benefits of enhanced self-image and improved self-esteem will result. Individuals who feel better about themselves generally perform better in the classroom *and* on the job. Absenteeism is reduced and efficiency is maximized.

The recent "report card" released about SAT scores and measures of academic performance caused shock waves around the nation.

Youngsters who receive quality physical education and engage in vigorous exercise on a daily basis will normally have the discipline, sense of organization and time management to be "fit" in their studies as well. By reducing the percentage of "couch potato kids", we are raising our youngsters' commitment to academics and the probability of higher SAT scores, thus allowing our country to be even stronger and more competitive in the 21st century.



Schwarzenegger & Surgeon General Novello at Northwest Summit.



Fitness is main attraction.



Basketball, celebrating its 100th anniversary year, is popular with WA youth.



The Yakima Tribe performs at NW Super Show.

PCPFS Competes in Nike Capital Challenge

Highlighting the ability of the nation's busiest leaders to stay fit, the eleventh annual Nike Capital Challenge was held on September 12 in Washington, D.C.'s East Potomac Park.

John Butterfield, PCPFS executive director and Healthy American Fitness Leader, and Dr. James Mason, assistant secretary for health, ran the three-mile race, joining 700 runners on 147 teams.

The Nike Capital Challenge raised almost \$7000 for the District of Columbia Special Olympics; Nike, the race sponsor, donated \$2500 in the names of the winners.

Challenge participants included 37 members of Congress, federal judges, agency heads, and media correspondents, who were joined by celebrity guest runner, Judi St. Hilaire.

Congressman Bart Gordon of Tennessee set a new division record while defending his title as fastest member of Congress, running 17:35. Female competitors included Congresswomen Susan Molinari (NY), with the fastest time of 24:53 in the female division,

and longtime PCPFS supporter, Beverly Byron (MD).

The race exuded a festive air with the United States Army Band inspiring runners at the start and finish.

Butterfield not only talks fitness, he practices it every day. He encourages readers to earn a Presidential Sports Award in any one of 51 sports/fitness categories. Running is one of the most popular categories, and the qualifying standards are:

1. Run a minimum of 200 miles over a 4-month period.
2. Run continuously at least 3 miles during each outing. No more than 5 miles in any one day may be credited to total (longer runs are not discouraged but miles counted toward 200-mile total must be spread over at least 40 outings).
3. Average time must be 9 minutes or less per mile.

There also is a Presidential award in jogging with less restrictive requirements.



John Butterfield, PCPFS Executive Director



Dr. James Mason, Assistant Secretary for Health

New Worksite Health Promotion Guidelines Unveiled

The 17th annual Association for Fitness in Business (AFB) conference was held September 19-22 in Phoenix, AZ. Formerly known as the American Association of Fitness Directors in Business and Industry, it was established by the PCPFS in 1974 to promote exercise at the workplace.

In response to hundreds of inquiries each year from companies wanting to know how to start an employee health and fitness program, AFB developed GUIDELINES FOR EMPLOYEE HEALTH PROMOTION PROGRAMS, a comprehensive manual that a business should find valuable in beginning or enhancing an employee wellness program. Written by three experts with wide experience in health promotion, exercise, nutrition and

business, the book is published by *Human Kinetics* and costs \$25.00.

Dr. Michael McGinnis, deputy assistant secretary for health, addressed the conference on the "Year 2000 Objectives and Strategies," while John Butterfield, PCPFS executive director, and Glenn Swengros, PCPFS director for federal-state relations, presented the PCPFS' prestigious Honor Award to the AFB.

The PCPFS continues to support AFB's expanded role to ensure opportunities for employees in the private and public sectors to participate in exercise and other health-promotion activities that relate to productivity, safety, morale and health awareness.

Fitness Promoted by Rec & Park

Baltimore, MD, was the host city for the 26th annual conference of the National Recreation and Park Association, "Gateways and Greenways in an Urban Environment," October 17-21, attended by more than 7,000 delegates.

Representing the PCPFS and addressing the National Fitness and Wellness Coalition meeting were Matt Guidry, Ph.D., deputy executive director, and Christine Spain, special assistant for research and planning.

The Fitness and Wellness Coalition submitted a resolution for adoption by the NRPA board which recognizes NRPA's increased emphasis on recreation's relationship to national health and fitness objectives. It states in part: "The Coalition exists to create a well-informed public concerning the value of fitness, as well as individual and community wellness, throughout the course of one's life, to expand the knowledge of practitioners who have the opportunity to directly influence the general population by facilitating quality programs on fitness, nutrition, and related topics which bring the component of wellness into everyday and special activities; and to promote the national health objectives established by the Secretary of Health and Human Services."

PCPFS staff assistant Robin Moore worked in the PCPFS exhibit featuring the President's Challenge and Presidential Sports Award programs.



John Butterfield, PCPFS executive director, and Glenn Swengros, director, federal-state relations, present PCPFS Honor Award to AFB, accepted by Peggy Foss, president.

PCPFS in the Media

The "Kids and Arnold" public service television announcements, released two months ago, are proving to be perhaps the most popular PSA in the Council's 35-year history. A survey of stations receiving the 30 and 20-second spots indicates that the PSA already has produced more than \$2.865 million in comparative advertising value.

The spots, which emphasize the importance of physical education in the schools, have chalked up 14,143 telecasts so far in 84 of the top 129 markets covering 47 states. The PSA received the greatest support from stations in the top 20 markets. This allowed the message to reach the major population centers of the U.S. with the highest concentration of audiences.

A sample of some of the comments received from public service directors:

"Wonderful PSA for creating awareness about this subject," Lavern Muldron, WNUV-TV, Baltimore.

"I loved it. Arnold is such a great personality. We would love to have him in any campaign we do," Florence Howard, WMC-TV, Memphis, TN.

"Good spot. The President's Council on Physical Fitness and Sports always has great PSA's," Shirley Dale, WNCT-TV, Greenville, NC.

"I like the spot. I think it appeals to both the parents and kids," Janet Anderson, KOMO-TV, Seattle, WA.

"Good spot. It was better than many of the other PSAs I get from the government," Ken Green, WCAX-TV, Burlington, VT.

The campaign calls for parents to make sure their youngsters grow up smart and fit. It will run the remainder of the school year.

* * * *

A series of 10 PCPFS radio public service announcements on a variety of fitness themes, including one in Spanish, has been released to 2,500 stations nationwide. Two spots are ticketed for seniors, two for teens and three for adults, with the remainder actualities from people who have found that exercise has made a major difference in their lives.

One of the spots for older adults starts with the sound of a pair of briskly walking footsteps, gradually joined by others until there is a multitude of them.

A voice explains: "Time was, I took my walks alone . . . But now it seems a lot more people my age have learned just how important a brisk walk or some other kind of low impact cardiovascular activity can be at this point in your life. Just do it at least three times a week and see for yourself if you don't feel like you're getting a lot more out of life!

Minnesota Governor Issues Fitness Challenge

Responses by the Governors visited by chairman Arnold Schwarzenegger on his youth fitness campaign have been overwhelmingly favorable.

One of the most dramatic challenges came from Gov. Arne Carlson of Minnesota who gave this message, speaking extemporaneously, at the youth fitness summit in St. Paul:

"Let me just hold your attention if I may for a minute. Like most Governors, the prime amount of time is spent on the budget and the result is that we neglect a lot of other areas that are frightfully important.

"This (youth fitness) is one of them. And this area is no longer going to be neglected in Minnesota. We're all aware of the problem and not one of us, I don't think, would disagree with the analysis that Arnold Schwarzenegger has given us. The real question is do we have the capacity to get together and put together a fairly exciting agenda?"

"What I would like to happen for the next hour is for all of you to discuss what things specifically you think we ought to do. Two: When an idea comes up, please don't throw cold water on it. I'm tired of having cold water thrown on every single thing that moves. We have to start focusing on what we're going to do and not what somebody thinks we can't do.

"Three: If we love our children, and I've noticed that adults are very quick to put the children upfront and say we truly love our children, now I'm asking you to work together and find out what it is that we can do.

"We're beginning to learn one thing and that is we can change values, we can change attitudes. There are a lot of people, for instance on reading or violence or even physical education, who say: "Oh, it cannot be, you're never going to change.

"Well, we changed attitudes toward smoking in this country almost overnight. We basically as a society said, we don't want you to smoke. You can't smoke in my house, you can't smoke in my church, you can't smoke in my synagogue, you can't smoke in my place of business. The poor smoker now has to stand outside in 20 below degree weather hovering under there trying to smoke and the results is we've cut down smoking 70 percent.

I like to think of it as—keepin' in step with the times!"

The spot ends with a vocal musical theme: "Fitness Is Feeling Great" and Arnold Schwarzenegger's voice saying "This message is from the President's Council on Physical Fitness and Sports."

"Likewise drinking and driving. In my day going to college and drinking and driving was absolutely all synonymous. What is it today? We reject it, and statistics now support that.

"Likewise on budget constraints. Money is not our problem. We keep always saying money. The first question the media always asks is, I don't care what the program is, how much is it going to cost? Who's going to pay? And that automatically becomes a lazy constraint that takes all of us off the hook because now we can point to somebody else.

"There is a word in the English language and it's called 'we.' If we can't solve the problem, nobody is. It's the honest truth . . . I think most parents who are couch potatoes have a deep sense of guilt and I think we can translate that guilt into an action program that allows them to say, "Hey, yes, I will turn off the set. Yes, I will participate with the family."

"And think of all the side benefits. We focused on crime a week ago. When you focus on the prevention side of the agenda you really begin to get excited about the potential. One of those potentials is volunteerism, reaching out, working with children, bring family units together, et cetera. What Arnold said is right about preventing drugs—and that is through the use of the family, the use of religion and the use of exercise.

"The real meaning of the Schwarzenegger visit is not that all of us come together to see 'the celebrity.' It's an honor to have 'the celebrity' here, but the truth is the way to honor that visit is for all of us to be able to look back five, ten, 15 years from now and say, "You know what? It was when Schwarzenegger came to town that we really committed ourselves to this and look now at the enormous outcomes that we have."

Test—From page 1

test becomes a reality include the title, testing standards, awards, administration, financial involvement, software, promotion, teacher support, etc.

"We appreciate the need to come together and we've made tremendous progress in closing some of the gaps," said Butterfield. "However, certain areas of testing need more research. There still is much to be discussed. We'll continue our meetings and see what develops.

"The major thing, on which I'm sure all of us agree, is that we want a program that can be done safely and with the testing done accurately. If we can settle on one test, that's fine. If not, we'll continue as we are. Yet we should explore any avenue that may help improve the fitness of our youth. And that's what the three groups are doing."

1990-91 State Champion Schools

One-hundred thirty nine schools were honored by the PCPFS as State Champion schools for 1990-91, with schools in the states of Iowa, Maine, Massachusetts, and Missouri recognized as "repeat state champions."

The State Champion Award is presented annually by the PCPFS to three schools in each state, one in each enrollment category, qualifying the highest percentage of 6-17 year olds for the Presidential Physical Fitness Award. Categories consist of schools with 1-100 students (category 1), 101-500 students (category 2); and 500 or more students (category 3).

To qualify for the Presidential award, students must score at or above the 85th percentile on all items of the Challenge fitness test measuring heart/lung endurance, muscular strength and endurance, speed and agility.

Each State Champion school receives an official certificate of recognition from the President. In addition, each Presidential Award winner in the school receives a State Champion emblem.

Alabama

- 1 Riverhill School, Florence
- 2 Harrand Creek Elementary School, Enterprise
- 3 Inverness Elementary School, Birmingham

Alaska

- 1 Gustavus School, Gustavus
- 2 Willow Elementary School, Willow
- 3 Nordale Elementary School, Fairbanks

Arizona

- 1 Community Christian School, Apache Junction
- 2 J.O. Combs School, Queen Creek
- 3 Shea Middle School, Phoenix

Arkansas

- 1 Florence Ewing School, Bonnendale
- 2 Christ the King School, Fort Smith
- 3 Peake Elementary School, Arkeadelphia

California

- 1 Country Christian Academy, Glen Avon
- 2 Winham Christian Academy, Salinas
- 3 Jackson Elementary School, Morgan Hill

Colorado

- 2 Red Sandstone Elementary School, Vail
- 3 Smiley Middle School, Durango

Connecticut

- 2 St. Francis of Assisi School, Torrington
- 3 Cider Mill School, Wilton

Delaware

- 2 Wilmington Christian School, Hockessin

District of Columbia

- 2 American Embassy School of Lusaka

Florida

- 1 Holly Sacrament School, Hollywood
- 2 Holy Trinity Episcopal School, Melbourne
- 3 North Sumter Intermediate School, Wildwood

Georgia

- 2 Summertown Elementary School, Summertown
- 3 Suder Elementary School, Jonesboro

Hawaii

- 1 Peniel Education Ministry School, Pearl City
- 2 Le Jardin Academy, Kailua
- 3 Kaala Elementary School, Wahiawa

Idaho

- 2 Ucon Elementary School, Idaho Falls
- 3 Dworshak Elementary School, Burley

Illinois

- 1 Family Christian Fellow School, Rockford
- 2 Lake Crest Elementary School, Oakland
- 3 Eisenhower Middle School, Rockford

Indiana

- 1 Mt. John's Elementary School, Peru
- 2 Cloverdale Elementary School, Cloverdale
- 3 Fishers Elementary School, Fishers

Iowa

- 1 Inwood Christian School, Inwood
- 2 Coolidge Elementary School, Cedar Rapids
- 3 Community School of S. Tama, Toledo

Kansas

- 1 Marienthal School, Marienthal
- 2 Anthony Elementary School, Anthony

Kentucky

- 1 Garden Life Christian School, London
- 2 Potter Middle School, Kona
- 3 Lincoln Elementary School, Fort Campbell

Louisiana

- 1 Phillips Junior High School, Ruston
- 2 Family Life Christian Academy, Lafayette
- 3 Cathedral-Carmel School, Lafayette

Maine

- 1 Monson Elementary School, Monson
- 2 St. John School, Bangor
- 3 Brunswick Junior High School, Brunswick

Maryland

- 1 Chestertown Christian School, Chestertown
- 2 Reisterstown Elementary School, Reisterstown
- 3 North East Middle School, North East

Massachusetts

- 1 Red Sneakers/Wellington School, Reading
- 2 Bishop Fenwick High School, Peabody
- 3 Ezra H. Baker Elementary School, West Dennis

Michigan

- 1 Owosso Seventh Day Adventist School, Owosso
- 2 St. Joseph Academy, Adrian
- 3 West Ottawa Middle School, Holland

Minnesota

- 1 Chandler Christian School, Chandler
- 2 Northrop Montessori School, Minneapolis
- 3 Richfield Intermediate School, Richfield

Mississippi

- 2 Northside Primary School, Natchez
- 3 Collins Middle School, Collins

Missouri

- 1 St. Henry's School, Charleston
- 2 The Wilson School, Clayton
- 3 Pierremont Elementary School, Manchester

Montana

- 1 St. Pauls Mission School, Hays
- 1 Clarkston Christian School, Clarkston
- 2 Frenchtown Elementary/Jr. High School, Frenchtown

Nebraska

- 1 Webster District #27 School, Scribner
- 2 Imperial Elementary School, Imperial
- 3 La Vista Junior High School, La Vista

Nevada

- 1 Pioche Elementary School, Pioche
- 2 St. Viator Catholic School, Las Vegas
- 3 Tomiyasu Elementary School, Las Vegas

New Mexico

- 2 St. Teresa of Avila, Grants

New Jersey

- 1 Grace Lutheran School, Teaneck
- 2 St. James School, Woodbridge
- 3 Benjamin Franklin Middle School, Ridgewood

New Hampshire

- 1 Freedom Elementary School, Freedom
- 2 Boyton Middle School, New Ipswich

New York

- 1 Trinity Lutheran School, West Seneca
- 2 St. Adalbert School, Staten Island
- 3 Addison Central School, Addison

North Carolina

- 1 St. Timothy's Middle School, Raleigh
- 2 Hayesville Middle School, Hayesville
- 3 Havelock Elementary School, Havelock

North Dakota

- 1 Aneta-McVilly Public School, Aneta
- 2 Griggs County Central Elementary School, Cooperstown
- 3 Mandan High School, Mandan

Ohio

- 1 Birchwood School, Cleveland
- 2 Willowville Elementary School, Batavia
- 3 Orchard Middle School, Solon

Oklahoma

- 1 St. John's Nepomock School, Yukon
- 2 Dibble Elementary School, Dibble
- 3 Park Lane Elementary School, Broken Arrow

Oregon

- 1 Gaarde Christian School, Tigard
- 2 View Acres Elementary School, Milwaukie

Pennsylvania

- 1 Fairview Christian Academy, Fairview Village
- 2 St. Patrick School, York
- 3 Berlin Bros Valley School, Berlin

Puerto Rico

- 2 Antilles Military Academy, Trujillo Alto

Rhode Island

- 1 Gospel Temple Academy, West Greenwich
- 2 William L. Callahan Elementary School, Harrisville
- 3 Pongansett Middle School, North Scituate

South Carolina

- 1 Pleasant Hills Children's School, Fort Mill
- 2 Foster Park Elementary School, Union
- 3 Forest Lake School, Columbia

South Dakota

- 1 Chancellor Elementary School, Chancellor
- 2 Franklin Elementary School, Sioux Falls
- 3 Patrick Henry Junior High School, Sioux Falls

Tennessee

- 1 Akiva School, Nashville
- 2 Vanleer Elementary School, Vanleer
- 3 Farragut Middle School, Knoxville

Texas

- 1 St. Matthew's Episcopal School, Edinburg
- 2 Corrigan-Camden Elementary School, Corrigan
- 3 Lantern Lane Elementary School, Missouri City

Utah

- 1 Country View Elementary School, Hooper
- 2 St. Francis Xavier School, Kearns
- 3 Churchill Junior High School, Salt Lake City

Vermont

- 2 Dover Elementary School, Dover
- 3 Stowe Middle & High School, Stowe

Virginia

- 1 Hebrew Academy of Tidewater, Virginia Beach
- 2 Millboro Elementary School, Millboro
- 3 Andrew G. Wright Middle School, Stafford

Washington

- 1 Heritage Christian School, Tacoma
- 2 Tukwila Elementary School, Tukwila
- 3 Prospect Point Elementary School, Walla Walla

West Virginia

- 1 Williamsburg Junior High School, Williamsburg
- 2 Gore Junior High School, Clarksburg
- 3 Follansbee Middle School, Follansbee

Wisconsin

- 1 Traver School, Lake Geneva
- 2 SS Mary and Joseph School, Fond Du Lac

Wyoming

- 1 La Barge Elementary School, Big Pines
- 2 Powell Middle School, Powell
- 3 Central Middle School, Sheridan

U.S. Overseas Schools

- 2 Colegio International D'Carabobo School, Valencia

Arnold Pumps Fitness at Canton Corporate Cup

Now a tradition since the first Canton Corporate Cup was held in 1984 to encourage physical fitness for everyone, this year's Ohio event—billed "Pump it Up with Corporate Cup"—involved 93 companies, 200 community volunteers, 1,500 event volunteers and 22 corporate financial sponsors of the 18 events. Drawing cheers from a crowd of 15,000, PCPFS Chairman Arnold Schwarzenegger said that cutting physical education from school budgets is hurting our schoolchildren. "I've never paid to run three miles or do 500 situps . . . All you need is the will," he said.

Schwarzenegger was invited to Canton by Suzanne Timken, PCPFS vice chairman and co-founder of the Community Corporate Cup, to participate in the fitness extravaganza at McKinley National Park on September 8. Sitting in front of the stage were 1,500 fourth graders from Canton City and Plain Local schools who participated in Canton's Model Youth Fitness Project.

Timken joined Schwarzenegger in leading the youngsters in exercises that included squats and arm stretches. With the PCPFS' call for making fitness a family affair, Schwarzenegger challenged the kids to get their parents to exercise with them.

Promoting wellness through physical fitness is incorporated in the national initiative, *Healthy People 2000*, including the Physical Activity and Fitness Objectives for which the PCPFS has primary responsibility. The major

Corporate Cup sponsors—Aultman Hospital, Doctors Hospital, Massillon Community Hospital and Timken Mercy Medical Center—

have played a leadership role in their community underscoring that fitness leads to better health.



Arnold Schwarzenegger and Suzanne Timken lead exercises at Canton Corporate Cup.

News Briefs

* The National Civic League announces its invitation to participate in the 43rd Annual All-America City Award Program, sponsored by The Allstate Foundation. Towns, cities, counties, neighborhoods, chambers of commerce, citizen organizations and coalitions of organizations may submit applications. Application information and forms may be obtained by calling 1-800-223-6004. Completed applications must be returned to the National Civic League on or before April 9, 1992.

The PCPFS encourages fitness and sports programs as part of a well-rounded city. The 1991 All America Cities are: Gadsden, AL; Greencastle, IN; Baltimore, MD; Gothenburg, NE; Newark, NJ; Albany, NY; Greensboro, NC; Dayton, OH; Austin, TX; and Winchester-Frederick County, VA.

* The Super Show '91 produced \$2.5 million available for distribution to programs and activities fostering increased sports participation, sports safety, and industry growth. The following associations handle the allotment of funds to individual organizations: American Tennis Industry Federation; Non-Powder Gun Products Association; Athletic Footwear Association; The Athletic Institute; Baseball/Softball Committee; Billiard & Bowling Institute of America; Archery Manufacturers Organization; National Golf Foundation; Water Sports Industry Association; Sports Apparel Products Council; and Sporting Goods Manufacturers Association. The Super Show 1992 will be held February 1-4 in Atlanta, GA.

* Mark your calendar: National Employee Health and Fitness Day will be celebrated May 13, 1992. The Federal Interagency Health and Fitness Council voted to celebrate Federal Fitness Day on this date also.

* The Handball Development Fund of the U.S. Handball Association offers free equipment and teaching materials to anyone teaching handball to youngsters. Many YMCA's and schools around the country take advantage of the free equipment and conduct youth training sessions on handball. If a youngster attends all sessions, the equipment is given to him/her upon completion of the course. For more information, contact Vern Roberts at the Handball Association, (602)795-0434.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20001

Official Business
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Timken Inducted into Ohio Women's Hall of Fame

Suzanne Timken, PCPFS vice chairman, was among 20 outstanding women recognized by Ohio Governor George V. Voinovich for induction into the prestigious Ohio Women's Hall of Fame.

Established in 1978 by the Women's Division of the Ohio Bureau of Employment Services "to recognize women who have made significant contributions to the social, political and cultural growth of Ohio and of the nation," the Ohio Women's Hall of Fame membership totals 192. Each nominee must have been born in Ohio or have lived in the Buckeye state a minimum of five years.

Governor and Mrs. Voinovich hosted an awards ceremony and dinner on November 11 in Columbus, OH in honor of the inductees.

Timken has taken a leading role in the work of the President's Council. In addition, she has organized a local council on physical fitness and sports in Canton focusing on youth fitness, co-founded the Canton Corporate Cup and spoken out frequently on women's health and fitness issues.



PCPFS Vice Chairman Suzanne Timken

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WINTER VOL. 91, No. 6



Chairman's Corner

By Arnold Schwarzenegger

Okay, so you've made a decision that you're going to make a New Year's Resolution to get in better shape during the upcoming year. Congratulations! That's the first step to improved fitness.

The second step is to get the whole family committed. There's an old saying that the family that plays together, stays together. That's undoubtedly true.

But the reason to get the whole family involved, beyond the natural desire for everybody to be healthier and fitter, is that through appropriate exercises together, family members give and receive mutual encouragement and support. Every family member will benefit emotionally and socially, as well as physically from the extra time spent together.

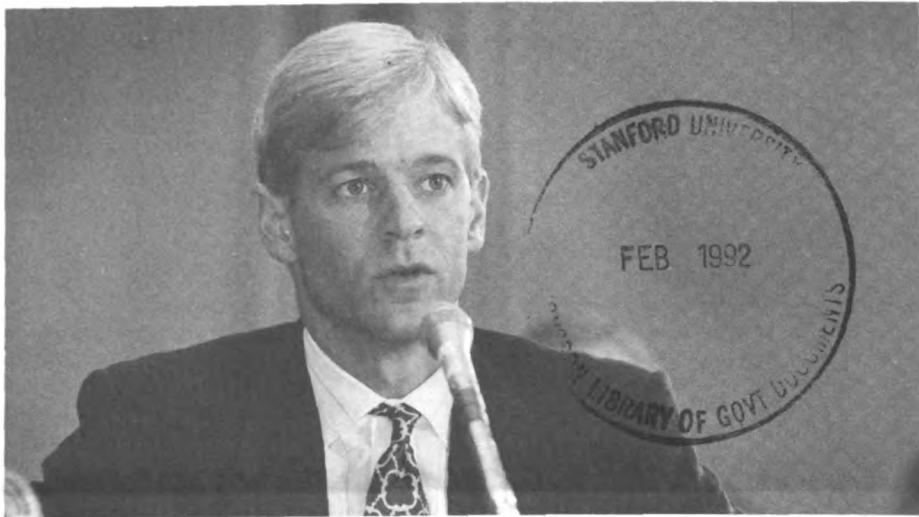
Why is it so difficult for many Americans to stick to an exercise program? Some of the most common excuses for not exercising are: (1) Not enough time, (2) Lack of self-discipline, and (3) Lack of interest.

See CORNER, page 4



Chairman Schwarzenegger has visited 36 states and resumes his tours in late February. (Photo courtesy of Bob Weinberg).

Vidmar Testifies Before Senate Subcommittee on Youth Fitness



Peter Vidmar, a member of the PCPFS since March 1990 who recently was inducted into the U.S. Olympic Hall of Fame, testified on November 14 before the Senate Government Affairs Subcommittee on Oversight of Government Management on the role of the PCPFS in youth fitness.

The hearing, chaired by Sen. Carl Levin (MI) and Sen. William Cohen (ME), ranking minority member, examined the importance of teaching our nation's children to develop and maintain life-long habits, focusing on child health and nutrition education in schools. The subcommittee reviewed existing federal health promotion and disease prevention programs targeted to children and adolescents in an effort to coordinate these programs.

In Chairman Levin's opening statement, he revealed that the Federal Government has more than 100 different programs which involve health promotion through the schools and suggested looking into the multiplicity of programs and reviewing for disorganization and wasted resources.

"It is clear that children must be healthy to be educated and that they must also be educated to be healthy," says U.S. Senator William Cohen.

Sen. Cohen, who requested the hearing, stated in his opening remarks, "It is clear that children must be healthy to be educated and that they must also be educated to be healthy."

Federal witnesses, in addition to the PCPFS, included officials of the Departments of Education, Health and Human Services and Agriculture.

Others who testified included representatives from the Michigan and Maine Departments of Education, the National School Health Education Coalition, Five-J Energy, Inc., and Sid Bream, first baseman for the National League Champion Atlanta Braves.

Vidmar, Olympic gold medalist in gymnastics (pommel horse and team competition) and the highest scoring gymnast, male or female, in the history of the Olympics, gave an overview of PCPFS activities involving youth fitness. Portions of his testimony follow:

... "I've always felt that the quality of my life is very closely linked to the quality of my health."

"... From a personal standpoint, I've always felt that the quality of my life is very closely linked to the quality of my health. My father was stricken with polio at the age of 29, well before I was born. Although he was a gymnast in high school and very active

See VIDMAR, page 2

Grassroots

The first meeting of the Lancaster County (PA) Local Council on Physical Fitness and Sports was held on October 23, 1991. Leslie Randall-Scott, a professional exercise/aerobic instructor, is the chairman. Through her efforts, county commissioners Brad Fischer, Bob Brenneman and Jim Huber established the Lancaster council "to advance the fitness levels of children, youth, adults and seniors by informing the general public of the importance of daily physical activity and its relation to optimum health and vigor."



Members of the Lancaster County (PA) Local Council on Physical Fitness and Sports are: (Back row, left to right) Mary Scott, Gregg Scott, Carole Scheldrup, Barb Diehl, Ann O'Shea, Bill Kiely, Joan Randall, Lois Grey, Tim Grey, Jim Archer. (Front row, left to right) Nancy Ludwig, Kim Bucher, Leslie Randall-Scott, Nancy Seibert, Anne Archer, Harry Campbell.



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Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, Jane Blalock, Donald L. Cooper, M.D., Christine Evert, Thomas J. Fatjo, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Earvin "Magic" Johnson, Jackie Joyner-Kersey, Richard W. Kazmaier, Jr., Sammy Lee, James Lorimer, Myrna L. Partrich, Juan "Chi Chi" Rodriguez, Cory SerVaas, M.D., Pamela Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti.

Staff members are John A. Butterfield, executive director; Matthew Guidry, Ph.D., deputy Executive Director; Steve Guback, director of Information; York E. Onnen, director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Christine Spain, special assistant to the Executive Director for Research, Planning & Special Projects; Ruth Ann Hockett, deputy director of Information; Louise King, Program Management officer.

Editor: Ruth Ann Hockett

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1992.

Areas of interest will be Fitness Education and Awareness Days throughout Lancaster County; "Fitness for Life" programs aimed at elementary and secondary schools and promotions of the President's Challenge and Presidential Sports Award; local talks and demonstrations in physical fitness education; historic walks through Lancaster City; exercise promotions and exercise recommendations through local hospitals, corporations, youth groups and civic groups.

1992 is the 250th birthday celebration of Lancaster County. The local council will be working with the Lancaster Chamber of Commerce to promote fitness throughout the celebration.

VIDMAR—fom page 1

physically, he was never again able to do much beyond swimming. As a result, I never had the chance to play catch with my Dad, go on hikes, run with him, ride bikes with him or do many of the things we picture fathers and sons doing together. But my father did everything he could to make sure his children had the chance to participate in sports. He made many sacrifices to help me reach that dream of becoming an Olympic champion.

"However, many children in this country live under entirely different circumstances. They don't have that support at home; they may come from broken homes; their parents or parent may not be able to meet their needs. That's where all of us need to step in.

"Let's get P.E. back into the schools. Let's return the word 'physical' next to the word 'education' where it belongs. And let's not become indentured servants to rising health care costs because we lacked the foresight and commitment to take care of our youth by providing them opportunities to establish lifelong healthy habits."

Because of the diligence of Dr. George Jurcisin, a local council on physical fitness and sports has been established in Ross County, OH, which now makes four grassroots councils organized to serve Buckeye citizens. Canton, Cleveland, and the Dayton area already have local councils.

* * * * *

On October 3, the Board of Chosen Freeholders, County of Middlesex, NJ, passed a resolution establishing a Middlesex County Local Council on Physical Fitness and Sports "to promote physical fitness and sports activities for all age groups and to introduce all citizens to the activities available in Middlesex County." Ed Bradley, chairman and CEO of the New Jersey Fitness and Sports Foundation, spearheaded efforts to form the Middlesex council.

* * * * *

Newly established local councils on physical fitness and sports are now operating in Dade County, FL, and Tupelo, MS.

* * * * *

The Forsyth County (NC) board of commissioners' resolution establishing a local council on physical fitness and health states in part:

"Whereas, research shows that regular exercise controls body fat; develops lean body mass; increases cardiovascular endurance; improves muscular strength; flexibility and coordination; enhances emotional well-being; and sustains lifelong functional capacity; and

Whereas, regular exercise helps control many chronic conditions such as obesity, diabetes mellitus, hypertension, cardiovascular disease, osteoporosis, and certain forms of cancer; and

Whereas, the Healthy People 2000 National Health Promotion and Disease Prevention Objectives strongly emphasize physical activity and fitness improvements for all individuals; and

Whereas, the health and fitness of all ages is of concern to Forsyth County;

Therefore, Be It Resolved, that the Forsyth County Board of Commissioners hereby establishes a Local Council on Physical Fitness and Sports to alert the community of the importance of physical fitness, and to coordinate resources for specific interventions."

Robin Tanner has been appointed chairman of the Forsyth council.

The Perry County (PA) Local Council on Physical Fitness and Sports, chaired by John Doudrick, is negotiating with York Barbell to obtain weightlifting equipment for a community gym. In addition to karate classes currently offered by Doudrick, aerobics and dance classes will be offered in the New Year.

FFA Convention

Highlights Youth Fitness

President Bush tells America's youth: "Get going with good exercise and fitness habits now ... don't ever give them up."

President Bush addressed the 64th Annual National Future Farmers of America convention in Kansas City, MO, on November 13, attended by 27,000 youth. A portion of the president's remarks follows:

"Now I know that some of you signed up to come here believing that one of the speakers would be Arnold Schwarzenegger. If he didn't cancel an agreement now and when I guess we wouldn't call him the Terminator ... He takes public service seriously and he's doing an outstanding job for the country as Chairman of the President's Council on Physical Fitness on Sports. And I won't lead you through the workout that Arnold had planned, but I do want to impress upon you the essence of his message. And that is, get going with good exercise and fitness habits now and while you're young, don't ever give them up.

"... Cultivating a sound mind and a sound body is a key to good health, long life and performance at your best for the many responsibilities you will face in your families and your careers.

"... I would like your special help in pursuing two national goals to help America be all that it should be. First, I'd like you to work for excellence in American education. The second goal I'd like you to pursue is keeping America competitive."



President Bush addresses the Future Farmers of America convention in Kansas City, MO, flanked by 27,000 youth delegates, U.S. Senators John Danforth and Kit Bond (front row, right) and the 1991 Miss America, Carolyn Sapp (in white dress, front row, left).

Butterfield's Byline

Fitness for All is a slogan in which I truly believe, and I often include it in speeches and letters. I have been encouraged, as I travel around the country, to see this theme preached and—more importantly—practiced in the field at the grassroots level.

Let me start chronologically by citing Betty Perkins-Carpenter and her "Fit by Five" program for pre-schoolers, which is based in Rochester, NY. I had an opportunity to see 2½ to 5 year olds benefitting from fitness activities. They learn the importance of physical activity, and gain vocabulary skills, patterns for learning and self-confidence in the process. I saw this program as a real "jump start" for education. Betty's concepts have been included in child care programs in many places but deserve an even greater audience.

At the other end of the age spectrum, Betty has written a book and conducts workshops for senior citizens, usually on the topic "How to Prevent Falls." I have seen how she has worked with 70(+) year olds, and how her program has restored seniors' confidence and added zest and quality to their lives. Plus, their fitness levels have improved tremendously.

A young man in Albany, NY, has developed a "Warriors on Wheels" program to promote recreational fitness for the physically handicapped. Ned Norton has motivated men and women in this population group to engage in a serious conditioning program, and he has helped turn lives around. I put him in touch with IRSA, and, hopefully, more fitness clubs around the country will make arrangements and modifications as needed to make it easier for more handicapped individuals to enjoy a stimulating workout.

In November, I spoke at a banquet hosted by Maryland Wheelchair Athletic Promotions, Inc., and they inspired me! This organization has an aggressive year-round program of athletic events, giving new life to the disabled in the Maryland area.

Gina Oliva of Gallaudet University, a recognized fitness leader and a member of the National Fitness Leaders Association (the alumni organization of HAFL winners), has produced a new video, "Shape Up 'n Sign" that, hopefully, will reach more of the hearing impaired and encourage them to get into a fun fitness program. Linda Crider, an accomplished musician, aerobics teacher and key

person at the Florida Governor's Council on Physical Fitness and Sports, combined talents with Gina on this tape which introduces basic sign language for deaf and hearing children ages 6-10. Linda has a deaf child and knows the importance of making fitness more accessible to this special population.

Special populations ... you bet they are special, and they deserve an extra measure of attention and encouragement. Sheila Warren, who was the driving force in creating a local fitness council on the San Carlos Apache Reservation in AZ, created a wellness/fitness center in their Indian Health Service clinic. Hopefully, her fitness center will be receiving some reconditioned exercise equipment from a caring, concerned corporation.

The PCPFS does not make loans or award grants, and our manpower is limited. But we try to facilitate, communicate, promote and motivate Fitness for All. If you would like information on any of the programs cited, let us know.

May 1992 be a year Fit for All. Thanks to the many friends and supporters of the President's Council. Happy New Year!

President's Challenge Promoted in Western Massachusetts

Now that the New Year is approaching, you've got the perfect time to map your fitness strategy. With your New Year's Resolution, you've already established that *you* are going to make fitness a priority in your life. Once you've done that, you can set the example for the rest of the family. We all learn by example. You can be the one to motivate the rest of the group.

The next step is to figure out why you've not exercised as a family in the past. Not enough time? That's an easy one to solve. The average family watches about 20 hours of television in a week. Surely, a half-hour a day can be taken away from the television set and devoted to exercise.

It may not be easy, of course, to find an activity that appeals to both youth and adults alike, but here's a good way to start: Walking. In addition to being a fine aerobic activity, it can be done by practically anyone regardless of age. Start out by scheduling a walk three times a week, before or after dinner. I believe you'll find that enjoyable. Before the end of the year, you'll undoubtedly be scheduling a bicycle ride together, a longer family hike or weekend trips together to swim, ski or go sailing.

The thing to do is to make any of these exercise activities fun. Youngsters are very easily bored. If that happens early, make your walks adventures by adding up the distances walked and chart them on a map as a walk "across" your state. Or turn the walks into games—who can be the first to identify five different kinds of trees, or who can be the first to spot license plates from all 50 states, or who can identify the most different makes of cars.

Once goals are obtained, it's time for rewards. After a month on the family fitness program, reward your youngsters for their participation with fitness equipment (soccer ball, tennis racket) or fitness clothing, or a family trip for a fitness activity (horseback riding, skiing). Before long, the entire family will be motivated and looking forward to these exercise sessions. Your New Year's Resolution will pay off with better fitness for yourself—and for those you love.

Now it's up to you. Happy New Year!

In many communities in western Massachusetts, physical education classes are given only once a week, and the President's Challenge fitness test battery is not being administered in the schools.

Hence, Jack Robinson, magistrate and assistant clerk of courts, Trial Court of the Commonwealth, District Court Department in Springfield, volunteered to train nine young boys for the President's Challenge. All the boys were taking karate lessons from Robinson.

U.S. Rep. Richard E. Neal, speaking at the awards ceremony held at Springfield College, where the six months of training and testing was done, said, "We have a treasure in this area—and it's called Springfield College. Raising the consciousness of spirit, mind and body (the college slogan) is an essential part of growth and development."

Robinson, who is working towards the

establishment of a Hampden County local council on physical fitness and sports, saw the need for improved youth fitness in this area. Of the rigorous training program, the boys' said, "Every day out there was a good day." Two boys qualified for the Presidential Award while seven boys received the National Physical Fitness Award.

Tim Daggett of West Springfield, and Jeff Blatnick of Albany, NY, both 1984 Olympic gold medalists, were on hand for the awards ceremony. Others in attendance included Dr. Frank Falcone, president of Springfield College; Leonard Collamore, Hampden County commissioner; Henry Clay, director of Physical Education, Health and Safety for the Springfield school system; Dr. Bill Considine of Springfield College, board member of the National Association for Sport and Physical Education; and Dr. Mimi Murray, President-elect of the American Alliance for Health, Physical Education, Recreation and Dance.

"If youth fitness is lacking in your community, you can do something about it," says

John Butterfield, PCPFS executive director. Jack Robinson is a Point of Light for fitness in his area. Could you be a Point of Light?



Western MA youth are proud to receive President's Challenge awards. Pictured: Tim Daggett, Olympic gold medalist, U.S. Rep. Richard Neal, Jack Robinson (instructor), Jeff Blatnick, Olympic gold medalist. (middle row) William Gallacher, Sean Robinson, Peter Dillon, Jr., Seth Teller. (front row) Charlie Gallacher, Adam Lee, Ryan Teller, Luke Rutkowski, and

Successful Raisin Fitness Program FREE to Elementary Schools

Schools nationwide can now order an innovative new 12-week physical education program that has motivated students and raised individual fitness scores by 15-20% in five major U.S. cities where it was tested last spring.

Called "*Raisin Youth Fitness*," the program is sponsored by the President's Council on Physical Fitness and Sports in cooperation with the California Raisin Advisory Board. Developed by national fitness educators, Kirk and Nancy Lawrence of Hayward, CA, the program teaches group/teamwork and individual physical and mental development without a competitive atmosphere.

It incorporates creative and fun aerobic exercises (a strong emphasis on "motion") with basic anatomy lessons and motivational discussions to make P.E. an exciting and challenging experience for every girl and boy, no matter what their current fitness level.

The "*Raisin Youth Fitness*" program features five lesson plan areas geared for grades 1-6:

- Group Warm-Up. A series of 12 active, safe exercises focusing on warming up muscles.
 - Intro-activity. A review of learned activities from the previous lesson.
 - Aerobic Fitness Activity. Activities designed to make working out fun, using basic locomotor movements organized in creative, fun ways from "animals" to "choo choo's" and ending with a cool-down period.
 - Basic Anatomy. A discussion of the muscles worked during that day's lesson.
 - "Mental Minutes." Time for discussion and motivation.
- An optional sixth element integrates more traditional sports modules and games into the activity and anatomy lessons.

Did you know ...

- Only 36 percent of America's elementary school children participate in daily physical education?
- Research shows a link between psychomotor development and math and writing skills?

A detailed lesson plan binder complete with the 12-week program, photos detailing exercises and program signs/materials is available free to educators interested in testing the "*Raisin Youth Fitness*" program in their schools. To order the free lesson plan, complete the order form and mail to:

"RAISIN YOUTH FITNESS"
55 Union Street
San Francisco, CA 94111

PCPFS Chairman Arnold Schwarzenegger says, "The Raisin Youth Fitness Program works so well because it is structured so that all students can succeed."

Yes,

I want to order the "*Raisin Youth Fitness*" program at my school!

Name _____

Title _____

School _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____

Are you responsible for physical education programs in your school?

____ Yes ____ No

Number of students who will participate in the "*Raisin Youth Fitness*" program _____

Mark Your Calendar

May 13, 1992 is the day that All Children Exercise Simultaneously.

In 1991, in a symbolic gesture of fitness and unity, more than five million children in 10,000 American schools and in 40 overseas nations exercised simultaneously.

Project A.C.E.S., developed by Howard Saunders and Lenny Saunders, deserves support.

Daily physical exercise, coupled with a balanced diet and good living habits, leads to better health.

As we say at the President's Council, "Fitness is Feeling Great!"

In Memoriam

David A. "Sonny" Werblin, 81, a Reagan appointee to the President's Council on Physical Fitness and Sports, died Nov. 21 in New York after a heart attack.

Werblin, former owner of the New York Jets football team, is probably most noted for signing Joe Namath with the Jets for \$427,000 in 1965, giving credibility to the old American Football League and setting up a merger with the National Football League.

He was a former president of Madison Square Garden Corporation, talent agent to dozens of film and television stars, and chairman of the New Jersey Sports and Exposition Authority when the Meadowlands sports complex was built.

A memorial service was held for Werblin at Kirkpatrick Chapel, Rutgers University, attended by 400. Joe Namath said, "He helped me a great deal as a friend and in the father-like way he looked after me ... You remember Mr. Werblin and what he accomplished and how upbeat he was ..."

Ed Bradley, chairman of the New Jersey Fitness and Sports Foundation in Trenton, a good friend of David Werblin, remembered him this way: "He cared and took time with all of the infinite things he had on his plate ... He is responsible for the state of sports in New York and New Jersey today."

PCPFS Recognizes NASA Fitness Winners

During NASA's Mission 44 flight in November, Commander Tom Henricks announced that the Marshall Space Flight Center, Huntsville, AL, won the agency's "1991 Exercise for the Health of It" nationwide interagency fitness competition, using the PCPFS' Presidential Sports Award program. Honorable mention went to the Dryden Flight Research Facility, Edwards, CA, and NASA headquarters, Washington, D.C.

The Presidential Sports Award program emphasizes regular exercise and consists of 51 sports/fitness categories. Total NASA participation was 1,092 in 28 sports/fitness categories.

On December 5, PCPFS executive director John Butterfield addressed NASA's 1991 Occupational Health Program meeting in New Orleans, LA, and presented the top award to the Marshall Space Flight Center for the greatest employee participation in the Presidential Sports Award program.

Sportscasters Honor Schwarzenegger

The American Sportscasters Association honored PCPFS Chairman Arnold Schwarzenegger as its Humanitarian Man of the Year at a black-tie dinner in New York City on December 5. Others who were honored included Muhammed Ali, former world heavyweight boxing champion, television personality Larry King and sports announcers Bob Costas and Ernie Harwell. Schwarzenegger was recognized for his activities on behalf of youth fitness. Harwell was inducted into the group's Hall of Fame.

While the chairman was unable to attend, the Council was represented by Steve Guback, PCPFS director of Information and a former sports writer for several major newspapers.

4-H'ers Think Fitness is "Fantastico"

The 70th National 4-H Congress, held in Chicago, IL, December 7-11, promoted its theme, "Crossroads of Cultures", with a Fitness Fantastico sponsored by the PCPFS. The workouts focused on aerobics, fun and fitness, and self defense.

More than 1,500 4-H youth and adult leaders from all 50 states participated in the event, designed to encourage the five million members of 4-H to put exercise into their daily living. This was the sixth year in a continuing partnership between 4-H and the PCPFS highlighting good health and fitness practices.

Instructors of Fitness Fantastico included John Butterfield, PCPFS executive director; York Onnen, PCPFS director of program

development and project leader; Dr. Charles Kuntzleman, president, National Fitness Leaders Association; Dani Gilmore, regional director, Jazzercise, Inc; Tony Calabrese, Illinois Teacher of the Year; Jeff Sunderlin, executive director, Illinois Governor's Council on Physical Fitness and Sports; Tom Dillon and Roger Nielsen, special agents with the FBI; and Sallie Ventresco, VA National Demonstration Center school physical education specialist, assisted by her daughter.

The workouts were sponsored by the Sporting Goods Manufacturers Association as a public service and conducted in cooperation with Jazzercise, the Illinois Governor's Council on Physical Fitness and Sports and the law enforcement community.



Delegates to the 1991 4-H Congress hailed this year's fitness event the best yet.

PCPFS in the Media

Emphasizing youth fitness, Nickelodeon has produced six public service announcements for the President's Council involving the Wild and Crazy Kids and stars of the National Basketball Association.

The PSAs point out that there are fitness activities for everyone, even for those youngsters who prefer not to be involved in sports. In one PSA the NBA stars point out that there even are exercises that they don't like, but that by showing improvement they are motivated.

Jessica and Omar of the Wild & Crazy Kids appear in segments done at the Great American Workout. The NBA stars include Chris Mullin of the San Francisco Warriors, Orlando Blackman of the Dallas Mavericks, Ron Harper of the Los Angeles Clippers, Xavier McDaniels of the New York Knicks and Michael Williams of the Indiana Pacers.

The Children's Musical Channel with the President's Council produced a segment on the importance of physical fitness for youngsters in their Boom Box series. Footage of youngsters exercising at the South Lawn of the White House and on the Capitol Steps during the Great American Workout was shown, along with footage of Arnold Schwarzenegger's appearance at the Indianapolis Fitness Fair.

The musical selection that introduced the segment was "Where Do the Children Play?" by the group "Take Six." The concluding musical piece "At the Playground" was done by the group "ABC."

The American Running & Fitness Association quoted PCPFS chairman Arnold Schwarzenegger in a release to 1500 publications entitled "Grading Your Child's Physical Education."

"Parents can't leave all the responsibility for fitness to the schools," said Schwarzenegger. "They must get involved. So many people say they work long hours and don't have the time. That's rubbish. If they can watch two hours of television at night, they can find the time to spend 30 minutes with the kids to promote fitness and health."

An update on the PCPFS's immensely popular "Kids and Arnold" television public service announcement shows that it now has produced \$4,007,645 in comparative advertising value. That's undoubtedly a Council record.

A breakdown indicates that it is being played in 100 of 129 television markets, plus via four television networks, with 187 stations confirming its use. There have been an estimated 17,920 telecasts so far reaching 66,005,500 TV households.

Additionally, the CBS radio network will be airing nine of the Council's PSA's, including one in Spanish which will be aired during the Super Bowl by the network's Spanish-language affiliates.

Arizona Schools Visited by PCPFS

Seeing quality physical education and fitness programs in Arizona was the purpose of a visit November 19-20 by John Butterfield, PCPFS executive director, and his special assistant for research, planning and special projects, Chris Spain.

Drs. Bob Pangrazi and Chuck Corbin of Arizona State University extended the invitation and arranged for visits to Jordan, Crimson, and Frost elementary schools in Mesa, Mountain Pointe High School in Tempe, and Arizona State University, also in Tempe.

Mesa Public Schools, one of the largest school districts in the country, is known for its quality physical education programs, particularly at the elementary school level. Each elementary school has at least one full-time physical educator and a well-equipped gymnasium. Directed by Dr. Gene Petersen, the program emphasizes fitness development, skill learning and the development of intrinsic motivation for physical activity. Classes taught by Connie Orłowicz, Jim Roberts and Natasha Desmarchais were observed.

Mountain Pointe High School, which is

new, has implemented a "Fitness for Life" program as part of its required high school physical education classes. Under the direction of Karl Kieffer and lead teacher Phil Abbadessa, the program was developed to help students learn concepts of fitness, be effective fitness consumers, and plan personal lifetime exercise planning. The program is similar to the personal fitness requirement recently implemented by the Department of Defense schools worldwide.

At Arizona State University, Butterfield and Spain visited the new Student Recreation Complex, a state of the art fitness and recreation facility built with student fees, the Physical Education Research Labs and Sport Science Research Labs.

In a seminar with Arizona State faculty and graduate students, Butterfield noted that the PCPFS is the lead agency for implementing the Physical Activity and Fitness Objectives in Healthy People 2000. Discussions centered on ways in which the PCPFS and schools and universities could assist each other in meeting the goals for increased physical activity and improved fitness for Americans.



John Butterfield, PCPFS executive director, right, and Chris Spain, PCPFS special assistant, 2nd from left, visited AZ schools at the invitation of Dr. Chuck Corbin, Arizona State University, left. Also pictured is Phil Abbadessa, a teacher at Mountain Pointe High School, Tempe.

Changes in Presidential Sports Award

Effective January 1992, the minimum age for participation in the Presidential Sports Award Program has been lowered to 10. Previously it was 15.

Some new fitness and sports categories have been added to this program which emphasizes regular exercise and takes about four months to complete. They include

- Cross training
- Horseshoe pitching
- Lawn Bowling
- Rope Skipping

Snowshoeing

Triathlon

Water exercise

The staff of the PCPFS is taking seriously the 1992 challenge issued by their executive director, John Butterfield. They are going for Presidential Sports Awards, with over 50 categories from which to choose, and are taking advantage of the fitness center in their new office building.

Book Available for Teens

Chris Silkwood, a member of the PCPFS and president of Silkwood Enterprises, a Houston-based fitness services firm, has written, with Nancy Levicki, a book entitled *Awesome Teen*.

It is about teens' making smart choices in the areas of food, exercise activity and self image, as these are the key ingredients to a fun, productive and highly energetic lifestyle. The book includes recipes, charts and guidelines to achieving this desired lifestyle.

PCPFS Chairman Schwarzenegger wrote the foreword, commenting that the book "is an excellent example of the grassroots effort and support that is so needed in this country if we are to reverse the decline in youth fitness ... I particularly like the daily record keeping programs featured in this book. This is *follow-up* which I consider a very important ingredient for the success of any personal fitness program. ..."

John Butterfield, PCPFS executive director, said of the book: "What better way to shape-up and show'em you have it all together than by becoming a teen totally turned-on to fitness."

Awesome Teen, published by NJL Interests, Inc., costs \$11.95 (plus \$2.00 postage) and may be ordered from: *Awesome Teen*, 7714 Woodway, Dept. A, Houston, TX 77063.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20004

Official Business
Penalty for Private Use \$300

NEWS BRIEFS

- Free loaner equipment, including all the sticks, balls, mouth guards and shin guards, is available from the U.S. Field Hockey Association for groups starting youth programs. Several videos and a teaching manual are also available. The U.S. Field Hockey Association is a Group A member of the U.S. Olympic Committee and the national governing body for women's field hockey.

- On March 14, 1992, YMCA's across the country will celebrate the first national YMCA *Healthy Kids Day*. Families will have fun together while learning how to begin a regular health and fitness program. The children will participate in activities designed especially for *their* levels of development. Nationally, the YMCA serves more than six million children and young people under age 18 each year through swim classes, sports leagues, day camps, child care, and other programs and activities.

- A major international conference on "Aging—The Quality of Life" will be held in Washington, D.C., Feb. 10-12.

1992, as part of the commemoration of the Quincentenary of Christopher Columbus' epic voyage to the Americas. The conference, at the Omni Shoreham Hotel, will bring together renowned experts in biological, medical and behavioral science to address the current understanding of aging and age-related changes in the human body in an interdisciplinary manner.

Public health officials, scientists, policymakers and the general public should find the conference of greatest interest. It is being organized by the Christopher Columbus Medical Sciences Committee of the National Institutes of Health in conjunction with several NIH institutes, the Food and Drug Administration, and the Italian National Research Council.

Registration for the three-day conference is \$200 if paid in advance or \$250 on-site. For more information, contact: Aging Quality of Life Conference, Suzanne Kuntz, Conference Coordinator, 655 15th St., N.W., Suite 300, Washington, D.C. 20005. Tel: 202-639-4524; FAX: 202-347-6109.

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PCPFS Special Advisors Named

At the January 10 Council meeting in Santa Monica, CA, thirteen special advisors were appointed to assist the PCPFS in its mission to promote, encourage and motivate the development of physical fitness and sports programs for all Americans.

All of these individuals have particular talents, expertise and experience to help move the Council's efforts forward.

Their collective backgrounds reflect commitment to fitness, exercise, sports, physical education, and good health practices, as well as business acumen, medical expertise, communications experience and general knowledge of Federal Government procedures.

Five of the thirteen advisors—Bell, Cremer, DeVos, King and Weil—served as PCPFS special advisors during the Reagan Administration.

The new special advisors are:

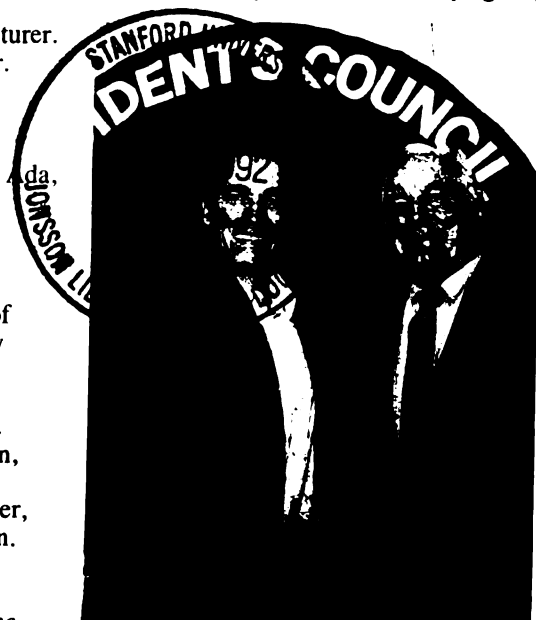
- | | |
|----------------------------|---|
| Jess A. Bell | Chief Executive Officer, Bonne Bell, Lakewood, OH. 1982 Healthy American Fitness Leader. Active member of NFLA. |
| John Cates | Supervisor, Department of Physical Education, University of California at San Diego. Assistant to Chairman Arnold Schwarzenegger. Active for 15 years in PCPFS clinics and workshops. |
| Dr. Ken Cooper | Founder and President, Institute for Aerobics Research, Dallas, TX. Noted author and lecturer. |
| Richard E. Cremer | Former President, Signature Corporation. "Mr. Fitness" in Kerrville, TX area. |
| Dr. Nick DiNubile | Physician and author, Sports Medicine, Philadelphia, PA. |
| Richard DeVos | Chief Executive Officer, Amway Corporation, Ada, MI. Fitness activist and community leader. |
| Dr. Bob Goldman | World famous authority on drugs and sports. Leader in the National Academy of Sports Medicine. |
| Dr. William Hettler | Director of the Wellness Institute, University of Wisconsin, Stevens Point, WI. 1988 Healthy American Fitness Leader. Active member of NFLA. |
| Thomas King | Chairman and Chief Executive Officer, Seay & Thomas, Inc., Chicago, IL. Active sportsman, promoter of fitness and community leader. |
| J. Richard Munro | Chairman, Executive Committee of Time-Warner, Inc. Co-chairman, Points of Light Foundation. Champion of fitness. |
| George Otott | Assistant to Chairman Arnold Schwarzenegger. 1966 Fitness Leader award winner, then as the "Fittest Marine." Former PCPFS consultant. |
| Mary Lou Retton | 1984 Olympic Gold Medalist in gymnastics. Sports commentator and motivational speaker. |
| Leon C. Weil | Former Ambassador to Nepal. Former Member of the PCPFS. Dedicated fitness enthusiast. |

January Council Meeting Sets Stage for Banner Fitness Year

The Hollenbeck Youth Center is one example of the many excellent programs operating throughout the country in support of youth fitness. Council members heard from Hollenbeck's director, Daniel Hernandez, at the January 10 meeting in Santa Monica, CA, regarding its leadership and outreach to the Los Angeles community, particularly to troubled youth, and its sponsorship of the inner city games.

The Hollenbeck center has devised day-to-day fitness and sports programs, as well as special events, which motivate youngsters, get adults involved, and create valuable public/private partnerships.

Excellent presentations were given by Dr. Brian Sharkey of the American
(See MEETING, page 2)



Duke Llewellyn, senior vice president, Los Angeles Athletic Club, and a former Council member, was on hand for the Council meeting. He and Chairman Schwarzenegger became acquainted in the early days of Arnold's career (Photo courtesy of Joan A.

Grassroots

New York State Makes Fitness Strides

The Bronx Borough local council on physical fitness and sports, with the corporate support of Fayva Shoes, sponsored Fayva's Street Beat "Fun for Kids and Families in the Neighborhood Program." The multi-faceted community support program includes sports equipment grants, recreational activities and a community information center. A series of community recreation events will be held throughout 1992.

Dr. Jack Barnathan, a chiropractor in Nassau County, NY, has spearheaded efforts for the start-up of a local council in his area. The Nassau county executive's office already has sanctioned a fitness celebration during National Physical Fitness and Sports Month.

The PCPFS has been contacted by interested individuals in Cayuga, Onondaga and Rockland counties, NY, regarding the establishment of grassroots councils that promote fitness and sports.

* * * * *



VOL. 92 NO. 1

The NEWSLETTER is published by the President's Council on Physical Fitness and Sports, 701 Pennsylvania Ave., N.W. Suite 250, Washington, DC 20004.

Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, Jane Blalock, Donald L. Cooper, M.D., Christine Evert, Thomas J. Fatjo, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Earvin "Magic" Johnson, Jackie Joyner-Kersey, Richard W. Kazmaier, Jr., Sammy Lee, James Lorimer, Myrna L. Partrich, Juan "Chi Chi" Rodriguez, Cory SerVaas, M.D., Pamela Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti.

Staff members are John A. Butterfield, executive director; Matthew Guidry, Ph.D., deputy Executive Director; Steve Guback, director of Information; York E. Onnen, director of Program Development; Glenn V. Swengros, director of Federal-State Relations; Christine Spain, special assistant to the Executive Director for Research, Planning & Special Projects; Ruth Ann Hockett, deputy director of Information; Louise King, Program Management officer.

Editor: Ruth Ann Hockett

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1992.

The Forsyth County (NC) local council on physical fitness and sports has been working with NC local television and radio stations regarding the promotion of fitness via PCPFS public service announcements. The stations will add a local tag and air the PSAs during the ensuing months.



Forsyth County (NC) local council members review action plans. Members pictured are (top, left to right) Robin Tanner, chairman, and Don Bergey; (seated, left to right) Beverly Nesbit, Lynn Berry and Constance Abbott.

MEETING—from page 1

College of Sports Medicine, Dr. Hal Morris for AAHPERD, Dr. Chuck Corbin of Arizona State University on a quality physical education program, and Bill McMahon, of Fitness Systems, on corporate fitness.

Dr. Michael McGinnis, Director of the Office of Disease Prevention and Health Promotion, addressed *Healthy People 2000*.

"... It is clear that we need to make progress in physical activity if we're going to make progress on any of our goals and strategies in health (and) in education...."

Dr. Michael McGinnis.



Chairman Schwarzenegger is surrounded by Council members and staff at the first PCPFS meeting in 1992. Left to right (front row) Christine Silkwood, Steve Guback, director of Information; Warren Giese, Ph.D., Jim Gilmore, Myrna Partrich, Suzanne Timken, PCPFS vice chairman; Dr. Sammy Lee, Gary Visconti, Peter Vidmar, Dr. Cory SerVaas, Louise King, program management officer; Dr. Don Cooper, Jane Blalock. (back row) John Butterfield, PCPFS executive director; Matt Guidry, Ph.D., deputy executive director; Jim Lorimer (Photo courtesy of Joan Adlen).

PCPFS Lends Support to Asthma Groups

National School Health Week was held during the month of January and included an initiative titled "Winning With Asthma—A Guide for Schools."

Posters depicting three athletes who suffer from asthma—Dominic Wilkins of the Atlanta Hawks basketball team, U.S.

Olympic gold medal swimming champion Nancy Hogshead and Christopher Dulman, youth hockey player from Lincoln, Park, MI, who is also the Asthma

and Allergy Foundation of America National Poster Child—will be distributed to 100,000 U.S. schools.

Nationally, three million children and teenagers suffer from asthma, resulting in 30 million lost school days per year.

The information program for schools is a collaborative effort among the National Asthma Education Program (NAEP), which is coordinated by the National Heart, Lung and Blood Institute; the Asthma and Allergy Foundation of America, and the PCPFS.

The PCPFS and thoughts by Chairman Arnold Schwarzenegger on the importance of youth fitness were featured in the first issue of *School Asthma News*.

To receive articles—such as "Asthma, Allergies and Exercise," by Roger Katz, M.D. (July 1991)—and other information, contact the Asthma & Allergy Foundation of America on: 1-800-7ASTHMA.



Christopher Dulman, National Poster Child for the Asthma & Allergy Foundation of America (middle), enjoys meeting John Butterfield (left) and York Onnen (right) of the PCPFS.

Chairman's

Corner

Arnold Schwarzenegger



Recently on a skiing trip, I mentioned the Presidential Sports Award to the folks running the ski shop. They reluctantly admitted they had not heard of the program. I promised that our office in Washington would send them information and the exercise logs.

A similar thing happened with John Butterfield, our executive director. He talked to the people running the fitness center in the hotel at which he stayed during our recent Council meeting. Likewise, they had not heard of the Presidential Sports Award program. But John promised to send them all the necessary information.

We have a good program that lacks good visibility, chiefly because many of the promotional campaigns of the Council must be done as a public service. Instead of wringing our hands, we should look upon this as just another exciting challenge. The challenge for all of us interested in fitness is to find ways to get the word out about this program—at meetings, during talks, at fitness facilities, etc.

As I said, the Presidential Sports Award is a good program—one that will help motivate the average individual to workout on a regular basis. The program consists of 58 various sports/fitness activities ranging alphabetically from aerobic dance to weight training. In between, you'll find such popular activities as bowling, bicycling, jogging, tennis, fitness walking, swimming and roller skating. With so many different activities, there should be at least one or more for everyone.

We've attempted to make the program even better this year. We want it to appeal to even more people. So, we've lowered the age from 15 to 10 years and added eight new categories: cross-training, horseshoe pitching, lawn bowl-

ing, rope skipping, snoeshoeing, triathlon, water exercise and wrestling.

The idea is to exercise regularly at the sport/fitness activity of your selection over a four-month period. You keep a personal log. When you've completed the requirements for your particular sport/fitness activity, you mail the log to Presidential Sports Award, P.O. Box 68207, Indianapolis, IN 46268 with a \$6 fee. You'll receive a certificate of achievement signed by President Bush, an embroidered blazer patch, and identification tags for your sports bag and shoes. You'll even get a letter of congratulations from me.

This year we'll be emphasizing a family fitness theme at the Great American Workout. This is where Mom and Dad, the kids and maybe even the grandparents participate in fitness activities together. The Presidential Sports Award is one way in which everyone can be involved.

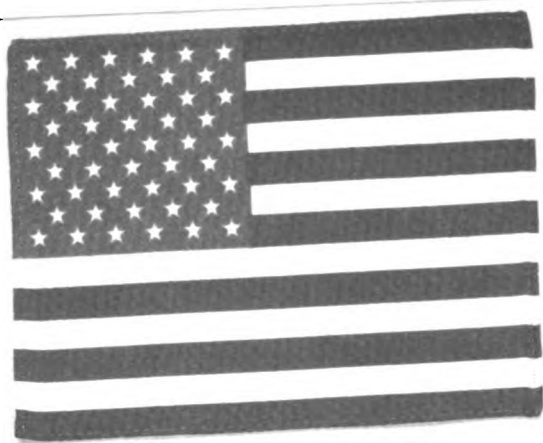
One other thing: We find that lots of folks who get an award in, say, fitness walking will discover that it's a great deal of fun. So they next try to get one in swimming. And when they get that, they'll next try for one in bowling. And then one in bicycling. Before you know it, they've got six or more of these blazer patches. They'll make a montage and hang it in their recreation room, an immediate conversation piece with visitors.

So, you see, exercise can be habit forming. But what a good habit to get into! This is what we mean when we say fitness is for everyone.



PCPFS Chairman Schwarzenegger challenges YOU to earn one of these!

Physical Fitness Promoted In Space



This United States flag and Presidential Sports Award patch were flown on the Orbiter Atlantis, STS-44, November 24 - December 1, 1991, for 109 orbits.

Presented to

The President's Council on Physical Fitness and Sports

Proof that physical fitness is out of this world!

From the National Aeronautics and Space Administration and the Crew of Atlantis, STS-44

Frederick D. Gregory
Frederick D. Gregory
Commander

Jim Voss
James S. Voss
Mission Specialist

Story Musgrave
Story Musgrave
Mission Specialist

Thomas Hennen
Thomas J. Hennen
Payload Specialist

Terence T. Henricks
Terence T. Henricks
Pilot

Mario Runco Jr.
Mario Runco, Jr.
Mission Specialist



The PCPFS received a collage from the National Aeronautics and Space Administration featuring a Presidential Sports Award patch that was flown in space. It was presented at a January 24 ceremony in which the Council's Honor Award was presented to Admiral Richard Truly, NASA administrator.

The collage, depicting the Orbiter Atlantis, STS-44 mission lift-off on Nov. 24, shows the Sports Award patch—flown on 109 orbits of the earth—which signifies the importance of daily physical exercise. Four of the six crewmen earned Presidential Sports Awards.

The crewmen who signed the collage are Frederick D. Gregory, commander; Jim Voss, mission specialist; Story Musgrave, mission specialist; Thomas Hennen, payload specialist; Terence Henricks, pilot; and Mario Runco, Jr., mission specialist.

On the collage are these words: "(THIS IS) PROOF THAT PHYSICAL FITNESS IS OUT OF THIS WORLD!"

Gannett Recognized for Promoting Corporate Fitness

USA TODAY, a Gannett newspaper, received a signed President's Council seal recognizing its emphasis on employee fitness with a new state-of-the-art fitness center, "health/works." The director of the fitness facility is Dee Hill-May.

A worksite fitness program is an important investment for employers, and the PCPFS encourages greater focus on clinical preventive services and rehabilitation.

One of the goals in the national *Healthy People 2000* initiative is: To increase the proportion of worksites offering employee-sponsored physical activity and fitness programs as follows:

Worksite Size	1985 Baseline	2000 Target
50-99 employees	14%	20%
100-249 employees	23%	35%
250-749 employees	32%	50%
750 employees	54%	80%

Baseline data source: National Survey of Worksite Health Promotion Activities, Office of Disease Prevention and Health Promotion.



John Curley, USA TODAY Chief Executive Officer (right), Richard Clapp, Vice President of Compensation and Benefits, and Dee Hill-May, director of "health works" (left) accept PCPFS commendation for promoting employee fitness.

Phoenix Hosts Wellness and Women III Conference

Phoenix, AZ, is the site of the Wellness and Women III Conference on February 18-21, 1992, sponsored by Health Promotion Programs at the University of Oklahoma and co-sponsored by the Office of Health Programs, Indian Health Service Headquarters. The PCPFS is a collaborative agency for the popular conference, the theme of which is "A Celebration of Healing."

The conference will feature informative workshops and general sessions for over 800 Native women from the United States and Canada. The keynote speakers will be Angela Veta Russell (Crow), a therapist and member of the Montana House of Representatives, whose topic is

"Indian Women & Empowerment," and Clara Nomee (Crow), tribal chairwoman of the Crow Tribe, who will speak on "A Celebration of Recovery."

Activities during the four-day conference include a health fair and Well Women's clinic, wellness activities such as walking, low impact aerobics, and less stress classes, and a Nifty Fifties dance.

York Onnen, PCPFS director of Program Development, will represent the Council at the conference. For more information, contact Health Promotion Programs, The University of Oklahoma, at (405) 325-1790.

Butterfield's Blyline

The Council receives numerous thank-you letters about our programs, projects and efforts to make Americans more fit. The 4-H youth have been "pumped up" after the PCPFS' "Fitness Fantastico" in Chicago, and one such letter recently crossed my desk from Miss Amy N. Murray of Raytown, MO:

"Thank you for sponsoring Fitness Fantastico at the National 4-H Congress. The exercises came in handy over the holiday season ...

"I kept telling myself ever since school started this year that I had to start exercising regularly. Fitness Fantastico started me on my way to reaching that goal. I now exercise for an hour daily ...

"I only hope that this goal will stay with me the rest of my life...."

During January, I visited NordicTrack headquarters in Chaska, MN. Its non-profit arm, National Exercise for Life Institute, includes an outreach program to schools and the community, which is supportive of PCPFS goals. I enjoyed being part of NordicTrack's activities appropriately named "On Track to Better Health." I spent a day in Minneapolis talking to students at three schools and appearing on a radio talk show about the lifetime benefits of daily exercise.

The PCPFS tries to be of direct assistance and remain involved in outstanding fitness programs. Denise Austin, a former Healthy American Fitness Leader and developer of an award-winning fitness video, joined me for an inservice training program for 300-plus physical education teachers in Fairfax County, VA. On the other side of the Potomac River, at the Prince Georges County Community College, an Older Adults Fitness Clinic will be co-presented by the Maryland Governor's Commission on Physical Fitness and the PCPFS on April 29.

Dr. Cory SerVaas, a member of the PCPFS and editor of *The Saturday Evening Post*, has orchestrated The Saturday Evening Ball, on April 11, to showcase the value of dancing as a great way to promote fitness and fun for all ages.

If you are already an active supporter of the PCPFS, I encourage your continued support. If you have been reluctant for some reason or involved in other issues, it's not too late to make a 1992 resolution. JOIN THE TEAM! We all truly can be a Point of Light for Fitness, Sports and Good Health!

Physicians to Prescribe Exercise

The PCPFS has entered into an education program with Wyeth-Ayerst Laboratories, introducing "The Physician's Rx: Exercise" using a physician exercise pad and an accompanying brochure on the importance of a regular fitness regimen.

One of the physical activity and fitness objectives in *Healthy People 2000* is to encourage more physicians and health care providers to take an exercise history from their patients and counsel them on appropriate exercise. Baseline data shows that physicians provided exercise counseling for about 30 percent of sedentary patients in 1988.

A three-part exercise plan is outlined in the brochure for:

Aerobic fitness. To improve the function and efficiency of heart, lungs and blood vessels.

Muscle strength and endurance. To build muscle tone and strength.

Flexibility. To reduce the chance of muscle strain and injury.

The brochures with accompanying exercise prescription will be disseminated to primary care physicians, internists and orthopedic surgeons. In addition, the PCPFS and Wyeth will distribute the material at PCPFS exhibits and medical conventions.

Prescription for Exercise materials will be unveiled at the February convention

of the American Academy of Orthopedic Surgeons in Washington, D.C.

Council member Don Cooper, M.D., was instrumental in developing this program.

Calendar of Events

- March 3** Second annual National Sportsmanship Day. Sponsored by The Institute for International Sport. All elementary schools, middle schools, high schools, colleges and universities throughout the country are invited to participate. The "model state" for 1992 is Hawaii.
Contact: Joseph P. Reilly, Coordinator
National Sportsmanship Day '92
(401) 792-2429
- March 30-April 1** Technology Assessment on Voluntary Weight Loss and Control. Sponsored by the National Institutes of Health.
Contact: Prospect Associates
(301) 468-6555
- April 7-10** First National Conference on Federal Employee Health and Fitness Programs. Sponsored by the U.S. Office of Personnel Management and the Office of Disease Prevention and Health Promotion, Department of Health and Human Services, in cooperation with the PCPFS, Federal Occupational Health Program, Public Health Service, and the Federal Interagency Health and Fitness Council.
Stouffer Concourse Hotel, Denver, CO
Contact: OPM Employee Health Services
(202) 606-1269 or FTS 266-1269
- April 30** PCPFS Meeting, Washington, D.C.
- May 1** Great American Workout (Invitation only)
The White House, Washington, D.C.
- May 15-17** 1992 International Aquatic Fitness Conference. Presented by the Aquatic Exercise Association.
Fairfax, VA
Contact: Sharon Curd, Registrant Coordinator
(414) 284-3416
- May 10-13** 1992 International Conference on Physical Activity, Fitness & Health. Toronto, Canada
Contact: ICPAFH, Norman Bethune College, York University, North York Ontario, Canada
(416) 736-5848
- May 13** National Employee Health and Fitness Day.
Contact: National Association of Governors' Councils on Physical Fitness and Sports
(317) 237-5635
Federal Fitness Day.
Contact: President's Council on Physical Fitness and Sports
(202) 272-3427
All Children Exercising Simultaneously (A.C.E.S.) Day.
Contact: National Youth Fitness Coalition
(212) 750-5777 or (201) 433-8993

The PCPFS' newest brochure, "The Physician's Rx: Exercise," developed with Wyeth-Ayerst Laboratories, includes an exercise plan "for a whole new you!" Distribution will be handled by primary care physicians, internists and orthopedic surgeons, plus Wyeth and the PCPFS.

PCPFS in the Media

The campaign to improve youth fitness received a tremendous lift when President Bush was featured in a cover story in *Parade Magazine* with his suggestions to kids—and to all of us—for better health: "Get Out There And Do Something!"

The interview by Michael O'Shea called attention to the fact that more than half of American youth are physically unfit. President Bush who, at age 67, jogs 6 miles a week, says that has to change.

O'Shea met with the President in the Oval Office and encouraged him to share his personal exercise program with the magazine's readers and to ask the President what he thought could be done to improve the physical condition of our children.

The President said he formed good exercise habits as a young man and continues to make fitness a key part of his life. He generally gets up on weekdays at 5 a.m. after a six-hour sleep. In addition to jogging, the President enjoys tennis and other sports. He said he also works out on the treadmill, an exercise bike and a weight machine for the upper body.

The First Lady, who is 66, swims a mile almost every day, winter and summer, in a heated outdoor pool.

"To have a sound mind, you've got to have a sound body," the President was quoted.

His advice to youngsters: Stop watching television so much and get outdoors and do something! Doesn't matter what it is: Run, ride your bike, learn to do something!"

Readers also were invited to get more information by writing for the Council's "Get Fit" booklet. More than 18,000 requests were received in the first two and a half weeks following the *Parade* article.

* * * * *

The Council's "Kids and Arnold" public service television announcement continues to rack up new records. The latest compilation shows that the television spot has been aired 22,430 times and produced more than \$4.6 million in comparative advertising value.

Additionally, the spot has been distributed by a large group of television networks including ABC, NBC, CBS, Fox, Armed Forces, CNN, Home Team Sports, Nickelodeon, ESPN, Discovery Channel, and Cox.

Interestingly, the spot has received its greatest play in the 20 largest markets, which is an audience the PCPFS is particularly eager to reach.

* * * * *

Council member Don Cooper, M.D., discussed fitness walking in a recent edition of *USA TODAY* in an article by Nanci Hellmich. "You get 80% to 90% of the health benefits of (more vigorous) exercise if you walk briskly for 30 minutes three times a week," Cooper said.

Cooper also stressed the psychological benefits of exercise: "One of the most important things is to like yourself and you will like yourself better if you do something you know is right."

Great American Workout Seeks Cosponsor

On January 15 the PCPFS announced in the *Federal Register* the opportunity for a non-profit organization to cosponsor the Great American Workout with the President's Council.

To be eligible, the cosponsor must be a private, nonprofit entity and have a legitimate interest in physical fitness and sports. The cosponsor will provide funding, as no Federal funds are available for the Great American Workout—to be held May 1 at the White House and the U.S. Capitol—which kicks off National Physical Fitness and Sports Month.

The cosponsor selected will be responsible for coordinating the Great American Workout with representatives of the White House, Congress, Architect of the Capitol, Department of Health and Human Services and the PCPFS. The duties of the cosponsor will include:

- Developing a publicity campaign
- Arranging lodging and transportation for some invitees
- Planning and establishing workout stations
- Planning, selecting and organizing sports/fitness activities
- Providing insurance coverage and first aid stations
- Obtaining corporate sponsors

The staff of the President's Council will meet separately with potential cosponsors whose written submissions, due January 30, best meet established criteria.

PCPFS February Tour

PCPFS Chairman Arnold Schwarzenegger will visit seven states in late February in his campaign to improve youth fitness. The chairman will meet with the governors, conduct a fitness summit, hold a press conference, and visit a school or speak at a student rally. The schedule follows:

February 25	Phoenix, AZ Santa Fe, NM
February 26	Oklahoma City, OK Austin, TX
February 27	Shreveport, LA Little Rock, AR
February 28	Charleston, WV

News Briefs

- * Look for the PCPFS "Spring Mailer" being sent to schools the end of March. It encourages teachers to administer the President's Challenge and challenges teachers and parents alike to adopt a healthier, more fit lifestyle and earn a Presidential Sports Award!
- * Dr. Agnes Donahue has been appointed Director of the newly-established Office on Women's Health in the Department of Health and Human Services. For six years, she served as Executive Secretary of the Public Health Service Coordinating Committee on Women's Health; practiced dentistry at the National Institutes of Health; and was an assistant professor at the University of Missouri Medical Center.
- * The Aquatic Exercise Association is seeking nominations for its 1992 awards. Award categories are Aquatic Fitness Instructor of the Year; Contribution to the Aquatic Fitness Industry; and Lifetime Achievement in Aquatic Fitness. The awards are sponsored by Speedo and Sprint/Rothhammer. Nomination forms are available from AEA at P.O. Box 497, Port Washington, WI 53704, Tel: (414)284-3416. The deadline for receipt of nominations is March 2.
- * The American Running and Fitness Association (AR&FA) has materials to help celebrate National Physical Fitness and Sports Month. For 21 years, AR&FA has sponsored Running & Fitness Week during the second week of May. This year, it runs from May 10-May 16. Three Running & Fitness Week kits are available for \$1 per kit:
 - Kit #1—for individuals beginning or maintaining an exercise program.
 - Kit #2—for companies planning special events each day during the week.
 - Kit #3—for publicizing local efforts via the media.To order Running & Fitness Week materials, specify which kit(s) and write: AR&FA, 9310 Old Georgetown Road, Bethesda, MD 20814, or call Lisa at 1-800-776-ARFA.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20004

Official Business
Penalty for Private Use \$300

Dow Chemical Promotes "PSA Kids" Program

Dow Chemical has introduced PSA KIDS, a fitness program for 500 children of Dow employees, using the PCPFS' Presidential Sports Award.

Developed and sponsored by Up With Life, Dow's health promotion program, PSA KIDS encourages youngsters, under age 14, to take part in more than 21 activities—such as bowling, figure skating or judo. Each child's goal is to accumulate 1,500 minutes of activity between January 1 and April 30, which equals about 90 minutes of exercise each week.

Since 1987, Dow U.S.A. employees, spouses and retirees across America have been participating in the Presidential Sports Award Program. "Since the PSA has always been our most successful exercise incentive program, it seemed natural to add a kids component," according to Scott Eising, Dow's health/fitness coordinator.

More than 35 Dow sites are participating in the Presidential Sports Award and PSA KIDS programs this year.



An up-and-coming athlete exercises with her dad on Dow's outdoor track as she works towards her PSA KIDS exercise goals.

BULK RATE
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Chairman's Corner

Arnold Schwarzenegger

**NFLA Selected
Co-sponsor of GAW III**

Down the Homestretch on Youth Fitness Tour

We're coming down the homestretch of our campaign to visit all 50 states to improve youth fitness through daily quality physical education in the schools, more parental involvement and innovative community programs. Believe me, after visiting 43 states, I know we're making a solid impact—and the visits are getting better than ever.

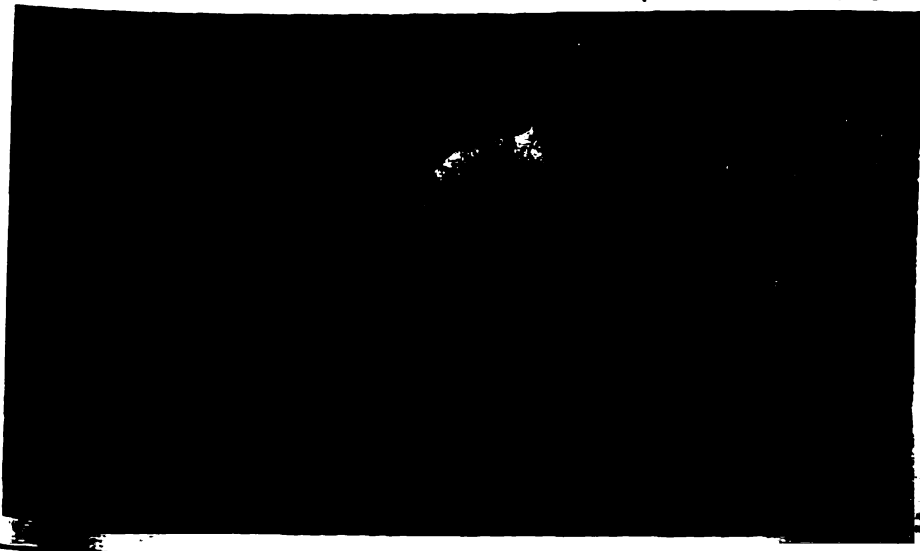
You wouldn't believe the reception we had at Shreveport, LA, on February 27 unless you saw it on CBS Morning News with Dr. Bob Arnot, CNN or some of the other television networks. There were 49,000 screaming youngsters at the Independence Bowl Stadium from the tri-state area of Texas, Arkansas and Louisiana for a morning youth fitness rally. When Gov. Edwin Edwards and I rode around the stadium in a convertible, the youngsters roared and waved. A helicopter flew overhead, stirring music played over the loudspeakers and Native American youngsters from area tribes danced on the playing field.

It was quite a sight. Not only that, but we were able to get our fitness message across to these youngsters and to many parents, and to lead the entire group in exercises. We are indebted to Francine Miller and Cheree Adams and all the other fine people at the Willis-Knighton Medical Center, along with Yvonne Wilson, the very-determined teacher at Bellaire Elementary School, for providing the leadership and making that visit so successful and memorable.

But that wasn't all. For the first time during these trips we were able to speak to state legislatures—at Oklahoma, Arkansas and West Virginia. As you know, we schedule one-on-one meetings with the Governors in all states, but addressing the legislatures was an unexpected bonus.

At the West Virginia House of Delegates, the recorder caught these words from my talk: "On this fitness crusade, I deliver a message as old as civilization—sound mind, sound body. Even the ancient Greeks used that. But the sad situation is that we in America have not really kept this idea alive. The children in this country are getting fatter, slower and they're getting sicker. I don't have to tell you, because you deal with these matters all the time, what it means to health care costs in the future."

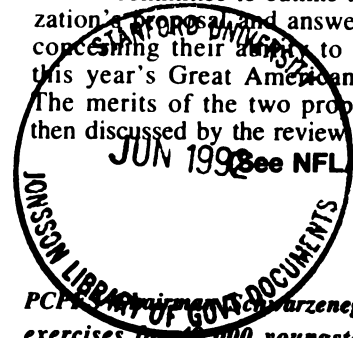
(See CORNER, page 3)



In response to the January 10, 1992 announcement in the *Federal Register* for co-sponsorship with the PCPFS of the third Great American Workout on May 1, 1992, proposals were received from the National Fitness Leaders Association (NFLA), the award winner, and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD).

Members of the review committee were: John Butterfield, executive director, PCPFS; Matthew Guidry Ph.D., deputy executive director, PCPFS; James Lorimer, Council member; and Susan Zagame, deputy general counsel, Department of Health and Human Services (DHHS). Phillip Wiethorn, DHHS, served as committee executive secretary and monitored the review in accordance with evaluation criteria published in the *Federal Register*.

Representatives of both NFLA and AAHPERD met separately with the review committee to outline their organization's proposals and answer questions concerning their ability to co-sponsor this year's Great American Workout. The merits of the two proposals were then discussed by the review committee.



PCPFS Chairman Arnold Schwarzenegger led exercises for 49,000 youngsters at a youth fitness rally at Independence Stadium, Shreveport, LA, on February 27. A local newspaper reporter characterized Arnold's mission: "To kill every couch potato in sight." At left are LA Governor Edwin Edwards and Shreveport Mayor Hazel Beard. (Photo courtesy of Tim Loehrke, Shreveport TIMES.)

Grassroots

North Carolina

North Carolina currently leads the nation with six local councils on physical fitness and sports, formed to reinforce the activities and goals of the Governor's Council and the PCPFS. The grassroots councils are located in the counties of Buncombe, Forsyth, Pitt, Wake and Wilson and in the community of McAdenville.

The Wake County Local Council on Physical Fitness and Health was established by resolution of the Wake County Board of Commissioners to: (1) develop interventions addressing the decline in fitness levels and rise in obesity in Wake County youth; and (2) develop local initiatives designed to meet the Year 2000 Objectives for the nation relative to physical fitness.

The fifteen members of the Wake County local council represent a broad spectrum of professions.

Youth Fitness Study

The North Carolina Legislative Research Commission organized a Youth Fitness Committee which has been studying youth fitness in the state.

Approximately 50-60 schools have been participating in the study.

The study is designed to assess the fitness level of youngsters in grades 1, 3, 6 and 9; to describe their patterns of participation in physical activity; and to determine the factors affecting their fitness.

Four general areas about fitness and physical activity habits of North Carolina youth are being addressed:

- * How do children in grades 1, 3, 6 and 9 perform on health-related tests of physical fitness?
- * What are the physical activity habits of children at home, at school, and in the community?
- * What factors, including exercise habits, affect measured fitness?
- * How does the quantity of physical education and the qualifications of those responsible for teaching it affect the fitness level?

The study will terminate in May, with results available in the fall of 1992.

* * * * *



Youth fitness testing of 2,000 youngsters has been ongoing throughout North Carolina. Pictured is a first grade student at Prince Ibrahim Elementary School, Winston-Salem.

Texas

The most recent local council to be established is The Greater Houston (TX) Area Council on Physical Fitness and Sports. Sherri Luehr and State Representative Ashley Smith have been appointed co-chairpersons.

Signed by Harris County Judge Jon Lindsay, four Precinct Commissioners and the Deputy County Clerk, the resolution to establish the local council reads:

Whereas, the health, fitness, and wellness of the community known as Houston, Texas has been given a high priority, and

Whereas, The President's Council on Physical Fitness and Sports is recognized as the leader in developing fitness programs of all types for its citizens, and

Whereas, "Healthy People 2000" national health promotion and disease prevention objectives strongly emphasize physical activity and fitness as avenues for disease control and better overall health, and

Whereas, a committee of representatives from all geographical areas and interest groups will be created to accept responsibility for interaction with the community of Houston, Texas to bring about programs and projects to further the good health of the individuals of that city, and

Whereas, the city of Houston is the home of spirited people and industries at the forefront of cutting edge technologies for our nation's future: energy, space exploration, telecommunications, biogenetics and other medical advances that will shape the next century; these grassroots efforts in the areas of nutrition, fitness and other preventive measures will create a legacy for the next generation; now, therefore

BE IT RESOLVED Commissioners Court supports the efforts . . . to establish The Greater Houston Area Council on Physical Fitness and Sports to act as the vehicle to coordinate resources for specific interventions.

* * * * *

Virginia

The Grayson County (VA) Board of Supervisors unanimously adopted a resolution establishing the Grayson County Local Council on Physical Fitness and Sports. Mrs. Sue Worley, recipient of six Presidential Sports Awards, is chairperson and Arnold Hash, a 2nd degree Black Belt in Tae Kwon Do, is vice-chairperson.



VOL. 92 NO. 2

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Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, Jane Blalock, Donald L. Cooper, M.D., Christine Evert, Thomas J. Fatjo, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Earvin "Magic" Johnson, Jackie Joyner-Kersey, Sammy Lee, James Lorimer, Myrna L. Partrich, Juan "Chi Chi" Rodriguez, Cory SerVaas, M.D., Pamela Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti.

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Editor: Ruth Ann Hockett

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1992.

State Fitness Follow-up is Crucial

Chairman Schwarzenegger has taken his fitness crusade to 43 states, with the remaining seven state visits scheduled beginning the week of April 13.

His momentum to improve fitness for all populations, particularly the nation's youth, must continue. A call has been sounded to state and local leaders to enhance programs and policies already in place, or create new alliances and partnerships to make fitness and good health habits a *higher* priority.

Glenn Swengros, PCPFS director for Federal-State Relations, participated in a statewide health and physical education teleconference on March 4, conducted by the Virginia State Department of Education. Broadcast from the Department of Information Technology, Executive Teleconference Center in Richmond, and downlinked to 10 sites around the state, the target audience included state health and physical education teachers and administrators.

Panel members representing national and state health and physical education organizations/agencies gave brief presentations and answered phone-in questions. Del Moser, associate specialist for Health and Physical Education, co-anchored the broadcast.

* * * * *

As a result of Chairman Schwarzenegger's visit to Massachusetts last spring, Governor William F. Weld has arranged a statewide workshop addressing fitness for youth, women, the elderly, urban residents and the workplace on May 15, 1992, in Framingham, MA. It will be hosted by the Massachusetts Governor's Committee on Physical Fitness and Sports, moderated by Dr. Lyle J. Micheli, and feature keynote speakers Peggy Brown, Mandela Town Hall Health Spot; Pamela Douglas, M.D., Beth Israel Hospital; William J. Evans, Ph.D., Tufts University; James Rippe, M.D., University of MA Medical Center; and Peter H. Soderberg, Johnson and Johnson Health Management, Inc.

NFLA—from page 1

with each member individually scoring the proposals.

Based on this evaluation process, NFLA was selected to co-sponsor the Great American Workout on May 1, 1992—kicking off National Physical Fitness and Sports Month—with the PCPFS.



An aerial view of the youth fitness celebration at Independence Stadium in Shreveport, LA.

CHAIRMAN'S CORNER—from page 1

"Right now we're talking about astronomical health care costs by the year 2,000 and nobody knows how to pay for it. But we do know one thing: If we use preventive medicine by giving our children daily, quality physical education, daily vigorous exercising in the schools, then we have a chance to produce healthy people in the future which means less money in health care costs. One hour in a gymnasium today is one hour less in the doctor's office tomorrow . . .

"You have been doing some wonderful things in this state, but there still are many more things you can do. Whenever you see a bill in front of you that says daily quality physical education, pass it. You now have a law that says you can't use tobacco in the schools. It's a wonderful law and I want to congratulate you on that . . . But take the junk food and the sodas out of the school vending machines and put in milk and good food, so that we produce healthy and fit children.

"Let me clarify one thing: When we talk about a fitness program in the schools, we're not talking about producing star football players or champion baseball players. We like competitive sports, but that's not what this fitness crusade is all about. Usually with those sports, you have 15 guys playing on a court and 2,000 kids just sitting there watching and not doing anything. A successful sports and fitness program is when every child in the school, even if they are handicapped or not athletically inclined, has a good quality exercise program every day. That's what we're trying to promote.

"With your help, with the parents' help and with the Governor's help—and we will do our job—I think we can make the year 2,000 the time when there is physical education in every school for every child every day."

That's essentially the message we've been preaching. But there are other important phases of the tour. When I work out with the youngsters at a typical elementary school physical education class, we leave behind a little card for each youngster which says, "I worked out with Arnold and I pledge to workout at least five times a week and say no to drugs." We also call upon the Governors to start a Governor's Council on Physical Fitness and Sports if they don't already have one. The Governors of Texas and West Virginia, the only two states on this last tour without a Governor's Council, have promised to start them.

At Austin, TX, along with Governor Ann Richards, we exercised with some 4,800 youngsters in an auditorium. The youngsters quickly got the idea that exercise not only is important, but it is fun. At Santa Fe, NM, we spoke and participated in a workout and rally at the New Mexico School for the Deaf. Every visit produces fun and excitement.

We've got only seven more states to visit and we plan to complete the tour by May 1, the start of National Physical Fitness and Sports Month. Although the tour will be over, it won't mean any lessening of our resolve to get America's youngsters physically fit. We've got other great programs in mind. You'll be hearing about them soon. Trust me.

New Governor's Councils Established

As part of his nationwide campaign to help get Americans in shape, PCPFS Chairman Arnold Schwarzenegger encourages governors to establish state fitness councils where there are none. He also has intervened to retain Governor's Councils when they are targeted for phase-out due to budget cuts.

Governor George Sinner of North Dakota has established the North Dakota Governor's Council on Physical Fitness whose mission is to "encourage North Dakota citizens to participate more actively in health and fitness activities and help them live healthier, happier and more productive lives."

Sinner, an avid sports enthusiast who underwent heart surgery last summer, said, "There are many benefits of physical fitness ranging from reduced absenteeism at work to personal self-confidence and a reduction in health care costs."

Five years ago, he initiated the Prairie Rose State Games program, an amateur sports festival for people of all ages and abilities. He points to the need to emphasize physical fitness throughout the year, relying on state agencies and non-state organizations for support.

North Dakota Attorney General Nicholas Spaeth, an active jogger and runner, has been asked to chair the new council; the vice chairman will be Major Shirley J. Olgeirson, public affairs officer for the North Dakota National Guard, who has excelled in racewalk competitions.

In addition to Spaeth and Olgeirson, other North Dakota Governor's Council appointees are: Dr. Douglas Eiken, Department of Parks and Tourism; Dr. Wayne Sanstead, Department of Public Instruction; Dr. Stephen McDonough, Department of Health and Consolidated Laboratories; Deborah Painte, North Dakota Indian Affairs Commission; Mary Herring, ND State University; Kathleen Meagher, ND Special Olympics; Robert King, ND High School Activities Association; Mark Waldera, St. Luke's Hospitals; State Senator Aaron Krauter; Brian Wolk, Basin Electric Power Cooperative; Terry Ferebee, Trinity Medical Center; Claudia Donovic, Blue Cross and Blue Shield; Barbara Sand, American Heart Association, ND affiliate.

* * * * *

By Executive Order, Governor John McKernan, Jr. of Maine has established a Governor's Council on Physical Fitness and Sports. It will make recommendations to the state regarding physical fitness initiatives and to facilitate projects that will improve the physical fitness of Maine students.

Members of the Governor's Council will include up to 20 representatives from the business community, the elementary and secondary school system, health and medical professions and sports/fitness organizations. They will serve without compensation, and funding of Council activities will be raised from private sources.



Members of the Ross County, Ohio, Local Council on Physical Fitness & Sports are: (left to right) Dr. George Jurcisin, chairman; Joe Lawhorn, Elks Lodge; Ed Schiller, Superintendent, Ross County Schools; Dick Cline, Superintendent, Chillicothe City Schools; Sharon Christopher, YMCA; Sgt. Mike Pickett, U.S. Army Recruiter; Marlin Easterday, Executive Director, Committee for the Elderly; John Roan, Senior Citizens Center; Don Neff; Nioto School; Herschel Craft, Trinity Manager, WBEX/WKKJ; and Chillicothe Mayor Joe Sulzer.



North Dakota Governor George Sinner (center) poses with his newly-appointed chairman of the Governor's Council on Physical Fitness, Nicholas Spaeth, Attorney General (left). Major Shirley J. Olgeirson, North Dakota National Guard, is vice-chairman.



Maine Governor John McKernan (center) signs executive order establishing the Maine Governor's Council on Physical Fitness and Sports. Looking on are Ted Shiro, Maine Hall of Fame (left), and Colleen Rioux, ME Department of Education.

PCPFS April Tour

PCPFS Chairman Schwarzenegger is scheduled to visit seven remaining states in April, continuing his nationwide campaign to improve youth fitness. Meetings with the governors, a fitness summit, a press conference, and a school visit or youth rally will be held as follows:

- | | |
|----------|---------------|
| April 13 | Detroit, MI |
| | Nashville, TN |
| April 14 | Jackson, MS |
| | Atlanta, GA |
| April 15 | Columbia, SC |
| | Raleigh, NC |
| April 20 | Columbus, OH |

Ohio marks the 50th state visit, where extra-special events are planned. Jim Lorimer, PCPFS member, is actively involved in these arrangements.

Couch Potato No More



Mr. Potato Head, America's favorite spud, and John Butterfield, PCPFS executive director, exercise at the Naval Academy, the latter's alma mater. Mr. Potato Head, who turns 40 on May 1, has pledged to get in shape and help support PCPFS efforts to improve family fitness. He is working towards a Presidential Sports Award in fitness walking. (Photo courtesy of George N. Lundskow, Annapolis CAPITAL.)

Bufferfield's Byline

I have had many opportunities in recent weeks to witness the good work and commitment of those "Points of Light" for fitness, sports, and good health, both on the domestic and international front.

In early March, I was invited by the Japan Health Promotion and Fitness Foundation to join representatives from Norway and Germany at an international conference in Tokyo on sports and health. The topic is one I surely believe in, and I was honored to participate as a keynote speaker and panelist.

From Japan I stopped off in Guam for a jam-packed day of activities arranged by Patrick Wolff, chairman of the Guam Governor's Council on Physical Fitness and Sports. Exercising with 300 youngsters at Tamuning Elementary School was a rewarding experience, as well as lecturing at the University of Guam to a health and wellness class that included some aspiring physical education teachers. Other activities included participating on a radio talk show to emphasize the need for quality phys ed; visiting Guam's Congressman at Large, Ben Blaz, and Governor Joseph Ada, who surprised me with a proclamation declaring "John A. Butterfield Day on Guam"; speaking to both a Rotary Club and Navy and civilian leaders on the role of the PCPFS, fitness and leadership; meeting with the Guam Olympic Committee; and calling on the Commanding Officer, NAS Agana, to stress the importance of physical fitness for the military and encourage basewide commitment to the PCPFS' Presidential Sports Award Program.

The PCPFS has heard from YMCA's around the country concerning their *Healthy Kids Day* on March 14. Some Y's administered the President's Challenge youth fitness test battery, while others devised their own. A potpourri of fun and fitness events for the whole family made the nationwide "Y" program both special and successful. I represented the PCPFS at the High Point, NC, *YMCA Healthy Kids Day*, which included:

- * family fun walk
- * baby stroller race
- * fitness testing for kids
- * family triathlon
- * Grand Slam/Homer & Rally
- * Polynesian Dance Corps
- * family jump rope
- * Hot Shot Shootout
- * Moon Walk

GAW Update

Plans are under way for The Great American Workout to be held Friday, May 1, 1992 at the White House and the U.S. Capitol. This year's theme is Family Fitness. A number of celebrities and special guests will assist in making the third GAW the best yet.

Great State and Great City Workouts are expected also to be held around the country, including:

- Little Rock, AR
- Los Angeles and Sacramento, CA
- Chicago, IL
- Annapolis, MD
- Raleigh, NC
- Trenton, NJ
- Philadelphia, PA
- Columbia, SC
- Austin, TX
- Madison, WI

On March 11, I addressed the 1992 North Carolina Wellness Conference which had the support of a coalition of organizations and individuals committed to accelerating efforts to promote wellness throughout the Tarheel State.

"I truly believe that no wellness or health promotion program will be successful unless it has a strong component of physical activity." John Butterfield, PCPFS executive director.

It was good to share some of my thoughts and a PCPFS perspective at the national meeting in Nashville, TN, of the National Association of Governor's Councils on Physical Fitness and Sports. The association and state councils have an important role to play. It takes all of us and coalitions with other groups and individuals to convey the fitness message. We must continue to underscore the importance of *Healthy People 2000*, with physical activity and fitness the number one of 22 priority areas—including 300 goals and objectives—in this national strategy.

Naturally, one of the greatest concerns among the states is funding, support of offices, personnel, programs, etc. Nobody has an easy answer; it takes determination, creative thinking and financing, and public/private partnerships. As Chairman Schwarzenegger points out when the issue of money is raised, "I never had to pay anything for a pullup, a pushup, or to walk and run."

Many exciting proposals are brewing which will enhance the effectiveness and outreach of the PCPFS, and a number of major events are approaching fast. The month of May will be a superb celebration of exercise and sports, with family fitness being showcased. Great State and City Workouts, local council activities, and events conducted by a myriad of organizations in the nationwide "fitness family" will surely accentuate the important role *all of us* play in the health and fitness of this great nation!

Plea Made for Physical Education

Colleen Rioux, a physical educator with the Maine Department of Education, met with U.S. Senate Majority Leader George Mitchell (ME) at his offices in Washington, D.C. in February, urging that physical education become a national priority and part of the Administration's *America 2000* education plan.

Mrs. Rioux pointed out that many schools across the nation are using the President's national education goals which do not address physical education. Since it is not a national priority, she further suggests that physical education would be one of the first curriculums "to meet the budget ax." She told Senator Mitchell that "It will be our children and the health care system that will feel the effects of sedentary schools that do not address the skills and knowledge needed to lead a healthy lifestyle ... The reality is that people are suffering from preventable diseases that can be addressed through a daily, high quality physical education program."

* * * * *

In honor of the 200th anniversary of the Bill of Rights, 150 students in grades 2-6 at P.S. 20, District 13, Brooklyn, NY, formulated a Physical Education Bill of Rights for students in the school's physical education curriculum.

The document was unveiled at a ceremony attended by 600 students in the school gym. Michael Marcus is the physical education teacher at P.S. 20.

The Physical Education Bill of Rights states that in the gymnasium students have the right to:

1. Participate in all activities for my age level.
2. Participate in all activities without getting hurt.
3. Participate without having my feelings hurt and people bothering me.
4. Participate in a safe environment with safe equipment.
5. Participate with all races and nationalities.
6. Progress at my own pace.
7. Learn.
8. Not have people talk about my progress.
9. Lose and not be teased.
10. Succeed and fail.
11. Be treated the same as others.
12. Work in my own personal space.
13. Speak when called on without interruption.
14. Ask questions and be listened to.
15. Have a 45-minute period.
16. Get a second chance.
17. Be friendly and kind and expect the same in return.
18. Work cooperatively.
19. Be physically educated.
20. Learn about fitness and how to take care of my body.
21. Learn what kind of exercises are good and what kind are not good.
22. Fair play in all activities.
23. Enjoy all activities.
24. Have fun.



PCPFS Vice Chairman Suzanne Timken (left) and Israeli guide Tali Levanon pose in the Egyptian Sinai desert. The two women share a common sense of purpose: to promote better fitness and health around the world for persons of all ages.

Timken Treks Egyptian Sinai

PCPFS Vice Chairman Suzanne Timken was among a group of 25 adventurers—ranging in age from 34 to 74—who made a seven-day exploration of a remote part of the majestic wilderness of the Egyptian Sinai desert.

What Timken and the others discovered was that their level of fitness was tested with challenging rock climbs, extreme temperatures, and arduous ancient switch back trails. It was a thrilling experience to see hidden Egyptian temples and peaceful palm oases, coupled with the daily ritual of washing dishes in the sand, eating flat bread baked in the ashes of a campfire, and singing simple Bedouin songs.

As Dr. W. Brugh Joy said of the desert sojourn, each person gained an "intense appreciation of living life in its most essential form along with an awakened sense of trust of the body, of community, of natural spiritual values, and a sense of the profound mystery of life."

Traveling by camels and vans, the group was guided by Tali Levanon, a 23-year-old Israeli woman with extensive background and training in the military, sports instruction, aerobics, and teaching. Timken said that Tali embodied the spirit of the rugged desert trip with her emphasis on physical fitness and stamina; resourcefulness; and the humanitarian qualities of experiencing a unity of mind, body and spirit.

The PCPFS is promoting fitness for everyone, and thus presented a Certificate of Recognition to Tali, signed by Chairman Schwarzenegger, for her "significant effort which furthers the emphasis on physical fitness and amateur sports as an important aspect of dynamic health and a high quality of life."

Timken practices and promotes fitness whether she's working with the youngsters and corporations of Canton, Ohio, serving on the President's Council, addressing a group of Native American women or going on safari in the Egyptian Sinai. She is full of life and an activist for keeping fit.

From the National Institute on Aging's *Age Page*

"If exercise could be packed into a pill, it would be the single most widely prescribed, and beneficial, medicine in the Nation."

PCPFS Participates in Senior Fitness Hearing



PCPFS Deputy Executive Director Dr. Matt Guidry, left, and Jhoon Rhee, well-known martial arts instructor, testified Feb. 25 before a House of Representatives subcommittee on the importance of exercise for older Americans. (Photo courtesy of Helena B. Fawcett.)

Dancers Third Age; Doralie Deneberg Segal, M.S., competitor, VA Golden Olympics; and Jhoon Rhee, martial arts instructor.

Dr. Peter Bruno, spokesperson for the American College of Sports Medicine and associate physician, Lenox Hill Hospital in New York City, also testified. He summed up the importance of exercise for older adults: "Fortunately, age itself is no obstacle in realizing the health gains of exercise. Middle-aged and elderly persons can achieve the same physical fitness level and health benefits from a regular exercise routine as younger persons ... Mounting evidence has shown that by implementing a fitness program, even after age 40, individuals can lead a healthier and more energetic life in their older years."

Dr. Guidry highlighted the PCPFS' Presidential Sports Award program and the fact that many senior citizens have earned these awards. Rep. Downey is credited with getting cross training recently added to the program which includes 58 sports/fitness categories.



They are Dynamite—the Dancin Grannies of Sun Lakes, AZ, led by organizer Beverly Gemigniani. She started the over 50 dance group to change the way older people think about themselves and what they can become. As Gemigniani says, "A better body brings back the excitement in life!"

"Healthy Aging" Documentary Airs in Spring

Healthy aging is the theme of an upcoming television special to air on most public broadcasting stations during May 1992, which is National Older Americans Month as well as National Physical Fitness and Sports Month.

The one-hour documentary focuses on the positive issues of aging, particularly the physical, social and mental aspects of growing older.

Interwoven with motivational profiles of individuals who share their keys to healthy aging are interviews with leading authorities, like Dr. Louis Sullivan, Secretary of Health and Human Services, who provides a national perspective on aging in America. Dr. Robert Butler, Department of Geriatrics at Mt. Sinai Hospital and former head of the National Institute on Aging, dispels common myths of aging; and Jacques Pepin, French chef and cookbook author, comments on how to eat healthfully without taking the pleasure out of dining.

Heartwarming profiles of individuals from a wide range of ethnic backgrounds and income levels will be featured.

The show's producer, Carolyn Worthington, CWI Productions, says of the documentary, "We have discovered that a recurring theme to successful aging is a strong desire to maintain independence; to keep control of one's own health status by staying physically, socially and mentally fit."

The PCPFS encourages grassroots involvement focusing on the documentary's subject of healthy aging via local panels of experts drawn from Governor's Councils and local councils on physical fitness and sports; health care facilities; community sports facilities such as the YMCA; state and local agencies on aging; religious groups; agricultural extensions; and senior housing authorities. For more information, contact your local PBS television station regarding air time for "Our Nation's Health ... Healthy Aging."

NEWS BRIEFS

- * A new and easy-to-read pocket-sized fat, cholesterol, calorie and sodium counter is available from the American Heart Association. The booklet includes a simple explanation of the AHA's low fat/low cholesterol eating plan for all Americans over age two. Also included are: a desirable weight chart, information on how to compute daily calorie needs, and tables listing total fat, saturated fat, cholesterol, sodium and calorie content of over 450 foods. The booklet costs approximately \$3.50 and is available at supermarkets and bookstores or by calling Toll Free 1-800-733-3000.
- * The Road Runners Club of America, founded in 1958, promotes health and fitness year round through running, and has booklets and kits available to help celebrate National Physical Fitness and Sports Month.

"Children's Running—a guide for Parents and Kids," by Olympian Don Kardong and Jim Ferstle, \$2.00.

"Running Women—The First Steps," by Henley Gible and Ellen Wessel, \$2.00.

"How to Start a Running Club," KIT, FREE.

"How to Join a RRCA chapter." FREE.

Specify the booklets/kits desired. Make checks payable to RRCA, 629 S. Washington Street, Alexandria, VA 22314. For more information, contact Anna at (703) 836-0558.

- * The Government Employees Insurance Company (GEICO), a strong supporter of the PCPFS, sponsored its annual Public Service Award program on March 9 to recognize four Federal employees and one Federal retiree for their special achievements and contributions to the public good. Award recipients were recognized as follows: 1) Wanda Geniec, U.S. Army Aviation Systems Command, St. Louis, MO (Substance Abuse Prevention/Treatment); 2) Stuart Putnam, U.S. Forest Service, Missoula, MT (Fire Prevention/Safety); 3) Dennis R. Wyant, Ed.D., U.S. Department of Veterans Affairs, Washington, D.C. (Physical rehabilitation); 4) Roxanne Brown, U.S. Park Police, U.S. Department of the Interior, Washington, D.C. (Traffic Safety/Accident Prevention); and 5) David Brigham, (Retired), U.S. Department of Labor, Washington, D.C.

York Onnen, PCPFS director of Program Development, served on the Nomination Committee. Ruth Ann Hockett, PCPFS deputy director of Information, and Eileen Conover, PCPFS Federal-State Relations, represented the Council at the ceremony which was held in the U.S. Botanic Garden Conservatory, Washington, D.C.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20004

Official Business
Penalty for Private Use \$300

Celebrate National Employee Health and Fitness Day

The official registration packet and promotional materials are available for National Employee Health and Fitness Day (NEHFD), to be celebrated this year on May 13. The fourth annual event, "Shaping Up is No Sweat," expects to draw more than 650,000 employees from 4,000 public and private sector organizations.

NEHFD, the nation's largest worksite health and fitness event, is annually presented by the National Association of Governor's Councils and the Association for Fitness in Business. They are assisted in the promotion effort by 30 national health, fitness and management organizations.

The registration packet sells for \$15 with a \$6 shipping and handling charge per order. To order, call the National Association of Governor's Councils at (317) 237-5635.

- * Council member Chi Chi Rodriguez, professional golfer, received the U.S. Sports Academy's 1991 Jackie Robinson Humanitarian Award for his devotion to helping underprivileged children. The award is presented to an individual who has demonstrated a concern for mankind, exuding such qualities as dedication, personal sacrifice, compassion, hope and dignity that characterize the promotion of human welfare and social reform. Previous recipients include Bill Cosby, Rafer Johnson, and Joe Morgan.

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MAY/JUNE VOL. 92, No. 3

Great American Workout Promotes Family Fitness



The role of the American family has been a key topic of national discussion in recent weeks. It is unquestionably our country's most cherished institution, so it was fitting for the President's Council on Physical Fitness and Sports (PCPFS) to highlight family fitness at the third Great American Workout, held on the south lawn of the White House on Friday morning, May 1, 1992, kicking off National Physical Fitness and Sports Month.

PCPFS Chairman Arnold Schwarzenegger addressed the jubilant crowd and introduced special guests. Dr. Louis Sullivan, Secretary of Health and Human Services, and Mrs. Sullivan, along with Dr. James Mason, Assistant Secretary for Health, were on hand for the fitness festivities.

Bush Speaks out for Family and Exercise

President Bush addressed the importance of family unity and encouraged families to exercise together. The program booklet carried the President's greeting, which said in part:

"It is never too early to encourage healthy habits, and it is never too late to reap the rewards of exercise; that is why I am especially pleased that the theme of this year's Workout is 'Family Fitness.' There are exercises and sports to suit every family member's abilities and interests: from walking, biking, aerobics, and swimming to skating, tennis, basketball, and yes, even pitching horseshoes. Through such activities, families can enjoy those important, but all-too-rare, opportunities to be together while developing sound minds and bodies at the same time. What better way to have fun?" **George Bush.**

Against the backdrop of a lovely, early spring morning, approximately 1500 people joined country singer Barbara Mandrell in the national anthem. Bob Saget, star of the popular sitcom "Full House," was the master of ceremonies. He was assisted by Dr. Bob Arnot, CBS medical consultant and friend of the President's Council.

Among the performers were Little Feet, Marv-a-teens, Skip Its, the Dancin' Grannies, the Harlem Globetrotters, and Olympic gymnastic gold medalists Peter Vidmar, Council member, and Mary Lou Retton, PCPFS special advisor.

Five stations were set up on the south lawn focusing on School Fitness (Oxon Hill High School/Physical Education program; National Institute for Fitness and Sport's Family Fitness Program; and UCS exercise equipment); Home Fitness

(Star Trac, Life Fitness, Cybex, Weider, Step Reebok and Body Masters); Aerobics (celebrity families); Sports (Darrell Green Youth Foundation; NYSP, volleyball, basketball, roller blading, cycling, croquet, putt-putt, and horseshoes); and Special Olympics.

First Lady Works Out

Because the President had meetings scheduled in connection with the riots in Los Angeles, he left the GAW early. Mrs. Bush, with several of their grandchildren, accompanied Chairman Schwarzenegger to and worked out at the fitness stations.

Numerous sports figures and entertainment celebrities participated in the biggest fitness event of the year, including Muhammad Ali, Marcus Allen, (See GAW, page 7)



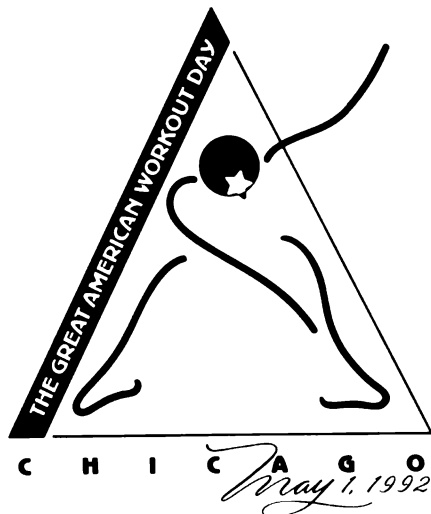
First Lady Barbara Bush, flanked by her grandchildren, joins PCPFS Chairman Arnold Schwarzenegger and celebrity participants at the third Great American Workout. (Photo courtesy of Diana D'Avino.)

Great American Workouts—Grassroots Style

Many states held Great State Workouts. Here is a sampling:

Chicago, IL

One of the largest Great American Workouts outside of Washington, D.C. took place at Grant Park's Buckingham



Chicago's Great American Workout logo was designed by Bob Garland.

Fountain, Chicago, IL, on May 1 from 8:00 a.m. to 2:00 p.m.

Sponsored by the Chicago Park District and Health Plus Network, the Windy City's fabulous Workout featured a series of fitness demonstrations and participatory exercises, aerobics, weight training, ethnic dances and obstacle course training.

Celebrity participants included Jim McMahon and Gary Fencik, former Chicago Bear pro football players, and ESPN's Kendall Hogan.

The day was filled with activities ranging from performances by Romanian gymnasts, the Chicago Park District Boxers, and The Avalon Swingers to demonstrations and exhibits featuring health and fitness information by Health Plus Network; Special Olympics; the Rehabilitation Institute of Chicago; C.P.D., adaptive programs and adaptive equipment display; Columbus Cabrin Hospital on worksite fitness; and many others.

Chicago's Great American Workout was spearheaded by Bob and Mary Lou Gajda of Health Plus Network, with Willye White, Director of Recreation Services, Chicago Park District, serving

as co-chairperson. They feel their goal "to help promote the physical activity and fitness objectives of the PCPFS and Healthy People 2000 ... and to strengthen this country by making fitness a higher priority to more Americans" was advanced considerably at the first Chicago Workout. They are already planning a Great Chicago Workout next year!

New Mexico

The East Capitol Terrace of the State Capitol in Santa Fe, NM, was the site for the Great New Mexico Workout on May 1, organized by the New Mexico Governor's Council on Physical Fitness and Health, Dr. Leon Griffin, chairman.

Numerous exhibitions were presented, including those of the department of energy (race walking), schools (rope jumping, square dancing, and "funk aerobics"); the Santa Fe community college (step aerobics); and Rock'n Rhythm Line Dancers (line dancing).

New Mexico Lt. Governor Casey Luna welcomed participants, and he and Dr. Griffin led an Executive Walk. A Jazzercise workout took place also.

Trenton, NJ

New Jersey Governor Jim Florio and the Governor's Council on Physical Fitness and Sports, headed by Harry Carson, proclaimed May 1 "New Jersey Family Fitness Day."

All of the state's schools were invited to participate in the Great New Jersey Workout by scheduling a school-wide exercise activity period between 11:00 a.m. and 1:00 p.m. for students and their families.

Governor Florio and state Education commissioner John Ellis joined Governor's Council executive director Carson for a workout at Hamilton West High School in Hamilton Township. Students from Wilson Elementary School also participated.



Harry Carson, executive director of the NJ Governor's Council (right), and Neil Ber cieveno, principal of Hamilton West High School, take part in family aerobics.



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Council members are Arnold Schwarzenegger, Chairman, Suzanne Timken, Vice-Chairman, Jane Blalock, Donald L. Cooper, M.D., Christine Evert, Thomas J. Fatjo, Warren K. Giese, Ph.D., James S. Gilmore, Jr., Earvin "Magic" Johnson, Jackie Joyner-Kersey, Sammy Lee, James Lorimer, Myrna L. Partrich, Juan "Chi Chi" Rodriguez, Cory SerVaas, M.D., Pamela Shriver, Christine I. Silkwood, Peter Vidmar, Gary Visconti.

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Editor: Ruth Ann Hockett

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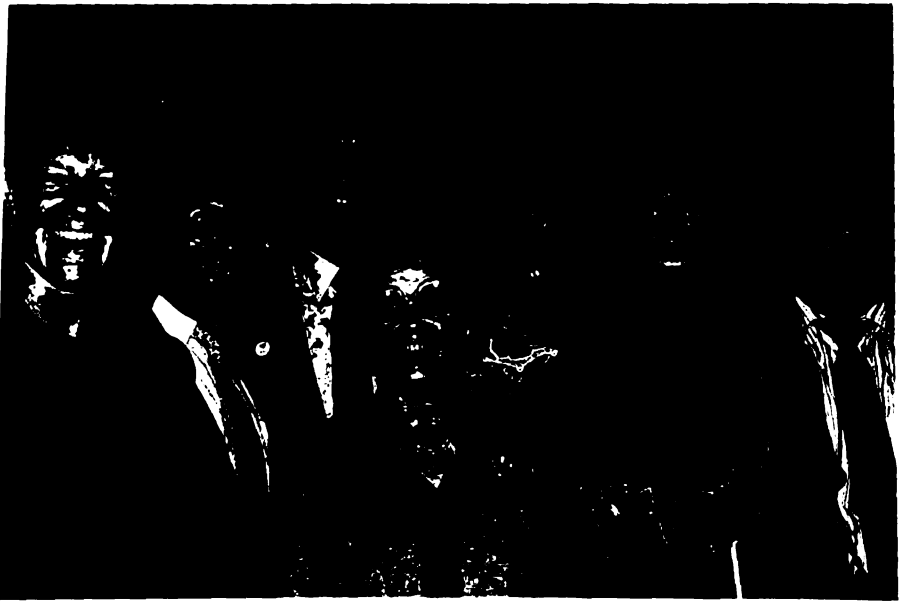
Grassroots

Philadelphia, PA

Focusing on the need to improve the fitness of Philadelphia's youth, a Great American Workout was held in Philadelphia from 10:00 a.m. to 2:00 p.m. at the new facility, the Malcolm Winnett Building on the campus of the Community College of Philadelphia. Students from the community college, Masterman, and Benjamin Franklin High School participated in the May 1 activities which included a half dozen fitness stations and recognition for exemplary corporate fitness programs.

A promotional video was made to show the various ways Philadelphians get in shape, i.e., rowing on the Schuylkill or ascending the steps of the Philadelphia Art Museum.

The event was arranged by the Greater Philadelphia Area Council on Physical Fitness and Sports under the direction of its chairman, Rick Howard.



All smiles for some local council chairpersons who enjoyed the chance to meet PCPFS Chairman Schwarzenegger at the Council's Open House on April 29. Pictured left to right are Sherri Luehr (Houston, TX); Ed Bradley (Middlesex County, NJ); Arnold Schwarzenegger; Virginia Raner (Cayuga County, NY); Robin Tanner (Forsyth County, NC); Sue Worley (Grayson County, VA); and Loren Jackson (Greater Tidewater, VA).



Dr. Jack Barnathan, a chiropractor in Bethpage, NY (left) proudly accepts a proclamation from Thomas Gulotta, county executive, establishing the Nassau County, NY, local council on physical fitness and sports.

Millions of Kids Join A.C.E.S.

Billed "World's Largest Exercise Class" in *USA Today*, nearly six million children around the world participated in Project A.C.E.S.—All Children Exercising Simultaneously—at 10:00 a.m. local time on May 13.

Exercise activities included calisthenics, aerobics, jogging, etc. for 15 minutes. All 50 states had A.C.E.S. events, with Pennsylvania boasting the most participation with 500 schools. Schools in 37 countries also signed on.

Started in 1989 by Lenny Saunders, a New Jersey physical education teacher, and assisted by his brother Howard, an exercise physiologist, the program has grown from 250,000 participants in 1989 to the millions of school children who work out in a symbolic gesture of fitness and unity during May ... National Physical Fitness and Sports Month.

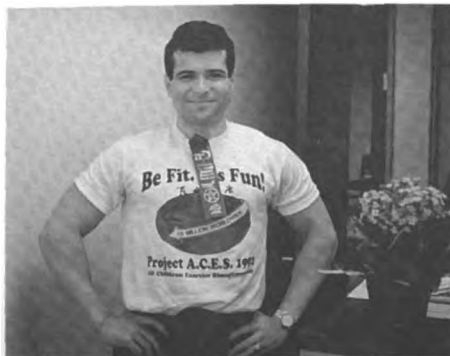
A number of local councils organized A.C.E.S. events, including Sue Worley, chairman of the Grayson County, VA local council who led exercises for 250 students at Independence Elementary School, and Dr. George Jurcisin of the Ross County, OH, local council at Chillicothe.

New Jersey

The Middlesex County Council on Physical Fitness and Sports, chaired by Ed Bradley, encouraged all 25 towns in the county to participate in May ... National Physical Fitness and Sports Month celebrations.

Ronald J. Freeman of North Plainfield, a 400-meter gold medalist in the 1968 Olympics, has been appointed to chair the Middlesex Ambassadors for Fitness program. Among his duties is to line up sports celebrities to participate in the various fitness events around the state.

Numerous fitness activities were planned during the month, including a Family Bicycle Day.



What a great day in the nation's capital for Project A.C.E.S. Hundreds of school children at Oyster Elementary School, a bilingual school in the northwest quadrant of the city, were led in exercises by Pablo Semiao, who is spearheading efforts to establish a District of Columbia local council on physical fitness and sports. (Photo courtesy of Joey King, PCPFS Information staff.)



Chairman Schwarzenegger cuts ribbon for new PCPFS offices.

PCPFS Open House Draws 500

The PCPFS Open House on April 29 drew hundreds of supporters and friends from the world of fitness and sports and "officially" unveiled the Council's new offices in Market Square Plaza-East, located at 701 Pennsylvania Avenue, N.W., Suite 250, at the National Archives subway stop. The PCPFS staff of 18 moved into its new headquarters in late November 1991 from the Securities and Exchange Commission building two blocks away.

Held immediately following the quarterly Council meeting, the Open House drew PCPFS members and special advisors, Governor's Council and local council officials, representatives from virtually every organization with which the PCPFS interacts, friends and family members.

Dr. Ken Cooper, founder of the Institute for Aerobics Research in Dallas, TX, was presented the Lt. General Richard L. Bohannon, M.D. Award by PCPFS Chairman Arnold Schwarzenegger. Commenting on Cooper's outstanding achievements, Schwarzenegger noted that Cooper—a PCPFS special advisor—believed in the concept of aerobic fitness before anyone had even heard of it.

Schwarzenegger cut the red, white and blue ribbon with oversized scissors, as onlookers tried to get his picture and autograph. Guests were invited to cast ballots with suggestions for a PCPFS mascot.

Hard Rock Cafe and Trombino's Deli catered the late afternoon affair.

April Council Meeting Covers Range of Fitness Topics

Chairman Schwarzenegger opened the Council meeting on April 29, 1992 in Market Square Plaza-West, Washington, D.C. He introduced HHS Assistant Secretary James Mason, who commended the Chairman for completing the extraordinary goal of visiting all 50 states on his national youth fitness campaign. Dr. Mason noted that President Bush had spoken in San Diego, including physical exercise on the President's list of important steps in maintaining health and preventing disease.

Dr. John Rippe led a discussion on behalf of McDonald's "Healthy Growing Up" project, a lifetime learning skills program. Lesson plans have been developed, initially for teachers of kindergarten through third grade, on the importance of lifetime habits that would contribute to future health and physical well being: eating right, staying fit and feeling good about one's self. The program would be expanded to include additional grades in the future.

PCPFS member Dr. Don Cooper introduced the "Physician's Exercise Prescription Program" with Dr. David Ridenour, a group director from Wyeth-Ayerst Laboratories, leading a discussion on the importance of exercise in extending life and improving mobility in certain disabling conditions, such as arthritis and osteoporosis.

Wyeth pledged the support of 3,500 sales representatives, who visit about 100,000 physicians per week, in promoting the use of the exercise prescription. The prescription pad, contained in the brochure, makes it easy for the physician to prescribe individual exercise programs for patients.

The NCAA National Youth Sports Program was highlighted by Council member Warren Giese, Ph.D., and Ed Thiebe of the NCAA. One-hundred seventy-five colleges—70,000 youth—are active in this instructional summer program for disadvantaged boys and girls, using sports instruction and competition to promote self-esteem and respect among the participants, age 10-16, and to improve their health and physical fitness.

Presentations were made by Ken Kontor of the Strength and Conditioning Association and General Dean Tice for the National Recreation and Park Association. Ken Germano, Cybex, provided an update on Operation Fitkids, which has grown to include 31 schools. In addition to donating equipment (mainly weight machines), a curriculum has been developed including both strength training/exercise and lifestyle values.

Chairman Schwarzenegger welcomed the special advisors to their first Council meeting and called upon them for support in his campaign to improve fitness for all Americans.



Chairman Schwarzenegger makes a point at the April Council meeting. In the foreground, to the right, are Dr. James Mason, Assistant Secretary for Health, Vice Chairman Suzanne Timken, and Council member Jim Lorimer. In the background, left to right, are PCPFS Special Advisors Thomas King, Dr. Bob Goldman, Jess Bell, Dr. Ken Cooper, John Cates and George Otott. (Photo courtesy of Diana D'Avino.)

Club Business International Features Butterfield in May *CBI*

An interview with John Butterfield, PCPFS executive director, billed "The U.S.'s Point Man for FITNESS," appeared in the May issue of *CBI*. Written by Patricia Amend, the in-depth article covers numerous national fitness and health issues.

Here is a condensed version of Butterfield's comments:

CBI. Do you think fitness clubs can help the (youth fitness) effort?

JB. Yes. One of the most important things a club can do is reach out to kids to provide them with new information and expose them to new activities, thereby creating enthusiasm for physical education and exercise. They can help the schools expose children to, and teach them about, physical education.

CBI. Do you have any thoughts on what the government can do to make fitness more accessible to more people?

JB. Something I really believe in is Healthy People 2000—the document that details the 300 goals and objectives for health and disease prevention that were identified by the Department of Health and Human Services. We really need coalitions around the country—communities that put their heart, soul and energy into these goals. The value of activity and fitness to the health of this country is more important than it ever was; it's the cornerstone of any prevention and health-promoter program. Therefore, the role of the President's Council is more important than it ever was. And it's all underscored by this extremely important document, Healthy People 2000, which needs to be better marketed and promoted by the government.

CBI. Anything else?

JB. There's another important document—America 2000—which sets forth the goals for education in this country. I've got to tell you, we're a little concerned that there's not a single mention about physical education in that document. And we think that's an oversight. But we believe some steps are being taken to correct that. One of the things we need is for the leadership of this country to speak out very forcefully about the importance of these two strategies and how they can be integrated. The synergism that could result would lead to an even better America.

Schwarzenegger Winds Up 50-State Tour

Completing a 50-state tour in the promotion of youth fitness on April 30 in Columbus, OH, PCPFS Chairman Arnold Schwarzenegger was warmly received by the students and faculty at Bluffview Elementary School in nearby Worthington.

The youngsters were not only thrilled with Schwarzenegger's visit and the sport toys provided by Aviva Sport Toys but impressed with a telephone call from President Bush—aboard Air Force One—conveying his regrets that he could not personally be there, as scheduled.

The PCPFS chairman visited Michigan, Tennessee, Mississippi, Georgia, South Carolina, and North Carolina during the week of April 13. On each visit he met with the Governor, held a press conference and conducted a summit meeting for key educators, fitness leaders and officials to develop a long-range youth fitness strategy for the state.

Gov. Zell Miller of Georgia and State School Superintendent Werner Rogers joined Schwarzenegger in exercises at Drew Elementary School in southeast Atlanta.

In Jackson, MS, Mr. Schwarzenegger addressed a joint session of the Legislature on the need for a strong physical fitness program.

Schwarzenegger led exercises for fourth graders at AB Combs Elementary School in Raleigh, NC. The chairman said "I know this state is very well known for its sports programs—especially basketball—and this is fantastic, but you also have to concentrate on those children who don't have the competitive spirit."

Major youth rallies were held at the Joe Louis Arena in Detroit with 15,000 youngsters; at Vanderbilt University's Memorial Gymnasium in Nashville with 11,000 youth; at the Mississippi Fair Grounds in Jackson; and at Spring Valley High School stadium in Columbia, SC, where state legislators brought their young children during spring break to hear Arnold "pump up" fitness.

Butterfield's Byline

The month of May was a grand celebration for physical fitness and sports! The reports keep coming in confirming that the level of activity this May ... National Physical Fitness and Sports Month has risen dramatically. Now, our charge *and yours* is to sustain the fitness momentum throughout the year!

I helped celebrate May Month in a variety of ways:



PCPFS executive director John Butterfield with Richard Cendali, director of the International Rope Skipping Organization, Skip-Its. (Photo courtesy of Diana D'Avino.)

- Addressed the "Senior event of the Year," Wellness: The Fuel for Life, Buffalo, NY.
- "Walked on the Wild Side," National Zoo, sponsored by the PCPFS and the National Council on Aging, Washington, D.C.
- Presented 100+ PCPFS youth fitness awards and spoke at the Navy Primary School, Annapolis, MD.
- Walked briskly 3 miles with entire PCPFS staff for Federal Fitness Day, Nation's Capital.
- Keynoted at banquet of the U.S. Olympic Canoe & Kayak Trials, Frostburg, MD.
- Rollerbladed, engaged in aerobic workout and spoke at the Great Westfields Workout, Chantilly, VA.
- Addressed the Sixth Annual Children's Fair and participated in various exercise/sports activities, Arnold, MD.
- Helped inaugurate a Greenscape park and recreation pathway and walked 8 miles, Annapolis, MD.
- Exercised vigorously for 15 minutes with 700 children, joined by the principal, teachers, staff and many parents at Poplar Tree Elementary School, Fairfax County, VA, for Project A.C.E.S.
- Visited several YMCA's, schools and civic organizations.

More Governor's Councils Established

Montana

Montana's Governor Stan Stephens established a Governor's Council on Physical Fitness and Sports on April 17 by executive order. The action resulted from PCPFS Chairman Schwarzenegger's personal plea to the governor to help improve the fitness of the citizens of Big Sky country.

The purpose of the Council is to make recommendations to the Governor regarding physical fitness initiatives and to facilitate projects that will improve the physical fitness of Montana students.

Michigan

Also in mid-April, Governor John Engler of Michigan signed an executive order creating a Governor's Council on Physical Fitness, Health and Sports.

The order reads as follows:

Whereas, there is a need to emphasize good health and to coordinate the many efforts concerning physical fitness; and

Whereas, there is a need to motivate people of all ages to enjoy the benefits of physical fitness for a longer, healthier life; and

Whereas, more than 60% of Michigan adults have no regular program of exercise or physical fitness, which contributes significantly to Michigan's high rate of chronic diseases; and

Whereas, the 1990 national school-based Youth Risk Behavior Survey has recently reported that only 37% of students in grades 9-12 met the minimum recommended standard for vigorous exercise or activity of at least three 20-minute sessions weekly; and

Whereas, there is a need to educate young people on the importance of physical fitness and health in the years when living habits are in the formative stages, and to provide access to activities, facilities and informational resources related to fitness in its broadest sense.

Now, therefore, I, John Engler, Governor of the State of Michigan ... do hereby order and establish, within the Department of Public Health, the Governor's Council on Physical Fitness, Health and Sports.

North Carolina

The North Carolina Governor's Fitness Awards luncheon, hosted by the North Carolina Governor's Council on Physical Fitness and Health, was held on May 4 in Raleigh. Awards were presented to NC schools with model youth fitness curriculums and to corporations and organizations promoting health and fitness for adults and seniors.



Montana Governor Stan Stephens (holding proclamation) followed up on the PCPFS chairman's plea to establish a Governor's Council in Big Sky country. He is surrounded by members of the Montana Governor's Council on Physical Fitness and Sports.

Kay Yow, North Carolina State University head women's basketball coach and 1988 U.S. Gold Medal winning Olympic coach, was the luncheon speaker. Ruth Ann Hockett, PCPFS deputy director of Information, also addressed the group on behalf of the Council.

Maine

The PCPFS reported earlier in the NEWSLETTER on the establishment of a Governor's Council on Physical Fitness and Sports by Maine Governor John McKernan.

The governor not only moves ahead with paper and pen, he also moved out during the Maine Council's kickoff event celebrating Physical Fitness and Sports Month.

Captain of his college tennis team and a star basketball player in high school, Governor McKernan was joined in front of the State House by two of Maine's most renowned athletes: 1992 Olympic skier Julie Parisien and 1984 Olympic marathon gold medalist Joan Benoit Samuelson. Exercises were led by five-time world martial arts champion John Jenkins of Lewiston.

Scores of Maine school children and adults participated in the fitness festivities including rope jumping, aerobics,

clogging, parachute routines and exercises.

Mitchell Backs Daily P.E.

The U.S. Senate Majority Leader, George Mitchell of Maine, expressed his support for physical education in the nation's schools in a recent letter to the National Education Goals Panel:

"It has been brought to my attention by constituents in Maine that the President's education goals do not include physical education as a national priority.

"A recent study by the University of Maine indicates a pattern of health deficiencies among Maine school children. I am sure that this is not an uncommon situation among school children in other states. As you know, America is facing a health care crisis. The idea communicated to me has been to encourage physical fitness at an early age to prevent health problems in adulthood.

I would appreciate it if the National Education Goals Panel would consider this concern."

George J. Mitchell.



Governor McKernan leads Maine's "Spring into Fitness" kickoff event to induce the newly-formed Governor's Council on Physical Fitness and Sports.

PCPFS in the Media

The latest group of PCPFS public service announcements for radio, including messages for teenagers, adults and older adults, is being distributed to some 2,500 stations nationwide for summer and autumn airing.

One of the spots for teenagers has a heavy metal music background. A young girl speaks: "Hey! Your parents gone? We've got to talk. Now, look ... *I know* you're way cool and hangin' out is *it* ... but don't forget about regular exercise. It reduces stress. You feel better and have more energy ... So let's get started, okay? And if anybody asks ... It was your *own* idea."

The package includes 13 recorded messages, including two in Spanish. Also distributed are three live-announcer messages that can be read by station personalities, disc jockeys or other station personnel.

The PCPFS emphasis on radio as a means of getting the fitness message to the public maintains a high priority in the Council's information department strategy. More people listen to radio every day than watch television or read publications.

In addition to the annual campaign of recorded spots, the Council distributes every May a series of 31 live-announcer fitness tips designed to be used each day during National Physical Fitness and Sports month.

The Council also is distributing a new series of eight print public service messages to 1,400 publications across the country stressing the importance of fitness for older adults. It is part of Chairman Schwarzenegger's plan to emphasize fitness for older Americans as the next phase of his Fitness Crusade.

Each of the advertisements carries the theme: "You May Not Be Getting Any Younger. But It's Easy to Feel Like You Are."

Illustrations show older adults in various activities including dancing, bicycling and fitness walking. The message:

"With regular exercise, you can strengthen your heart and lungs, feel better—maybe even live longer. You can maintain the active, independent lifestyle that means so much to you. And best of all, it doesn't matter if you've never been very active before—as long as you start now! Check with your doctor first. Then just choose an activity you enjoy. Stick with it. And start feeling like you haven't felt in ages."

The Council and Chairman Schwarzenegger were featured in cover stories in *Tomorrow's Business Leader*, *Disney Adventures*, *National Geographic World*, *People In Action* and *McDonald's FT Magazine*. Northwest Airline's *World Traveler* also featured the Council's activities in a four-page spread in its May issue.

Schwarzenegger, on May 1, made a major address at the National Press Club in Washington, which was carried live by more than 400 stations of the National Public Radio Network as well as some 3,600 cable systems affiliated with C-Span, the Cable Satellite Public Affairs Network.

As Honorary Commissioner for the U.S. Sports Program at Seville's Expo '92, Schwarzenegger spoke via the World Net interactive satellite television system to journalists in Seville, Munich, London, Vienna, Singapore, Mexico City, Buenos Aires and Sao Paulo. Schwarzenegger explained the fitness emphasis in the U.S. and the Council's role in a wide-ranging one-hour program.

Hearty Heartlanders Earn Sports Awards

Presidential Sports Awards were recently earned by 10 Underwood Tower (part of Omaha, NE Housing Authority) residents who participated in the "Reach for It" exercise program led by Dr. David Corbin of the School of Health, Physical Education and Recreation at the University of Nebraska at Omaha.

May Leunenberg, age 95, and nine other program participants—ages 59-95—qualified for "Sports/Fitness" awards by completing 50 hours of an exercise program, which is intergenerational.



Nebraska Senior Citizens Earn Presidential Sports Awards

GAW—from page 1

Denise Austin, Milton Berle—the PCPFS' newly named special advisor for senior fitness—John Burstein, Candace Cameron, Kirk Cameron, Donna de Varona, PCPFS member Chris Evert, Joanie Greggains; Scott Hamilton, Dan Jansen, Bruce Jenner, Al Joyner, Florence Griffith-Joyner, Jack LaLanne, Charles Mann, Andy Mills, Judi Sheppard-Missett, Chelsea Noble, Maria Shriver, Danny Sullivan and Dick Van Patten and sons.

Spectators welcomed the chance to join in aerobic exercises during the grand finale.

Sponsors

National sponsors of the Third Great American Workout were Planet Hollywood; Reebok International Ltd.; Coca-Cola USA; The Coleman Company; World Gym; Star Trac by Unisen; Sunrider International; Weider Health and Fitness; American Airlines; and Hard Rock Cafe, Washington, D.C.

Kudos for NFLA

The National Fitness Leaders Association, under the direction of Dr. Charles Kuntzleman, president, co-sponsored the event with the PCPFS. The behind-the-scenes work of their loyal workers and supporters helped to make the 1992 Great American Workout a smooth and effective presentation on the importance of physical activity for all Americans.

Following the Great American Workout, a brunch was hosted by Hard Rock Cafe for President's Council members, special advisors, staff, and invited guests.

NEWS BRIEFS

- Mr. Lawrence Perlman, president and chief executive officer of Control Data Corporation, Bloomington, MN, was named 1992 Employer of the Year by the National Employee Services and Recreation Association (NESRA). Perlman was chosen because of his commitment to quality employee programs, including employee services and recreation programs. On receiving the award by NESRA in early April, Perlman said: "Employees ... improve their physical well being through health screenings, nutrition education and fitness programs."

- National Handicapped Sports (NHS) has announced its 1992 schedule for the "Fitness Is For Everyone" Adaptive Fitness Instructor Training Workshops. The program trains health and fitness professionals to lead exercise classes appropriate for persons with physical disabilities, thus creating opportunities for disabled persons to participate in "mainstream" fitness programs. For more information, contact NHS Fitness Program director, Patti Miller, at NHS, 451 Hungerford Drive, Suite 100, Rockville, MD 20850, (301) 217-0960.

July 9-12. Sportset Physical Therapy & Sports Rehab., Rockville Centre, NY
 Aug. 6-9. National Rehabilitation Hospital, Washington, D.C.
 Oct. 1-4. Cedars-Sinai Medical Center, Los Angeles, CA
 Oct. 15-18. Denver Parks & Recreation Dept., Denver, CO
 Nov. 12-15. Shepherd Spinal Center, Atlanta, GA

- Youth Basketball of America was awarded a grant from the American Basketball Council of the Sporting Goods Manufacturers Association (SGA) to conduct a pilot study for basketball players, ages 6-18, called YBOA Pass, Dribble, Shoot & Run. It is a test battery that includes a wall pass, dribble weave, alternate lay ups and one mile run. The study, developed by Jack Hutslar, Ph.D., is being tested around the country and will be implemented by the 1992-93 basketball season.

- For the second consecutive year, the value of U.S. exports of sports equipment and athletic footwear has exceeded \$1 billion, according to the Sporting Goods Manufacturers Association. However, the rate of growth in dollar shipments dropped for the third straight year. Roller skates produced the largest increase (233.3%) in shipping value from domestic factories in 1991.

- A revolutionary new indoor racquet sport called SHORT COURT, which delivers tremendous cardiovascular conditioning, is growing across North America. SHORT COURT utilizes a new ball and racquet, features interactive electronics and is played on a dimensionally reduced court with a ceiling height of only nine feet. For more information, contact Paul J. Moreau, Vice President, Marketing, Short Court International, Inc., 900-363 Broadway, Winnipeg, Manitoba, Canada, R3C 3N9, telephone: (800) 667-1365; fax: (204) 957-0346.

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
Physical Fitness and Sports
Washington, D.C. 20004

Official Business
Penalty for Private Use \$300

Standardized Youth Fitness Test Signed

The Memorandum of Agreement outlining the specifics of a national standardized youth fitness test has been consummated between the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) and the PCPFS. The first meeting of the executive council—created by the Memorandum of Agreement—called for the establishment of a Research Advisory Committee (RAC). Volunteers—with expertise in physical fitness—who wish to serve on RAC should send a letter of interest and curriculum vitae to the PCPFS by September 15, 1992.

* * * *



These Government Printing Office (GPO) employees are having fun celebrating Federal Fitness Day. The 131-year-old government agency has 4,800 employees who work in the nation's capital, and operate 4 field printing offices, 14 regional procurement offices with 6 satellite facilities, a major distribution center, a retail sales branch, and 23 bookstores across the country. GPO conducts a wellness program and an annual health fair for its employees.

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Standardized Fitness Test
Memorandum of Understanding
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between the...
Health, Physical...
and Dance (H...
The fitness...
Council...



JULY/AUGUST VOL. 92, No. 4



Chairman's Corner

Arnold Schwarzenegger

Native American Fitness Addressed

One of my more rewarding mornings as chairman of the President's Council on Physical Fitness and Sports came recently when I was privileged to address the recent Indian Health Service Health Promotion and Disease Prevention Conference in Washington, D.C.

Surgeon General Antonia Novello was there, along with Dr. Everett Rhoades, the director of the Indian Health Service, and hundreds of Native Americans from many tribes scattered across this nation.

I feel deeply about the Native Americans and their concerns. I read with a shudder a report in March from the Journal of the American Medical Association about Native American teenagers. It said that by the end of high school one out of five girls and one out of eight boys has attempted suicide.

I also learned that the mortality rates for such things as accidents, chronic liver disease, cirrhosis and diseases of the heart are higher for the Indian and Alaska Natives than for the U.S. population as a whole.

Those are frightening statistics, but it doesn't have to be that way.

Daily vigorous exercise by all segments of the population can help reverse those trends and reduce those problems. The more you exercise, the more you will take care of your body and the less likely you are to become ill or to engage in alcohol, suicide attempts, tobacco, drugs or anything else that tends to destroy the body.

I outlined a 10-point plan for the Native American leadership which I encouraged them to adopt. By the same token, it's a plan that can be utilized by any community, because the problems of the Indians also are the problems of many cities. Do this and we will have a healthier America:

1. Form fitness committees and establish fitness leaders in order to promote more fitness activities for youth, adults, older adults and the family.
2. Establish community facilities that can be used for these fitness activities, as well as parties, dances, etc. Any empty hall or area will do.
3. Set goals for yourself and accomplish them. You must have fitness testing to see if you are reaching those goals.
4. Award people for their progress and improvement.
5. Provide fitness books, posters, videos, pamphlets and role models to teach and also motivate those in the fitness program.

(See Native Americans, page 6)

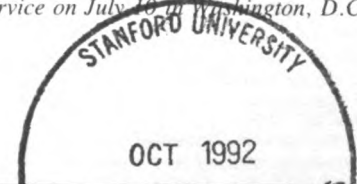


President Bush selected PCPFS Chairman Schwarzenegger to head the U.S. delegation to the 25th Olympic Games in Barcelona, Spain.

America is proud of her athletes who took part in the games and the 108 Americans who won Gold, Silver and Bronze medals. It is the hope of the PCPFS that the Summer Olympics will inspire many more Americans to embark on their own Olympic quest: to be more fit; to find a sport that brings challenge and satisfaction; and to realize the importance of exercise for life.



PCPFS Chairman Schwarzenegger addresses the second Health Promotion and Disease Prevention Conference of the Indian Health Service on July 19 in Washington, D.C.



Youngsters listen intently to Arnold's fitness message.

Grassroots

The first workshop for local councils on physical fitness and sports was held on Long Island in Melville, NY on Aug. 1, 1992.

Ruth Ann Hockett, PCPFS deputy director of Information, provided an overview of programs, activities and goals of the President's Council.

Local council chairpersons and individuals attempting to start a grassroots council participated in the daylong workshop, which included presentations on:

- * Physical Education, Fit Tech Centers and Joint Venture for Student Fitness Testing
Dr. Jayne Greenberg, Dade County (FL)
- * Senior Fitness
Rosie Multari, Ocean County (NJ)
- * How to Organize Great State/City Workouts
Mary Lou Gajda, Lake County (IL)
- * How to Get a Resolution Adopted
Sherri Luehr, Greater Houston
- * Filing as a Non-Profit Organization
Ed Bradley, Middlesex County (NJ)
- * Promotion of Presidential Sports Award Program
Rhoda Walk, Cayahoga County (OH)

* Using the Media and Networking Effectively
Dr. Jack Barnathan, Nassau County (NY)

* Integrating Healthy Heart Program into Local Council Activities
Virginia Raner, Cayuga County (NY)

* Project ACES
Pablo Semiao, Washington, D.C.

Arrangements for the New York workshop were made by Dr. Jack Barnathan, chairman of the Nassau County council. He is networking with the national chiropractic community to get it involved in this grassroots initiative. To date, thirty-seven local councils have been established officially.

The second local council workshop is scheduled for Saturday, Sept. 26, 1992 in Atlanta, GA. It will be held in conjunction with the fall Council meeting and the Healthy American Fitness Leaders (HAFL) banquet, sponsored by Allstate.

Local council chairpersons/representatives/interested parties should register for the workshop by *September 9* with the PCPFS Office of Information (Joey King), (202) 272-3431.

Sacramento School Lauded by PCPFS Chairman

Earlier this summer, Arnold Schwarzenegger fulfilled a promise made to the students at Jefferson Elementary School in Sacramento, CA that he'd be back when the school administration increased its physical education classes from two days to five days per week.

"They did it," Schwarzenegger said, "with staff development, in-service training programs and just plain will. They didn't use the old budget problem excuse. They created a model physical education program that has not only increased the fitness levels of the kids, but has improved their academic performance as well. Self esteem is at an all-time high. The school has a total education program—mind and body."

Chairman Schwarzenegger presented the PCPFS' prestigious Honor Award to Randy Beaver, principal of Jefferson Elementary, and Debby Vigil, physical education specialist, followed by a "fitness celebration" including Schwarzenegger and the entire student body and teaching staff.



VOL. 92 NO. 4

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Editor: Ruth Ann Hockett

Use of funds for printing this periodical has been approved by the director of the Office of Management and Budget through September 30, 1992.



Members of the Middlesex County Council on Physical Fitness and Sports, from left, (front row) Judy Zdokoy; Dr. Monroe Elkin, executive director; Edward W. Bradley, chairman; Dr. Nicholas DiNubile, PCPFS special advisor and invited guest; Lisa Robert M.S.R.D.; (second row) Dr. Steven Zdokoy; Dennis McDonough; Brian Brown; Jerry Cap M.S.R.D.; Mark Finkelstein; Thomas Seilheimer; Ronald Capodanno; Hon. H. James Polos, Mayor of Highland Park; Rita Chitussi; and Frederick E. Gruninger of Rutgers. Absent from photo: Ronald J. Freeman and Thomas C. Dolan.



John Butterfield, PCPFS executive director, participated in the Hershey Track and Field final meet on August 15. Hershey Youth Program national spokesperson and Olympic gold medalist Rafer Johnson runs with some of the participants. Photo courtesy of Dan Marschka, Lancaster Intelligencer Journal.

Ohio Honors Schwarzenegger for Youth Fitness Crusade

A resolution adopted by the members of the Senate of the 119th General Assembly of Ohio commended PCPFS Chairman Arnold Schwarzenegger for his national youth fitness efforts. On April 30, in Ohio, he completed a 50-state crusade for improved youth fitness, calling on legislators, educators, parents, and community leaders to help.

Introduced by Senator Robert W. Ney and certified by Stanley Aronoff, President of the Ohio Senate, and Martha Butler, Clerk, the resolution reads:

WHEREAS, The members of the Senate of the 119th General Assembly of Ohio are pleased to extend special recognition to Arnold Schwarzenegger for his efforts to include physical education in Ohio schools and his cooperation with the Governor and the Superintendent of Schools to initiate new physical fitness programs in Ohio; and

WHEREAS, Arnold Schwarzenegger is, indeed, a remarkable individual, combining worldwide recognition with enthusiasm and commitment to become a dynamic proponent of physical fitness in this country . . .

WHEREAS, The future health of this great country is uncertain considering that youth fitness in the United States has not improved in the last ten years and the percentage of overweight American children is much higher today than it was in the 1960's. Forty percent of all American youngsters between the ages of five and eight already show at least one heart disease risk factor, such as physical inactivity, obesity, elevated cholesterol, or high blood pressure, and as adults, more than 1.5 million Americans suffer from heart attacks each year. Currently, only thirty-six percent of American children are provided with daily physical education and Illinois is the only state that requires it for all students from kindergarten through twelfth grade. Our children are this country's greatest asset, and it is important to nurture in them an awareness of the importance of physical fitness in their overall health and development; and

WHEREAS, It is the mission of Arnold Schwarzenegger and the President's Council on Physical Fitness and Sports to bring physical education to every school, for every child, every day. Arnold Schwarzenegger has set an example of physical fitness worthy of emulation by all Americans, and we are proud to note that it is through the unceasing efforts of people such as he, who are responsive to the problems and issues facing their communities, that America continues to grow and prosper; therefore be it

RESOLVED, That we, the members of the Senate of the 119th General Assembly of Ohio, in adopting this resolution, commend Arnold Schwarzenegger for his efforts to encourage daily, high-quality physical education for all school children in all schools, and, in so doing, salute him as one of America's finest citizens.

Butterfield's Byline

President's Youth Fitness Program

A notice appeared in the July 20 *Federal Register* calling for comment on the proposed "President's Youth Fitness Program" and volunteers for a Research Advisory Committee (RAC).

The PCPFS wants responses from physical educators, researchers, practitioners, and schools with experience in various youth testing programs.

It is the intention of the PCPFS and the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) to unify the President's Challenge and Physical Best testing programs into one national assessment and education program to be known as the "President's Youth Fitness Program."

An eight-member Research Advisory Committee will study and recommend possible research and evaluation on current fitness assessment and education programs. Expertise is needed in exercise psychology, body composition, measurement, muscular strength/endurance, cardiovascular physiology, and fitness education, as well as other related areas.

If you have interest in serving on RAC, please send a letter of interest and a curriculum vitae to RAC Selection at the PCPFS by *September 18, 1992*.

Salute to the Hoyt Team

The PCPFS organized a "Welcome to Washington" ceremony at the Navy Memorial on Pennsylvania Avenue for the Hoyt Team, a father and son duo who ran and bicycled across the United States to highlight the need for the disabled to enjoy the thrill of exercise and sport.

The Hoyts ended their 45-day, 3,600-mile, cross-country trek by attending a baseball game in Boston's Fenway Park.

Son Rick, who was born with cerebral palsy, cannot walk or talk but has a special wheelchair that his father, a lieutenant colonel in the Massachusetts Air National Guard, pushes when he runs.

Known as "Team Hoyt," they are supported by Rick's mother, Judy, younger brother Russell, and two assistants.

"Fitness for all!" is surely one of the important themes and goals of the President's Council.

Summer Fitness is Summer Fun

When you think of summer fitness/sports activities, swimming and water exercise immediately come to mind.

Growth Seen in Aquatic Exercise

According to Dr. Ruth Sova of the Aquatic Exercise Association, the "wave of the future," as she puts it, is tremendous growth in aquatic exercise. She points to this growth coming from three different population segments: the Hardbodies, the Baby Boomers and the Special Populations. These segments come to the pool to benefit from two of the different properties (buoyancy and resistance) of the water.

Sova underscores in *Aquatics: The Wave of the Future* that the consumer, not the industry, is the driving force behind the increased interest in aquatic exercise. Today there are 5 million aquatic exercise participants.

The "Special Population" group includes individuals with back or joint problems, the obese, sedentary and elderly, those recovering from injury or surgery, and pre and post-natal women. The water gives them the buoyancy they need in a workout.

The segment known as "Hardbodies" includes the extremely well-conditioned

athletes who come to the pool for the resistant property of water. They are able to increase their training time, as well as continue to improve their cardiorespiratory system and muscular endurance.

The "Baby Boomers"—ranging in age from about 33 to 48—come to the pool for both the resistance of the water for a challenging workout and the buoyancy of the water in a protective workout medium.

The Aquatic Exercise Association has an Aquatic Instructor Certification that is offered internationally. For more information, contact the AEA at (414) 284-3416.

Earn a Presidential Sports Award

The requirements for a Presidential Sports Award in swimming include:

Swim a minimum of 25 miles (44,000 yards) with no more than three-fourths of a mile (1,320 yards) credited to the total per day.

To earn the award in water exercise, follow these guidelines:

Participate a minimum of 50 hours. No more than one hour per day and four hours per week may be credited to the total.

It is recommended that one hour of activity include a 5-10 minute warm up, 20-30 minutes of aerobic activity within your target heart rate range, 10-15 minutes of strengthening exercises, and a 5-10 minute cool down.

Water Safety for Children Emphasized

During June, Dr. Gary Bond, a physical education instructor at Pasco Hermando Community College in Florida, called attention to the importance of water safety for children by participating in a 200-mile "Coast to Coast Run/Swim for Life Across Florida." He is director of the non-profit Florida Foundation for the Prevention of Drowning, in addition to being a water safety instructor and an author/lecturer on teaching children to swim.

Bond outlines the following causes for a child's accidental drowning: a) inability to swim; b) lack of adult supervision; c) lack of pool fencing or secured cover; and d) inadequate rescue and CPR. He suggests that water survival skills be taught to children as soon as the child is able to walk on his own (usually between 12 and 18 months old).



WALK ON THE WILD SIDE! The PCPFS and the National Council on the Aging sponsored an early morning exercise walk at the National Zoological Park in Washington, D.C. Holding the PCPFS banner are (left to right) York Onnen, director of Program Development; Louise King, Program Development officer; and Phil Wiethorn, PHS/HHS.

The Cooper Institute for Aerobics Research has conducted a major study on the benefits of walking. The findings reveal that women who simply walk at a pace of 20 minutes per mile decrease their probability of developing coronary disease as much as women who exercise vigorously and become highly fit. Hopefully, this novel finding will provide many with the impetus to exercise regularly rather than an excuse to exercise. Walking is one of the aerobic activities suggested in the PCPFS' Exercise Prescription and Presidential Sports Award program.

PCPFS Special Advisors Spread Fitness Message

Special advisors, appointed in January by the President's Council, are involved in a myriad of fitness activities on behalf of the PCPFS.

For instance, **Leon Weil**, fitness enthusiast and former ambassador to Nepal, addressed the 13th annual Connecticut Senior Olympics in opening ceremonies at the University of Bridgeport on June 5.

The first U.S. National Senior Olympics was held in St. Louis, MO in 1987. The success of these games spurred growth, enthusiasm and interest in senior multi-sport competition; thus, the U.S. National Senior Sports Organization (USNSO) was organized. Currently, more than 250,000 persons over 55 years of age are involved in USNSO member games.

Today, the national event is known as the U.S. National Senior Sports Classic—The Senior Olympics. It will be held from June 12-18, 1993 in Baton Rouge, on the Louisiana State University campus.

Dr. Nick DiNubile, a physician specializing in sports medicine, participated in a Health Talk America radio show hosted by Dr. Brian McDonough. The



PCPFS special advisor Leon Weil poses with Ms. Senior America 1992 at the Connecticut Senior Olympics.

broadcast originates from Philadelphia and airs over many radio stations in the U.S.

In addition to lecturing extensively at orthopaedic conventions and state medi-

cal conventions, he has spoken at several gatherings in support of the establishment of grassroots local councils on physical fitness and sports. Specifically, as a result of his efforts, the Jersey Shore local council is being organized. Its start-up date is projected for mid-August.

* * * *

A fantastic Family Fitness Day was sponsored by Bonne Bell on June 27 in Westlake, OH, under the direction of PCPFS special advisor **Jess Bell**, the company's CEO.

Fitness activities included jogging/running; speed walking; roller blading; step aerobics; weight training; biking; and tennis. Guest speakers were Olympians Betsy Youngman, cross country skier; Tony Miebock, speed skater; and Jim Frazier, biathlon, along with special guest Samantha Zogg, "Miss Teenage America."

Executive director John Butterfield brought greetings from the President's Council and participated in a number of the sporting events.

Bonne Bell is committed to fitness and health. Its 17th annual Great Bonne Bell Run-In is scheduled for Sunday, Oct. 11, with a Senior Citizen Walk slated for Oct. 10.

Heart Association Affirms Benefits of Exercise

On July 1, the American Heart Association released a major new position statement—its strongest pronouncement yet—on the benefits of aerobic conditioning and the ill effects of physical inactivity on cardiovascular health.

The AHA labeled physical inactivity, or lack of exercise, as a fourth risk factor for coronary heart disease, along with cigarette smoke, high blood pressure and high blood cholesterol levels.

Dr. Gerald F. Fletcher, chairman of a national committee that wrote the new, stronger exercise statement, cautions that "people must be careful with exercise. If someone has a high risk of coronary heart disease—if they have high cholesterol levels, are overweight, etc.—or if they have definite heart disease, they need to have a medical evaluation and perhaps an exercise test. Everybody shouldn't just jump up and start exercising."



The U.S. Professional Tennis Registry has sponsored some 40 minority tennis teacher workshops around the country. Its goal, through Advancing the Commitment to Education (A.C.E.) program, is to educate 800 minority tennis teachers and strengthen minority participation and awareness in tennis. The PCPFS is proud to be a partner in the program. For more information about the workshops, call 1-800-421-6289.

**You May
Not Be
Getting
Any Younger.
But It's Easy
To Feel Like
You Are.**



With regular exercise, you can strengthen your heart and lungs, feel better—maybe even live longer. You can maintain the active, independent lifestyle that means so much to you. And best of all, it doesn't matter if you've never been very active before—as long as you start now! Check with your doctor first. Then, just choose an activity you enjoy. Stick with it. And start feeling like you haven't felt in ages.

*Fitness is
Feeling GREAT!*



The President's Council on
Physical Fitness and Sports

CALENDAR OF EVENTS

September

- 17 Twelfth Annual Nike Capital Challenge, Washington, D.C. Invitational race for teams representing the Legislative, Executive, and Judicial branches of the Federal Government and the media. Contact Jeff Darman, (703) 276-0056. Entries—limited to 125 teams—close Aug. 31.
- 17-20 Prevention Magazine's 1992 Health and Fitness Festival Walt Disney World Resort, Lake Buena Vista, FL. For information, call Michele Grogg, (215) 967-8467
- 25 PCPFS Meeting Ritz-Carlton Buckhead Atlanta, GA
- 26 11th Healthy American Fitness Leaders (HAFL) Banquet (Invitation Only) Ritz-Carlton Buckhead Atlanta, GA
- 26 2nd Local Council Workshop (Invitation Only) Atlanta, GA

October

- 5 Child Health Day. Childhood immunization is the 1992 theme of a national symposium. National Institutes of Health, Jack Masur Auditorium, Clinical Center (Building 10), Bethesda, MD
- 9-12 66th annual conference of the American School Health Assn. Clarion Plaza, Orlando, FL. For information, contact Robert Synovitz, (216) 678-1601

Native Americans—from page 1

6. Create competition, which also will provide motivation.
7. Reach out to the private sector, corporations, foundations, etc., and ask for help. In many cases, private industry will provide support.
8. Encourage schools to have daily, quality physical education programs.
9. Promote better eating habits in schools and at home.
10. Parents should take it upon themselves to be good examples for their children. Whether they like it or not, parents become the role models and the youngsters will copy them.



An over-50 line and tap group known as the "Classy Chassis" of Chino Valley, AZ perform at retirement centers, conventions, and parades. The members belong to RSVP, the Retiree Senior Volunteer Program of northern Arizona. The average age of the members is 65. Lori Harper wrote to the PCPFS on behalf of the "Classy Chassis," pointing out that they fitness is fun.

PCPFS in the Media

Television star Milton Berle, who recently was named a special advisor to the President's Council, is featured in the Council's latest public service television spot which is now being distributed to stations and the major networks nationwide.

Berle, who is 84 years of age and still physically active, advises the Council in its programs for older adults. He appears in the announcement in both 30-second and 10-second versions of the spot.

Since Berle still shadow boxes, punches the light and heavy bag and rides a stationary bike as part of his exercise regimen, those activities are featured in the spot.

"Hi, do you think I'm slowing down just because I'm 44? Hey, I still feel great," says Berle, as he completes a routine with the punching bag. "You know, as you get older regular exercise is more important than ever. You might want to try biking, swimming or just a brisk walk.

"Check with your doctor first, then do it."

After the Council's seal and "Fitness Is Feeling Great!" stinger are shown, Berle appears in a surprise ending. The station's public service director has the option of using the finish with just Berle or an alternate ending with Arnold Schwarzenegger.

The Council's last public service announcement, "Kids and Arnold," was aired an estimated 22,430 times and generated more than \$4.6 million in comparative paid advertising cost.

* * * *

Nickelodeon has three more public service announcements in the production stage—for the President's Council—aimed at the youth audience. One features basketball player Rolando Blackman of the Dallas Mavericks.

"Do you think exercise will make you tired? You're wrong," says Blackman. "Sure, right after a good workout you'll be tired, but in the long run, when you exercise and get physically fit, you'll actually end up having *more* energy.

"That energy will help you get more done. You'll look good, you'll feel good, you'll sleep better, you'll be able to organize your thoughts better.

"So exercise—and get yourself *more* energy."

* * * *

Chairman Arnold Schwarzenegger is featured in a major article promoting the Presidential Sports Award in *Bowling Magazine*, the official publication of the American Bowling Congress ... PCPFS Executive director John Butterfield was interviewed by Reunion Productions of Watertown, MA, for a segment of the one-hour documentary, "Tufts Health, Nutrition and Fitness Test," which will be shown in New England in September and then telecast nationwide.

Kellogg's and PCPFS Team Up for Fitness

Kellogg Company, the world's leading breakfast cereal manufacturer, has initiated a television public service campaign for children about the importance of good nutrition and fitness in overall health and well being.

The PCPFS collaborated with Kellogg's on the 30-second spot, "Rope," to be fed via satellite as part of TeleJournal, a monthly TV show for member stations of the National Association of Broadcasters. Stations will be encouraged to air the spots during children's viewing times, primarily Saturday mornings and afternoon hours, beginning this summer.

The PCPFS has distributed the public service announcement to Council members, special advisors, Governor's Councils and local councils.



Council member Dr. Sammy Lee was honored in June, along with six others, as 1992 Father of the Year by the West Coast Father's Day Council. Lee was the first Asian American to win the gold medal for the U.S. in the 1948 Olympic games and the first male diver in Olympic history to win back-to-back high diving gold medals. His many honors include receiving the prestigious Sullivan award in 1953 and being inducted into the Olympic Hall of Fame in 1990. Here he is pictured with his wife Rosalind, son Sammy Lee, Jr., and daughter Pamela Ayers and son-in-law Wesley Ayers (in foreground).

HAFL Winners Announced

The U.S. Junior Chamber of Commerce has announced the Healthy American Fitness Leaders for 1992.

They are:

Elsworth Buskirk, State College, PA

Dr. Kenneth Cooper, Dallas, TX

Harry Cordellos, San Francisco, CA

Linda Crider, Gainesville, FL

Emilio "Dee" DaBramo, Conesville, NY

Rosalyn Fabianke, Red Bay, AL

Lawrence Golding, Las Vegas, NV

Daniel L. Hernandez, Commerce, CA

Heinz Lenz, Annapolis, MD

Ralph Paffenbarger, Jr., Berkeley, CA

The ten winners will be honored at a HAFL banquet in Atlanta, GA on Saturday, Sept. 26. Dorothy Hamill, Olympic skater, will be the mistress of ceremonies. The program, in its 11th year, is sponsored by Allstate Life Insurance Company and administered by the U.S. Junior Chamber of Commerce in cooperation with the PCPFS.

NEWS BRIEFS

- Individuals with arthritis may be interested in a video, "Exercise Can Beat Arthritis," designed by Valerie Sayce, a leading physical therapist in Australia. The tape features nine low-impact aerobic exercises, set to music, which are easy to follow. The tape is accompanied by a booklet that discusses the benefits of exercise and explains arthritis, the anatomy of the joints, and each exercise group. For more information and a free catalog, call VIEW Video, Inc. on 1-800-843-9843.
- In September and October, the U.S. Luge Association will be traveling across the country to conduct its annual recruitment tour for the Winter Olympic sled racing sport of luge. The "3M Luge Challenge" is a two-hour, hands-on clinic designed to introduce, educate and recruit new, young athletes (boys and girls ages 10-16). The host cities for 1992 are:

San Francisco	September	12-13
Salt Lake City	September	19-20
Denver	September	26-27
Chicago	October	3-4
Minneapolis/St. Paul	October	10-11
Detroit	October	17-18

For more information or to register for a clinic, call 1-800-USA-LUGE.

- The National Employee Services and Recreation Association (NESRA) has developed a special, detailed report analyzing a social issue affecting the workplace: The struggle for balance between work and family. *NESRA's Work and Family Report* provides examples of how corporations have addressed this issue and explains how employee services and recreation programs have been a natural component of the solution for many companies. To receive a *FREE* copy, contact NESRA, 2400 S. Downing, Westchester, IL, 60154-5199, (708) 562-8130.
- The Asthma Athlete Scholarship Program, sponsored by Schering Corporation and in its eighth year, recognizes excellence in competitive sports, academics and civic responsibility. The winners demonstrate that youngsters with the disease—which affects more than 11 million Americans nationwide—can lead healthy, active lives with proper physician management. Applicants are nominated by physicians, coaches, principals and guidance counselors. The top ten award winners for this year each received a \$3,500 grant toward first-year college tuition; the five runners-up each received a \$1,000 scholarship. For information and application forms for 1993 nominees, contact: Maureen Noe, Schering Corporation, 2000 Galloping Hill Road, Kenilworth, NJ 07033, (908) 298-5193.
- PCPFS involvement with the National 4-H has led to the Dotville Derbies fun and fitness program. Every week this summer 500 youngsters participate in games and exercise activities. The Missouri delegates recently wrote to the PCPFS: "(We) would like to thank you for sponsoring the Dotville Derby. The games we played were truly safe, but fun (and) showed us many ways to stay fit, be safe and have a good time."

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on
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College Interns Assist Council

The PCPFS welcomed assistance this summer from two college interns, Pamela Malone and Jennifer Gormley, who worked in the areas of *Healthy People 2000* and special projects.

Mrs. Pamela Malone, a physical education teacher for grades 9-12 in the Chagrin Falls (OH) school system, assisted the Council in devising a strategy to better reach minority groups in the implementation of *Healthy People 2000*. To this end, she met with health professionals in government and the private sector. Mrs. Malone is currently pursuing her graduate degree in exercise science from Cleveland State University.

Ms. Jennifer Gormley of Reston, VA, a senior at Virginia Polytechnic Institute and State University also majoring in exercise science, provided research assistance and helped on special projects which included making arrangements for the Hoyt Team ceremony at the PCPFS in mid-July.

All smiles for Arnold and company
Pam Malone (left) and Jennifer Gormley.

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Newsletter

September/October 1992 Volume 92, Number 5

PCPFS Supports Atlanta Fitness Consortium

Taking advantage of the mounting Olympic spirit in Atlanta where the 1996 Games will be held, the PCPFS, with the support of the Sporting Goods Manufacturers Association, is serving as a catalyst in sponsoring the development of the Atlanta Fitness Consortium, a network of local organizations committed to promot-

ing public awareness of fitness and health.

At their first meeting in September, consortium participants agreed to encourage the citizens of the Olympic host city to "get behind" fitness and sports. By combining their efforts, they hope to lift the level of fitness in Atlanta as well as develop a model program for other cities.

The PCPFS is urging all communities to follow the lead of Atlanta and East Los Angeles, where its Inner City Games were scheduled to take place October 17 to 25. Now in its second year, the week-long event attracts thousands of youngsters and young adults to its fitness activities. Danny Hernandez,

continued on page 4



Andre White addresses fellow participants of the Atlanta Fitness Consortium at the meeting in September.



Procter & Gamble officials Larry Zigerelli, right, and Dennis Roche with PCPFS Chairman Arnold Schwarzenegger.

Procter & Gamble to Back Council Efforts

The Procter & Gamble Company has joined the Council in a nationwide promotion of physical fitness and motivational activities.

At the September Council meeting in Atlanta, Larry Zigerelli, general manager of the Oral Care Division of Procter & Gamble, said the company

will sponsor the placement of a full-page, free-standing insert in the nation's leading newspapers on May 9, 1993, to promote May as National Physical Fitness and Sports Month and to highlight the Presidential Sports Award. The insert will appear in an estimated 52 million newspapers, reaching over 200 million readers. ☆

AHA Declares Regular Exercise to Be A Major Factor In Cardiovascular Health

The American Heart Association has taken its strongest stand to date on the benefits of regular exercise—and the adverse effects of not exercising—on cardiovascular health.

In a recently released statement, the AHA reported that scientific evidence confirms that regular aerobic physical activity plays a significant role in preventing heart and blood vessel disease.

Conversely, the AHA said, "inactivity is a risk factor for the development of coronary artery disease." The AHA statement also appeared in the journal *Circulation* in July.

Gerald F. Fletcher, M.D., former chairman of the

AHA's committee on exercise and cardiac rehabilitation (which wrote the paper) and chairman of rehabilitation medicine at the Emory University School of Medicine, said that lack of exercise qualifies as the fourth risk factor for heart disease that can be modified by individuals. The other "big three" are smoking, high blood pressure, and elevated cholesterol.

"Lack of exercise obvi-
continued on page 5

In This Issue

2. Butterfield's Byline
3. Chairman's Corner
3. Olympia Declaration
4. Soccer in the Streets
7. News Briefs
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Butterfield's Byline

The primary job of the Council is not to "discover" and groom elite athletes as future Olympians. Instead, we encourage everyone to participate regularly in physical activity, to give up the life of the couch potato.

During September I participated in numerous activities that support the PCPFS goals of fitness and sports for all. On September 5 I was honored to be the partner for Harry Cordellos, the blind runner and 1992 Healthy American Fitness Leaders winner, at the Charleston Distance Run in West Virginia. We negotiated the hilly 15-mile course in two hours.

A spectacular athlete, Harry is an accomplished water skier and jumper,

swimmer, diver, and downhill and cross-country skier.

An Award to General Electric

Four days later I was in Fairfield, Connecticut, for the 10th anniversary celebration of the Fitness Center at General Electric's International Headquarters. More than 70 percent of employees use the facilities (and others work out at home or other sports centers). I had the pleasure of awarding GE president Jack Walsh a framed PCPFS seal for the company's commitment to the Council's goals. On hand for the festivities were former ice skater Jojo Starbuck and TV sports anchor Bob Costas.

Our chairman has often pointed to the importance of getting the insurance industry to make a stronger connection between fitness and sound health. I brought this concept before the Florida Insurance Council September 15, and urge friends of the Council to encourage the idea—after all, it makes the best economic sense.

Joining the Senior Olympics

The message of regular exercise for health clearly had gotten to the Jewish Community Center in Richmond, Virginia. The center sponsored its first Family Health Fair on September 20, and it was a hit, judging from the eagerness I observed among the participants.

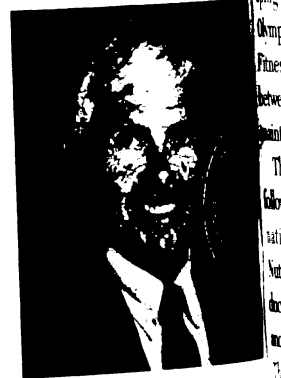
After saying a few words on behalf of the PCPFS at the

Northern Virginia Senior Olympics on September 21, I joined the race walk and running events—turning 55 has its privileges—and managed to bring home four golds.

Make a Difference

By the end of the month, I was out in San Diego to take part in the annual meeting of the Association for Fitness in Business. The highlight was the "Make A Difference Project," in which fitness leaders (including Olympic gold-medal gymnast Mitch Gaylord) and celebrities treated 500 elementary school children to a morning of fitness activities, inspirational talks, and demonstrations at the conference site.

At the same time, some 300 AFB volunteers had descended upon the school to clean up, paint, and make repairs to playground areas. Special kudos are extended to AFB conference chairman Bill Zuti, president Bob Kaman, Mark Santella, Michele Tennery, and Rachel Riggs for the powerful state-



ment they made to the schools and families of San Diego.

Yuma County Workout

From there I drove over to Arizona to learn more about "Yuma County Takes a Fitness Break," a program started by two physical education teachers to supplement regular classes. After speaking to nearly 1,000 students, teachers, and administrators I shared a workout with them. The project is truly "Today's Fitness Program for Tomorrow's Healthy Adults" (For more information about the program, please contact teachers Jeff Gregorich and Roger Knobloch, Rancho Viejo Elementary School 602-782-4761.)

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Executive Director
John Butterfield

Editor
Phillip Wiethorn

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the director of the Office of
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September 30, 1993.

**In the race for fitness,
there is no finish line
but there are
front runners.**

The Declaration of Olympia Issued

PCPFS joined several other international organizations in developing the Declaration of Olympia on Nutrition and Fitness to affirm the link between exercise and diet in maintaining health.

The declaration was issued following the Second International Conference on Nutrition and Fitness conducted May 23-25, 1992, at ancient Olympia in Greece. The Center for Genetics, Nutrition and Health, The Hellenic Sports Research Institute, and the Olympic Athletic Center of Athens organized the meeting, and PCPFS was a sponsor. York Onnen represented the Council in Olympia.

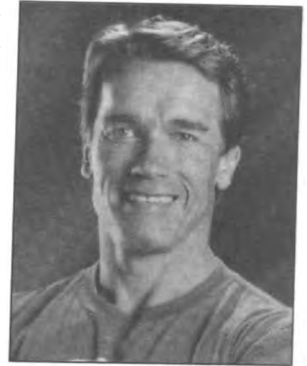
The declaration highlights the importance of "positive health," a concept dating back to Hippocrates that emphasizes that "eating alone is not enough for health. There must also be exercise... if there is any deficiency in food or exercise the body will fall sick."

Authors of the declaration urge a return to the Olympic ideal of ancient Greece, which recognized that a healthy mind resides in a healthy body and that the individual needs to be responsible for his own health. The ideal should be the core of future education efforts, especially for children.

For copies of the Declaration of Olympia on Nutrition and Fitness, please write to Artemis Simopoulos, M.D., President, The Center for Genetics, Nutrition and Health, 2001 S Street, N.W., Suite 530, Washington, DC 20009. ☆

Chairman's Corner

Arnold Schwarzenegger



As part of the program, Danny Hernandez started the Los Angeles Inner-City Games two years ago. He contacts people in housing projects, schools, gangs—everyone. He brings together

young people not only from Hollenbeck but from Watts and South-Central Los Angeles. During October, the second Inner-City Games were expected to bring in more kids off the streets.

During the riots of last April, no looting, violence or fires occurred in the Hollenbeck area, thanks to Danny's efforts. Hollenbeck was like an island of calm in the middle of a raging storm. This said a great deal about the impact of his youth center and its activities.

I've visited all 50 states on my Fitness Crusade to point out that fitness is for everyone. I became involved in the L.A. Inner-City Games to help young people have the opportunity to participate. Now we need to encourage other cities to establish programs similar to L.A.'s. I know that Danny Hernandez will be happy to share his knowledge about setting up his youth center and the games.

When all inner cities offer these programs, then we can truly say we have helped turn the problems of youth fitness—and of violence and drugs—around in this country. ☆

I've often remarked that certain segments of our population seem to be left behind in the fitness movement. One of these groups is youth, specifically inner-city children.

Many urban youth, for a number of reasons, are unable to become part of a sports team. Sometimes the school they attend doesn't have a good physical education program or doesn't offer an after-school program. So the kids end up floating around on the streets.

This is often when trouble begins, trouble that is taking a toll on the kids and the country. This when teenagers get pregnant or abuse tobacco and alcohol or get their first exposure to drug dealers.

The kids have nothing to do and too much time on their hands. No one is paying attention to them or their problems, and many families are facing difficult times economically. All these things contribute to the problems of our nation's inner cities.

So when I see a city program that really works, that takes the kids off the streets, and educates and exercises them, I like to point to it as a model. These programs help teens build self-esteem, discipline, and camaraderie. They enable kids to get the negative energy out of their bodies, to use positive energy, and to vent the hostility that usually is acted out on the streets.

That's why I'm so impressed with Danny Hernandez and the Hollenbeck Youth Center he started in Los Angeles 11 years ago in cooperation with the Police Department and corporate enterprise. It is now one of the country's most successful youth programs.

Mary Lou's Fitness Clubs Launched as School Pilot Program

Olympic gold-medal gymnast and PCPFS special adviser Mary Lou Retton has launched a pilot program in selected elementary schools to increase student awareness of the importance of good nutrition and physical fitness.

Youngsters participating in Mary Lou's Fitness Clubs agree to give up junk food one day each week and to eat vegetables and fruit instead. They also pledge to forgo watching television for one day to play sports or do some form of physical activity.

Under terms of a "contract" signed by students, parents, and teachers, participants report weekly on their activities, and the information is recorded on Mary Lou's fitness chart. Club members also receive Mary Lou's fitness newsletter. ☆

PCPFS Supports Atlanta Consortium

Continued from page 1

organizer of the event and executive director of the Hollenbeck Youth Center in East L.A., says the games are a "lifetime investment" that can save kids lives.

Some participants at the Atlanta meeting were Harold Morgan of the Atlanta Parks and Recreation Department; Ray Harris and Mark Brezina of the U.S. Department of Housing and Urban Development; Harold Head of the Atlanta school system; Walt Bellamy and Earl Dabney of the Police Athletic League; Robert Dale Morgan of the

Atlanta Sports Council; Sonny Walker of Atlanta 100; Jocelyn Wright and James Nix of the Morehouse College National Youth Sports Program; John Mobley and Bobby Garrett of Atlanta Project/Cities in the Schools; State Senator David Scott of the Hank Aaron Rookie League; Shirley Franklin of the Atlanta Committee for the Olympic Games; Spurgeon Richard, president, Atlanta Convention Visitors Bureau; Carolyn McKenzie, founder of Soccer in the Streets; and John Riddel, president of SGMA. ☆

September Council Presentations

A wide range of experts from various fields delivered exceptional presentations at the Council meeting September 25 in Atlanta.

Nancy Hogshead, former Olympic gold medal winner and president-elect of the Women's Sports Foundation, described the current efforts of her organization in light of school funding cutbacks and Title IX. Dr. Jeffrey Koplan of the Centers for Disease Control gave an overview of the centers' efforts on fitness and health promotion.

A.D. Frazier of the Atlanta Committee for the Olympic Games discussed the 1996 Games and showed a film to highlight

his remarks. Brian Dyson, former president of Coca-Cola in America, gave a presentation on corporate sponsorships in amateur sports. Bill Fralic, all-pro guard for the Atlanta Falcons, described his efforts in combating steroids and other drug use in the NFL and the importance of fitness in his profession.

Dr. Gerald Fletcher delivered remarks on the American Heart Association's position on physical inactivity as a high-risk factor in heart disease. Kirk Bauer, executive director of National Handicapped Sports, spoke on sports fitness in light of the Americans with Disabilities Act. ☆

Soccer in the Streets

Atlanta won't ignite the Olympic flame until 1996, but it has already brought more than a little light to inner-city youngsters with a soccer program that's being emulated in nine other states.

Organized three years ago, "Soccer in the Streets" has brought the popular sport from the suburbs to urban public housing.

Carolyn McKenzie, a local businesswoman and college professor, founded the program not only to acquaint inner city children with the pleasures of soccer, but "as a way to prevent drugs and crime involvement" by children living in public housing.

McKenzie, a longtime sports enthusiast and former Atlanta Hawks cheerleader, recently told *Soccer America* that she chose soccer because of its value as a child's first sport. "It involves agility and motor skills—the things kids enjoy, learn easily, and that help them have a good image about themselves."

McKenzie organized management teams and recruited coaches, established an advisory board, obtained nonprofit status,

and interested the media. She also won the support of Atlanta city officials, the Soccer Industry Council of America, the U.S. Department of Housing and Urban Development, the Boys and Girls Clubs of America, and Delta Airlines.

Getting the kids interested was another challenge, because many inner-city youngsters knew little if anything about the sport.



She sponsored Super Soccer Shows with local soccer celebrities and enrolled dozens of kids in introductory clinics and "fun soccer" programs. Now with Soccer in the Streets active in nine other states, McKenzie expects that programs will be running in all 50 states by 1995. She is planning an inner-city cup competition for June 1994, when the World Cup will be played in the United States. She hopes to bring inner-city children from across the country.

'SA Bowling Award



Improving that bowling is another fun and effective way to stay fit, Mrs. Dona Cooper, a 30-year veteran of the lanes with a 157 average, recently received a Presidential Sports Award. For a bowler to win this recognition, he or she must bowl a minimum of 150 games, bowled on no fewer than 34 different days, with no more than five games credited to the total each day. Cooper is not only winning recognition for herself—in the years since she helped found the Presbyterian Women's Bowling League, its members have contributed their "trophy money" to local community groups and charities. ☆

Tony the Tiger Says 'Get Fit and Win'

The Presidential Sports Award has a new advocate: Tony the Tiger.

Advertisements are now appearing on the side panels of boxes of Kellogg's Frosted Flakes, encouraging children 10 and over to "challenge themselves." Tony's message to children is to "Have fun, get fit, and win an award! You'll feel gr-r-reat!"

The box ad includes a cut-out coupon to encourage children and other Frosted Flakes consumers to send away for a



copy of the Presidential Sports Award brochure. Tony has clearly caught the fitness bug; he's also working to earn the award. ☆

Exercise a Major Factor in Heart Health

Continued from page 1

ously is not a poison like smoking," said Fletcher, "but it is an important modifiable risk factor. I think at this point it is among the 'biggies.'"

Risk factors that cannot be modified are family histories of heart disease, advancing age, and male gender (women are at lower risk for heart attacks than men at young ages, but heart disease becomes the leading cause of death of post-menopausal women).

Data recently collected shows that regular exercise helps lower cholesterol, decreases the percentage of body fat, mediates the effects of diabetes, reduces weight, and may even lower blood pressure.

The AHA claims that activities such as brisk walking, stair-climbing, aerobics, jogging, cycling, rowing, swimming, tennis, soccer and basketball are especially beneficial.

But even less strenuous exercise—such as walking for pleasure, yard work, housework, golf, badminton, and dancing—can make a difference. "Even modest levels of exercise can be helpful, if done regularly and long-

term," Fletcher said.

Studies to date have not yielded absolute proof that exercise will lower heart-disease risk for the elderly. But physical activity is nonetheless valuable.

"Developing endurance, joint flexibility, and muscle

"If exercise could be packed into a pill, it would be the single most widely prescribed and beneficial medicine in the nation."

—An American physician

strength is important in a comprehensive exercise program, especially as people age," the AHA report pointed out.

The AHA recommended that people of any age who are at risk for heart disease because of high cholesterol levels, family history, or obesity have a medical evaluation before embarking on a fitness routine. ☆

Your Help Needed for "Healthy Aging" Sequel

The Council is cooperating in a television sequel to "Healthy Aging" (which aired on Public Broadcasting in May 1992) that will feature effective and novel approaches to fitness for older people.

Please send examples of outstanding programs and individual efforts that could

be considered for inclusion in the program. (Your ideas may be useful, too, in helping the PCPFS design its upcoming initiative for senior fitness.)

Send your recommendations to York Onnen, PCPFS, 701 Pennsylvania Avenue, N.W., Washington, DC 20004. ☆

Participation in Sports Helps Students Solve Math Problems

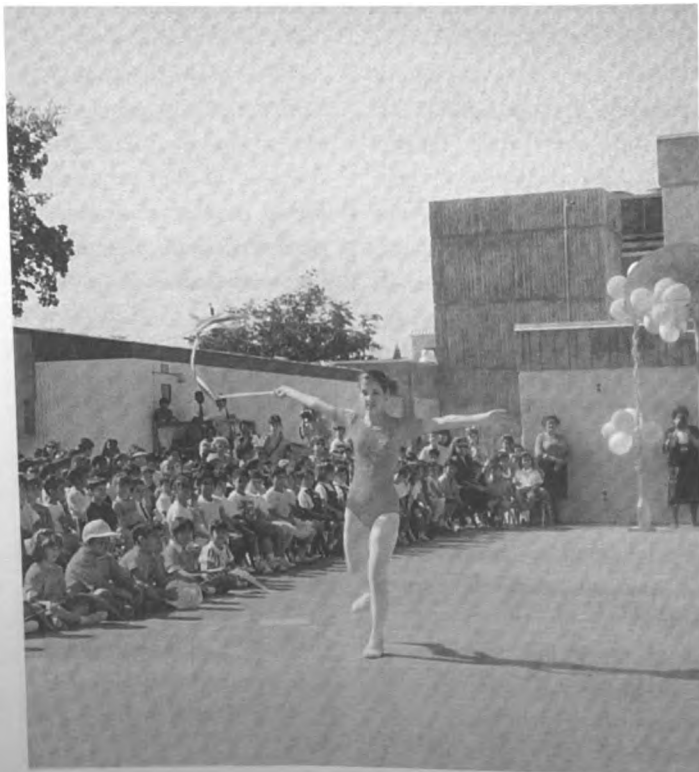
Students at a grade school in Florida are taking seriously the ancient Greek proposition that a healthy mind resides in a healthy body and that physical fitness is linked to academic fitness.

At its second week-long annual Math Fair held last May, the Shenandoah Elementary School in Miami adopted physical education as the theme. One goal was to make math more accessible to children by relating it to the real world, teacher Maria Cristina Longo told the Miami Herald.

For many kids, sports are definitely the real world. So the program for the week included "field days," during which, for example, the chil-

Math was made more accessible to the children by tying it to the real world of sports. The students ran races and worked on problems involving measurement.

dren ran races and then solved math problems. They worked extensively with measurement, especially as it would be used in Summer Olympic events. Placed on teams, the youngsters were encouraged to use critical thinking and problem-solving



skills and to work together.

A growing number of U.S. schools, like Shenandoah, are incorporating health and fitness education into their curriculum. Many schools offer classes on nutrition and wellness to help boost student awareness of the necessity of a healthy lifestyle. Children learn, for example, that eating

a nutritious breakfast improve performance school.

As more schools focus these concepts and put them into practice, Maria Longo of the Shenandoah School says the better students will "understand the combination of working hard and playing hard."

Fit or Fat— Perception vs. Reality

American parents believe that their children are in good physical shape, according to the "Fit or Fat" study conducted by Louis Harris and Associates for *Prevention* magazine.

In fact, Thomas Dybdahl, the magazine's director of research, reported that 85 percent of parents surveyed believe their child is "physically fit," while just 14 percent say their child is out of shape.

Despite parental perceptions that their children are fit, current data does not support those assumptions. The report cites several surveys, including one conducted by the Amateur Athletic Union for the Chrysler Fund that measured children for endurance, strength, and flexibility and found that between 1980 and 1989, the percentage of children achieving overall satisfactory performance dropped from 43 percent to 32 percent.

The 1990 Youth Risk

Behavior Survey conducted by the Centers for Disease Control found that exercise levels decrease among children as they get older. While 40 percent of ninth grade students, for example, get vigorous exercise three or more times a week, only 32 percent of the 12th graders can make

"While parents may believe their children to be in shape, evidence...points to the contrary."

—Thomas Dybdahl

similar claims. The same study revealed that while 60 percent of 6- to 9-year-olds are enrolled in physical education programs, only about one-third participate in them every day.

Problem **WILLY DEMBY, NATIONAL** spokesman for the National Paralympic Sports Association, and Kirk Bauer, USA executive director, recently received a framed council seal from John Butterfield, PCPFS executive director, and York Onnen, director of program development. The PCPFS and USA have begun several collaborative projects to promote exercise for the disabled worksites and in sports.

THE MASSACHUSETTS SUB-committee on women's health and fitness, one of five subcommittees of the Governor's Committee on Physical Fitness and Sports, has compiled a bibliography of more than 250 journal articles written on women,

health, and fitness from 1989 through 1991. For more information, call or write Dr. Chander M. Kapasi, Chair, Women's Health and Fitness, 1180 Beacon Street, #4A, Brookline, MA, 02146, (617) 232-0505.

☆ **COUNCIL MEMBER JIM** Gilmore, while busy tending to the damage done to his business and personal property by Hurricane Andrew in South Florida, took time to help others along the way. Using emergency transmission, his radio station, WLVE FM (LOVE 94), remained on the air during the crisis. The station also collected and delivered truckloads of food to those hardest hit by the storm. Jim was in communication with

President Bush about the devastation and he continues to assist in the region's clean-up efforts.

☆ **DR. WILLIAM EVANS SPOKE** on "Exercise and Aging: Is it Worth the Effort?" before the Federal Interagency Health and Fitness Council on September 15. Evans is chief of the Human Physiology Laboratory and associate professor of nutrition at the Medical School at Tufts University. The forum was cosponsored by PCPFS and the Office of Personnel Management.

☆ **THE NATIONAL ASSOCIATION** for Girls and Women in Sports has published a comprehensive, practical book about Title IX. *Title IX*

Toolbox strives to convey a better understanding of the law and its implications and discusses the problems of compliance and change. To order, contact American Alliance Publishers, at 1-800-321-0789. The stock number is 303-100021. The cost of the book is \$12.95 plus shipping.

☆ **THE PERFORMANCE RESOURCE** Press has issued *The Drug-free Catalog for Schools, Communities and Workplace Programs*. The 48-page publication, which is free, features more than 300 resources—books, videos, curricula, newsletters, pamphlets, posters, and conference information—for developing community-based prevention programs. For more information, call 1-800-453-7733. ☆

PCPFS Accepts Nike Challenge

United States Olympics track team member Pattisue Plummer talks with PCPFS's John Butterfield before blowing the whistle to start the 12th running of the Nike Capitol Challenge 3-mile road race on September 17. Democrats and Republicans put aside their election year differences and joined forces to raise funds for the District of Columbia Special Olympics on September 17. More than 600 runners took part, including more than 40 members of Congress, 12 federal judges, several White House employees, and members of the media.

Butterfield was captain of Arnold's Wimps. . . Not!, the PCPFS team; other members were Matt Guidry, Steve Guback, and Phillip Wiethorn. Since name-calling is a vaunted part of the competition, awards are given in this category. Honors for the best team name went to the IRS's No Pain, No Capital Gain. The worst? Odor in the Court, the team of the U.S. Court of Appeals. ☆



Calendar of Events

NOVEMBER

1-4 Wellness and Spirituality II Conference. Sponsored by Health Promotions Programs at University of Oklahoma. Opportunity to share ideas and new information about spirituality and health.
For information, call (405) 325-1790.

DECEMBER

15-17 Workshop on Activity and Obesity. Cosponsored by the National Task Force on Prevention and Treatment of Obesity, PCPFS, and the National Institutes of Health. For researchers in physiology, exercise, and obesity. Limited to 150 participants.
Lister Hill Auditorium, NIH, Bethesda, MD.
For information, call Dr. Van S. Hubbard at (301) 496-7823 or fax, (301) 402-1278.

FEBRUARY

1-4 1993 Chicago Jazzercise Marathon. Proceeds of the dance/exercise event, which will take place at 11 sites in the Chicago area, will go to Rush-Presbyterian-St. Luke's Medical Center for breast cancer research.
For information, call (708) 301-8851.

MARCH

4 1993 Third Annual National Sportsmanship Day. Sponsored by the Institute for International Sport to focus on issues of ethics and fair play in athletics and society. Open to representatives from elementary, middle, and secondary schools and colleges and universities.
For information, call (401) 792-2375.



DEPARTMENT OF HEALTH & HUMAN SERVICES

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Physical Fitness and Sports
Washington, DC 20004**

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Newsletter

November/December 1992 Volume 92, Number 6

Schwarzenegger Praises LA Games and Expo for Inner-City Youth

Early 100,000 young people turned out for the second annual Los Angeles Inner-City Games and Expo to experience the joys of fitness.

PCPFS Chairman Arnold Schwarzenegger, who served as executive commissioner of the 10-day celebration in October, hailed the positive impact of the Inner-City Games in seeking to deter crime and drug abuse among Los Angeles youth.

Volunteers from all walks of life worked together on this immense undertaking to present participants with alternatives to gangs, drugs, and dropping out. Among the events were athletic com-

petitions, essay contests, and in-school motivational sessions. In conjunction with the games, the Inner-City Fitness and Career Expo offered programs on health, job training, family counseling, and drug-abuse prevention.

continued on page 5

**"I've traveled around a lot and have seen firsthand how much the inner-city kids have been left out of the fitness movement."
—Arnold Schwarzenegger**



PCPFS Chairman Arnold Schwarzenegger introduces television personality Arsenio Hall at the opening of Inner-City Games.

R.C. INTERNATIONAL, BY RON COMO

Children Need Daily Phys Ed Classes

PCPFS special adviser Nicholas A. DiNubile, M.D., at the Child's Health Day symposium held in October in New York City, raised red flags about the declining fitness levels of American children.

Representing the President's Council, Dr. DiNubile called for mandated, daily physical education classes for all grades, from kindergarten through senior year, and urged schools to establish fitness testing programs. He

stressed that physical activity must also be increased at home and urged that parents become educated about the importance of regular physical activity to the health of children. Dr. DiNubile also examined strategies for involving local communities, state and federal government, medical professionals, and the media in efforts to improve the fitness levels of young people.

The symposium was sponsored
continued on page 6

4H Leaders Join Fitness Fantastico

Building on existing club projects on fitness and health, more than 1,500 4H youth and adult leaders from throughout the country participated in a Fitness Fantastico! workout during the 71st National 4H Congress in early December.

The President's Council conceived of Fitness Fantastico! to encourage the 5 million 4H members nationwide to include exercise in their daily routines. In the seventh year of its partnership with the 4H, PCPFS has designed workouts that focus on aerobics, fun and fitness, and self-defense. The 4H Fitness Fantastico! workout, con-

ducted during the annual meeting in Chicago, was also sponsored by the Sporting Goods Manufacturers Association, Jazzercise, Inc., the Illinois Governor's Council on Physical Fitness and Sports, and the Illinois law enforcement community.

Fitness Fantastico! instructors included York Omen, PCPFS director of
continued on page 6

In This Issue

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3. Chairman's Corner
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5. Measuring Fitness
7. News Briefs
8. Calendar of Events

Butterfield's Byline

Many thanks to the President's Council's friends and supporters who have made 1992 a banner year for us. Using the grass-roots strategy outlined in Healthy People 2000, we have accomplished a great deal in advancing the cause of youth fitness and high-quality physical education. We have also made strides in addressing the health and fitness problems of Native Americans and other minority groups. And our efforts continue in the preparation of a major effort—the Silver Eagles Corps, which promotes fitness for our older Americans.

Throughout the past year, I have seen many Americans put the Healthy People 2000 plan into action, like the senior citizens who gather reg-

ularly for aerobics, water fitness, and other exercise classes at a YMCA in Buffalo, New York; and the children at Rancho Viejo Elementary School in Yuma, Arizona, who supplement their regular physical education classes with an extracurricular fitness program.

We want to do more to make fitness and sports activities more available in inner cities and other areas of the country where opportunities are limited. We know the miracles people like Danny Hernandez and Dick James have performed for East Los Angeles through the Hollenbeck Youth Center and Inner City Games. And as I write this, fitness advocates in Chicago have joined forces to conduct leadership training to enable

them to conduct similar programs, which will be organized by the Illinois Governor's Council on Physical Fitness and Sports and various public housing agencies.

We also took a leading role in developing the coalition of citizens and sports enthusiasts and professionals who are sponsoring "Show Off Atlanta," in anticipation of the 1996 Summer Olympics. We extend thanks to John Riddle and the Sporting Goods Manufacturers Association for supporting this effort to encourage all Atlantans to participate in the fitness movement.

The PCPFS wishes to recognize others who in 1992 made significant contributions to health and fitness and helped us with our work. Among them are the sponsors of Skyshapers, a 10-point plan for young people; The McDonald's Foundation, which supports "Healthy Growing Up" program, a supplement to physical education for students in kindergarten through fourth grade; and Allstate Insurance, which has established a consortium to create a family fitness program called "Just Say Go."

Our special adviser, the great comedian Milton Berle, did his part for senior fitness by visiting a retirement community and other older Americans in Augusta, Georgia, in November. His jokes and laughter are good for health and his advice for senior fitness welcomed by all.

Many other friends of the

Capt. John A. Butterfield



Council were out beating the drums for fitness. Charlie Kittrell, an accomplished climber who is the oldest person to have ever reached the top of Mt. Everest, works with Head Start in his community in Bartlesville, Oklahoma. Dr. Don Cooper of Stillwater, Oklahoma, continues to relay the message of fitness to the health care community through programs such as "Exercise Prescription" and "Movement Medicine."

Clearly, we have more friends than we can even count. And as more people recognize the benefits of physical exercise, we will be able to accomplish even more. We wish all of them and all of you a fit and happy 1993.

Newsletter

Published by the
President's Council on Physical Fitness and Sports
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Suzanne Timken, **Vice Chairman**

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Christine Evert	Myrna L. Partrich
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Sammy Lee	Gary Visconti

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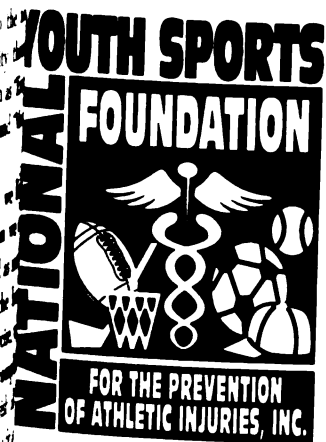
HEADS UP!

As of January 1, 1993, the entry age for the Presidential Sports Award will be dropped to 6, and several categories will be added. Guidelines on adult supervision and revised materials will be available by mid-January.

Council Supports Effort to Prevent Youth Injuries

April is National Youth Sports Injury Prevention Month, an initiative strongly endorsed by the President's Council.

Most sports injuries can be avoided. The Council advocates the use of helmets, knee pads, and other equipment to protect the head and body in potentially high-risk activities such as cycling, roller-skating and ice hockey. Eye protection is recommended for people who play sports such as racquetball, handball, and squash. The Council also urges the professional communities in sports coaching, medicine, equipment manufacture,

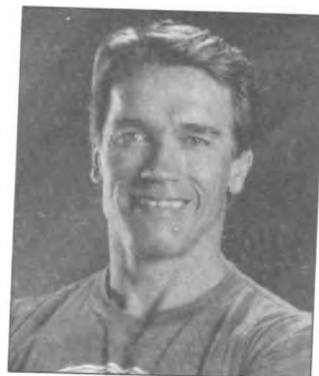


sports facilities, and education to create an ongoing, effective program aimed at preventing youth sports injuries.

For more information, please contact Michelle Glassman, executive director of the National Youth Sports Foundation for the Prevention of Athletic Injuries, Inc., at (617) 449-2499. ☆

Chairman's Corner

Arnold Schwarzenegger



need for, and benefits of, daily physical activity.

We are enlisting the cooperation of national organizations, groups and individuals to assure that appropriate facilities, programs and leaders are in place within every community to encourage older adults to exercise.

We envision the help of the insurance industry as a major partner—and even contemplate the possibility of having premiums adjusted for seniors according to rates of physical activity. We envision the help, too, of the American Association of Retired Persons with its 32 million members. Indeed, *Modern Maturity*, the AARP magazine, recently ran a cover story and interview with members of the President's Council on the need for older adults to shape up. We envision the help, too, of all of you who read these words.

What better way is there to usher in the New Year than by making this resolution? If we all make fitness a part of our lives—and then motivate others to do so—then take it from me, 1993 is going to be “no problemo.” ☆

At this time of the year all of us make New Year's resolutions. One pledge the President's Council on Physical Fitness and Sports will make for 1993 is to help improve the physical fitness of a segment of the population often left out of the fitness loop—our older adults.

Consider this: the United States' population of persons over 65 is now larger than the entire population of Canada.

Putting it another way, in 1900, there were 3 million people over 65, comprising 4 percent of the U.S. population. Now there are 31 million seniors, or 12.7 percent.

What we want to do is to let older adults know that exercise can halt, or even reverse, much of the physical frailty attributed to aging. Study after study has proven this.

A recent study at Tufts University, for example, has found that at the end of three months of modest weight-lifting, older adults averaged more than 100 percent improvement in leg strength and a 20 percent improvement in the time it takes to walk down a hall or up stairs. Some older people have been able to give up their walkers and walk with no assistance whatsoever.

In other words, exercise can improve the quality of life for our older adults.

And that's important when you consider that people are living longer. Old age should mean the continuance of a

rich life. Michelangelo was still working on sculptures at 89. Benjamin Franklin was still negotiating international treaties at 76.

So, it's a given that we want our older adults to enjoy their later years. But if you're only 30 or 40 years of age now, what's in it for you? I say, plenty.

Put it in terms of dollars and cents. In President-elect Clinton's recent economic summit conference, he and others stressed that rising medical care costs had the single most damaging effect on the U.S. economy. Many proposals were put forth to control costs—low-cost generic drugs, reduced doctor fees, managed health care operations, etc.

The best way, of course, is to not incur medical costs in the first place. Of the top 10 chronic medical problems older people experience, at least five can be alleviated or even prevented by regular physical activity. These are heart disease, arthritis, hypertension, diabetes and orthopedic disorders.

If a substantial proportion of older adults changes their lifestyles to include regular exercise, health care costs will decrease significantly. That's a fact. It's what's called preventive medicine.

The Council will launch an exciting new program in 1993—the Silver Eagle Corps. It will be a national campaign to create awareness among Americans 50 and above of the

The Fitness Express Urges Children To Get on Board With Daily Workouts

The Athletic Institute, a nonprofit educational arm of the Sporting Goods Manufacturers Association, has teamed with Arnold Schwarzenegger and the USA Cable Network to produce a video called *The Fitness Express*. Designed to motivate children to begin a daily fitness routine, the two-part video is part of a package that also includes an instructor's guide, book covers, and poster.

In the first part of *The Fitness Express*, Schwarzenegger leads a high-energy, music video-style workout with cast members from the television series "Saved By the Bell," a USA Cable Network program for children. In the second part, he guides fourth-graders from the Juan

Cabrillo Elementary School in Los Angeles, California, through a workout using fitness stations.

The workout video serves another important purpose: it illustrates how both physical education teachers and nonphysical education teachers can conduct fitness programs with minimal facilities and equipment.

USA Cable Network will broadcast the video to 54,000 schools through *Cable in the Classroom*. The Athletic Institute will fund an effort to reach another 36,000 schools. USA Cable Network and AI will also provide 20,000 VHS tapes for distribution to the nation's video rental outlets, which will offer them to customers free of charge. ☆



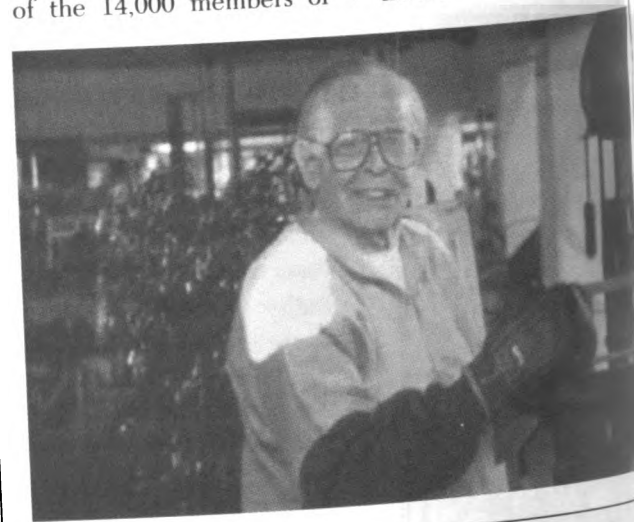
Uncle Miltie Visits Seniors, Shares His Fitness Regimen

Legendary comedian Milton Berle, who serves as a PCPFS special adviser on fitness for older Americans, launched the Council's promotional effort for seniors with a visit to Augusta, Georgia, in November.

Berle shared his wisdom with residents of the Brandon Wilde Retirement Community, retirees of the University Hospital, St. Joseph Hospital, and Walton Rehabilitation Center, and some of the 14,000 members of

Augusta's Resource Center on Aging. Berle also discussed his role as a PCPFS special adviser at a press conference and in interviews with the local media.

Emphasizing the importance of fitness and exercise at all ages, Berle shared his personal fitness regimen with his audience. Among other things, Berle, who is 84, walks briskly and regularly, rides his stationary bike, shadow boxes, and watches his diet.



Berle's Public Service Fitness Spot Reaches 52 Million Americans

The PCPFS public service announcement that features Milton Berle encouraging seniors to join the fitness movement reached nearly 52 million people in the first 10 weeks it was broadcast.

Eighty-five independent and affiliated television stations in 128 markets were selected to air the spots. Ad-

ditionally, the announcement was sent to five independent superstation whose signals are relayed via satellite or microwave beyond normal broadcast range, and to 14 major cable networks. In the first 12 weeks it was telecast 12 times, reflecting a comparable advertising value over \$2.1 million.

Ashe Encourages Greater Minority Involvement in Tennis Programs

Tennis champion Arthur Ashe joined the PCPFS to promote participation in sports at the U.S. Professional Tennis Registry's annual international conference at Hilton Head Island.



Ashe conducted a tennis clinic under the auspices of the Advancing Commitment to Education (ACE), a program supported by PCPFS, the Tennis Registry, the American Tennis Association, the American Tennis Industry Federation, and the Athletic Footwear Association.

The program has sponsored more than 40 workshops for minority teachers who learn how to teach tennis fundamentals to a group. In return, the teachers promise to conduct instruction clinics in disadvantaged communities. To date, more than 1,600 teachers have completed the training and been certified. ☆

Measurement of Physical Fitness: A Historical Perspective

The paper that set the stage for the 1988 meeting on the "Measurement of Physical Fitness in Children, Youth, Adults and Older Adults" has been published as a monograph.

The participants at the two-day session, which the U.S. Public Health Service sponsored, attempted to synthesize what was at the time current thinking on physical activity and fitness in an effort to develop recommendations for "gold standard" measures of fitness as it relates to health. Their discussions also encompassed necessary modifications in applying the standards in different settings (the field vs. the laboratory, for example) and the research required to resolve outstanding measurement issues.

The newly released monograph, by Roberta J. Park, Ph.D., chair of the Department of Physical Education at

the University of California, Berkeley, presents a detailed review of fitness testing in the context of physical education since the 1860s. Approached from a historical point of view, the author takes the reader on a journey through the evolution of fitness testing, beginning with perspectives from the late 19th century to more current deliberations on testing as part of national awards programs. Park weaves into her examination the social and cultural frameworks within which efforts to define and assess physical fitness have occurred in the last several decades.

Any contemporary discourse on physical fitness, how it is measured, and what the measures tell us about ourselves is well served by

ODPHP Monograph Series
Measurement of Physical Fitness:
A Historical Perspective

U.S. Department of Health and Human Services
Public Health Service



this analysis. Recognizing that reaching consensus on these topics presents a challenge to professionals in public health, physical education, exercise science, and other related disciplines, Park's monograph offers a coherent exploration of the issues, both past and present. It also documents of the U.S. government's role in fitness measurement.

The monograph is available for \$2, from the ODPHP National Health Information Center, P.O. Box 1133, Washington, D.C. 20013-1133. ☆

L.A. Games

continued from page 1

The mastermind of the Inner-City Games is Danny Hernandez, the executive director of the Hollenbeck Youth Center, a program created by the Hollenbeck Police Business Council in the wake of the 1970 riots in East Los Angeles. Hernandez and the center have received national recognition for their delinquency prevention efforts. In his opening remarks, Schwarzenegger urged other

communities to establish programs similar to the Inner-City Games and noted that representatives from Chicago and Atlanta were there to learn more about the event.

The President's Council sponsored several demonstrations at the Expo. Lisa Pestolese and David Hofseth, leading students from Turtle Rock Elementary School in Irvine, California, demonstrated an extracurricular physical class and fitness testing. Broadway Gymnastic owner Michael Cates illus-

trated how a gymnastics club can mainstream special students and staged a gymnastics extravaganza.

The Los Angeles County Sheriff's Department and the Local Council on Fitness show how to use weight-training equipment properly. And the audience was literally brought to its feet when Chere Taylor van Ligten and Rich Mundy of Carlsbad, California, led young people and seniors in a Jazzercise, Inc., routine. ☆

NASA's Fitness Challenge

NASA uses the Presidential Sports Award program to determine winners of its Fitness Challenge Program. Recipients of the 1992 award were the employees of the Dryden Flight Research Facility in Edwards, California.

The winners are determined on the basis of the center with the highest percentage of participants completing a requirement in the Presidential Sports Award program. Thus small centers like Dryden, with only 1,000

employees, can compete with the large centers like Kennedy and Johnson that have over 20,000 employees.

NASA's goal is to improve the level of employee fitness by meeting the Healthy People 2000 objectives for physical activity. At the request of PCPFS Executive Director John Butterfield, NASA also recognized the Langley Research Center in Hampton, Virginia, as the facility with the most documented family involvement in fitness. ☆



PCPFS member Gary Visconti, second from left, and NASA representatives Marshal Levine, left, and Catherine Angotti, right, congratulate chief nurse Clare Swoboda and medical director Ed Gretchin of the Dryden facility.

New Council Members Named



HARRIS FRANK

In the late 1970s **Harris Frank**, former president of the American Recreation Corporation and a lifelong sports enthusiast, founded the St. Louis Senior Games for adults aged 55 and older. In 1985 he co-founded the U.S. National Senior Sports Organization, which has been designated by the U.S. Olympic Committee as the leading organization addressing issues of health, and fitness for older adults. The group sponsors 90 local senior games, as well as annual competitions and clinics for thousands of seniors. And Frank, 67, continues his daily regimen of running, swimming, and cycling.



KEVIN SAUNDERS

Athlete and inspirational motivator **Kevin Saunders**, who was paralyzed in an accident 12 years ago, is a pentathlon bronze medalist in the 1992 Paralympics. For the last three years Saunders has been named Best All Around Wheelchair Athlete in the World. He holds a number of other awards both for his physical abilities and his community service. At present, Saunders, who lives in Corpus Christi, Texas, is writing his autobiography and working as an advocate for the millions of Americans who are physically challenged. He especially enjoys working with children.

Fitness Fantastic! *continued from page 1*

program development and project leader; Dani Gilmore, regional director of Jazzercise, Inc.; Tony Calabrese, Illinois' Physical Education Teacher of the Year; Dan Creeley, recipient of the Governor's Award for Excellence; Lt. Wayne Thompson of the Chicago Police Department; and Sallie Ventresco, physical

education specialist with the Virginia National Demonstration Center.

John Butterfield, PCPFS executive director, commented that "4H youth can ... place a greater emphasis on physical activity and good nutrition, to help their hometowns accomplish the objectives of Healthy People

2000." They are in an excellent position, he said, to carry back to every community in America the message that exercise is essential to a healthy lifestyle.

For more information about Fitness Fantastic!, please contact York Onnen at the President's Council, (202) 272-3430. ☆

Child Exercise *continued from page 1*

sored by the American Health Foundation to monitor the overall health status of children in the United States. Participants explored a variety of related issues, including diet, cardiovascular disease, nutrition, substance abuse, as well as physical fitness.

NEWS BRIEFS

★ **THE ASSOCIATION FOR FITNESS IN BUSINESS** becomes the Association for Worksite Health Promotion on January 1, 1993. AWHP is also moving its national office to Northbrook, Illinois, and will be managed there by the Sherwood Group, a 13-year-old association management firm. In the future, contact the association at 60 Revere Drive, Suite 500, Northbrook, IL 60062, (708) 480-9574.

★ **THE THEME OF 1993'S NATIONAL Osteoporosis Prevention Week, May 10 through 16,** will be "Strong Bones: Make Them Yours for Life." The National Osteoporosis Foundation, which sponsors the event, urges other organizations to join this important health education campaign so that more

Americans can learn how to prevent bone loss. For information, contact Audra Singer at (202) 223-2226.

★ **"COMMIT TO GET FIT,"** THE effort launched in 1989 by IRSA, the Association of Quality Clubs, to increase public awareness of the benefits of exercise, is again being supported by the PCPFS. The program is held in May, National Physical Fitness and Sports Month, and is an excellent opportunity for numerous organizations to convey the "exercise for all" message.

★ **DR. JANE KATZ, CONSULTANT** to the PCPFS, received the Mr. New York's Finest 1992 Champion Award from the New York Patrolman's Benevolent Association on October 13, 1992. She was recog-

nized for her contributions to fitness and her support of New York's police force.

★ **THE NEWLY PUBLISHED *Breast Cancer: A Handbook*** addresses the stress of being diagnosed with breast cancer and selecting treatment options. Author Linda Morris outlines key questions that women should ask, as well as possible answers, in this publication for women, their friends and families. The handbook is intended to serve as a guide to the process of gathering information and making effective decisions about treatment and self-care, including physical exercise. *Breast Cancer: A Handbook* is published by the Melpomene Institute. For information about ordering, call (612) 642-1951.

★ **HAVE YOU EVER WONDERED** what happens to the thousands of tennis balls used by the champions of the U.S. Open? Where, for example, are the tennis balls Stefan Edberg and Monica Seles hit to capture their 1992 titles? As part of the United States Tennis Association schools program, the balls are now being used to introduce the game to tomorrow's champions. Since 1986 more than 20,000 tennis balls previously used at the U.S. Open have been donated for use by elementary and middle school students. The USTA hopes the program will not only help create new champions but will introduce children to the lifetime benefits of tennis.

★ **DORIS MCHUGH, MANAGER OF** special activities for the Huntsville, Alabama, city school system received the first Charles Bucher Award in October. The award will be given each year to "an individual who has made major contributions to the development of health and fitness for youth..." McHugh, past supervisor of physical education for the city schools, was instrumental in establishing 20 mini-gymnasiums in the city's elementary schools. She also began a wellness program for employees of the city schools. McHugh donated the \$500 check that accompanied the Bucher Award to the Huntsville City Schools Foundation.



GLENN V. SWENGROS, PCPFS DIRECTOR OF FEDERAL/STATE RELATIONS, center, received the annual C. "Casey" Conrad Award for his "leadership, integrity and contributions to physical fitness and sports." He received the award on September 26, 1992, at the National Fitness Leaders Association in Atlanta, Georgia. Sharing the moment with Swengros are, from left, PCPFS Vice Chairman Suzanne Timken, PCPFS Chairman Arnold Schwarzenegger, Doris McHugh, chair of the nominating committee, and NFLA President Charles T. Kuntzleman.

Calendar of Events

FEBRUARY 19-25 Women's Wellness IV: Health and Fitness for Native Americans. "Strengthening the Circle" is the theme of the fourth annual Women's Wellness Conference, which is cosponsored by the University of Oklahoma and the Phoenix Area Indian Health Service Program. For more information contact Billy Rogers at the University of Oklahoma, (405) 766-5546.

FEBRUARY 23-27 The Art and Science of Health Promotion Conference. Sponsored by the American Journal of Health Promotion, the conference will be held in Hilton Head, South Carolina, for practitioners and researchers. The theme will be "Health Promotion: What's the Impact and What Works?" For information call (313) 650-9600.

MARCH 5 Local Fitness Council Workshop. A full-day session for those interested in establishing a local fitness council will be held in Oklahoma City, Oklahoma, as part of the annual meeting of the National Association of Governor's Councils on Physical Fitness and Sports. For information, call (317) 237-5630.

MARCH 24-28 The 108th Annual Convention of the American Alliance for Health, Physical Education, Recreation and Dance. Nearly 7,000 health and physical educators, coaches, athletic directors, and university professors will be among those professionals gathering for this meeting at the Convention Center in Washington, D.C. For more information, call Mary Beth Kotoski at (703) 476-3466.

MARCH 27 National YMCA Healthy Kids Day. YMCAs across the country will celebrate the benefits of regular physical exercise not only for children but the entire family. Families can learn how to plan healthier meals, prevent substance abuse, and live healthy lives. For more information, call (312) 971-0031.

MARCH 28-April 2 1993 National Disabled Veterans Winter Sports Clinic. Sponsored by the Department of Veterans Affairs and Disabled American Veterans at Colorado's Crested Butte Mountain Resort, the clinic is open to all veterans of U.S. military service who have disabilities such as visual impairment, spinal cord injury, or certain neurological conditions, or who have lost limbs. Participants learn techniques of adaptive Alpine and Nordic skiing, and other adaptive activities, including basketball, scuba diving, self-defense, horseback riding, and snowmobiling. For registration packages, contact the Recreation Therapy Service at any VA medical center, or by call Sandy Trombetta at (303) 244-1314. Applications must be postmarked by January 24, 1993.

APRIL 1 Nominations are due for the 11th annual Healthy American Fitness Leader awards, which will be presented at a banquet in Phoenix, Arizona, September 11, 1993. For nomination forms contact, Dale Perrin, National HAFL Program Manager, U.S. Junior Chamber of Commerce, P.O. Box 7, Tulsa, OK 74121-0007, or call (918) 584-2481.

DEPARTMENT OF HEALTH & HUMAN SERVICES

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Newsletter

January/February 1993 Volume 93, Number 1

PCPFS Presents First Family Fitness Award

Bill and Kathleen Lawson and their three daughters take physical fitness very seriously, seriously enough in fact to be the recipients of the first PCPFS Family Fitness Award.

For the Lawson family, who live in Alexandria, Virginia, sports and exercise are a way of life. The kids play at least two different sports a year (soccer is a favorite, and Kara, 11, played a couple of seasons of youth football) and everybody swims or walks or otherwise works out.

In an interview with *The Alexandria Journal* Bill Lawson said, "Fitness and sports have always been part of my life, and I attribute a lot of my successes as an athlete and a professional to sports and fitness activities because of the discipline involved."

Lawson, a security employee on Capitol Hill, pointed out that "there has to be a commitment by parents on how sports and fitness are a way of life" and how that translates "into becoming a better person."

Laying the foundation for fitness starts as early as babyhood with such games, he said, as rolling a ball on the floor. "Kids start seeing those

continued on page 2



Bill Lawson accepts the PCPFS Family Fitness Award from Council Chairman Arnold Schwarzenegger on behalf of, from left, his wife Kathleen and his daughters Mary Catherine (in front), Kara and Susan.

Operation First Choice

The Illinois National Guard will form the front ranks of Operation First Choice, a pilot program aimed at bringing fitness programs to children in inner-city neighborhoods.

The National Guard Bureau recently selected Illinois Department of Military Affairs as the first participant in the federally funded project. Guardsmen will be trained to teach fitness activities and promote healthy life

continued on page 6

National Senior Sports Classic Set for June

The U.S. National Senior Sports Organization (USNSSO) will host the fourth national athletic competition for seniors from June 12 to 18 in Baton Rouge, Louisiana.

USNSSO is the official organization designated by the U.S. Olympic Committee to conduct the National Games and to promote excellence in fitness and health for today's older adults.

This Senior Sports Classic, which PCPFS member Harris Frank cofounded, was first

held in 1990 with 2,500 participants. This year USNSSO expects a record 7,000 athletes at the fourth Senior Sports Classic, to compete in 18 sports, including cycling,



road races, swimming, tennis, track and field, triathlon and volleyball.

More than 250,000 adults age 55 and over are involved in the USNSSO. Local games and activities are conducted in 90 communities in 47 states.

Physical activity is increasingly viewed as having consid-

erable impact on the ability of seniors to perform daily tasks effectively and safely as well as on their health and quality of life.

A recent report on aging America noted that older adults number more than 50 million, live longer than ever before and have a powerful influence on the nation's

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2. Sports Injury Data
3. Council Highlights
4. May: Fitness Month
6. Ideas for Action
7. News Briefs
8. Calendar of Events

Sports Injury Data: The Mother of Prevention

Millions of young people around the country engage in various sports and exercise routine each day. They have fun, improve their health and master the challenges of team play. Along with these pluses comes one minus—the potential for injury.

If a pattern of injury is recognized, changes in rules, equipment and behavior can reduce the incidence of sports injuries. In football, rule changes on blocking an opponent have resulted in lower rates of injury. Similarly, the use of break-away bases has reduced the incidence of lower limb injury in baseball.

Unfortunately the lack of comparable data, particularly at the national and regional

levels, has hampered the development of further measures to prevent sports injuries among young people.

Some progress has been made, however, in overcoming the problem. Two years ago the National Institute of Arthritis and Musculoskeletal and Skin Diseases, the National Advisory Board for Arthritis and Musculoskeletal and Skin Diseases (NIAMS), and the Centers for Disease Control and Prevention sponsored the Conference on Sports Injuries in Youth: Surveillance Strategies.

Participants reviewed the development and operation of sports injury surveillance systems as well as potential obstacles and identified avenues in need of development or study.

The conference generated several important recommendations, such as developing a uniform system for monitoring sports injuries; coordinating data from such diverse sources as insurance firms, hospitals, athletic organizations and court records; maintaining a national database on sports-related injuries; identifying patterns of common injuries common in specific sports; analyzing data on injuries related to equipment, rules and officiating, coaching experience, school budgets and other external factors; designing effective interventions.

Complimentary copies of the executive summary of the conference proceedings can be obtained by writing to:

The NIAMS Information Clearinghouse, Box AMS, 9000 Rockville Pike, Bethesda, MD 20892. Requests and inquiries may also be faxed (301) 587-4352. ☆

Guldry Addresses Governor's Council

Matthew Guldry, acting PCPFS executive director, addressed the National Governors' Councils on Physical Fitness and Sports March 5 and urged a closer coalition among the councils and with the President's Council in advocating fitness and health.

"The Governors' Councils are important to this national health care strategy," Guldry told the group at its 14th annual meeting in Oklahoma City. While pledging PCPFS support of state initiatives, he added that cooperative efforts among the PCPFS, the Governors' Councils and local councils are key to promoting national health care reform policies.

Family Fitness

continued from page 1

kinds of things as fun."

Lawson added that it is important that the emphasis on fitness doesn't stop.

"You find a majority of people who want to teach their kid to swim will take them to the pool and give them instruction all summer but from September to June they don't go. It has to be continuous," Lawson told *The Journal*.

The new Family Fitness Award was created to complement the President's Sports Award and in response to Chairman Arnold Schwarzenegger's mandate that the Council do more to promote family fitness.

Newsletter

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**"We run not only
because we think it
is doing us good,
but ... because it
helps us to do other
things better."**

—Roger Bannister

Council Reviews Recent Programs, New Priorities

More than 20 members of the President's Council gathered for a wide range of speakers who addressed recent successes in fitness promotion as well as promising upcoming efforts. Some highlights:



The President's Council members and special advisers take a photo break from their deliberations at the January meeting.

James Harrell, representing the secretary of health and human services, stressed the importance of the Council's goals for Healthy People 2000 and the need for Americans to recognize that physical activity is an essential element in improving the health status of the nation.

Dr. Claudia Baquet, deputy assistant secretary for minority health, pointed to the gap between the health of minority populations and the general population. Noting how exercise and sports can help prevent and control certain diseases and risk factors, she said her office's priority is to bring together people in the public and private sectors who can act jointly to address the critical health needs of the country's minority communities.

Dr. Everett Rhoades, director of the Indian Health Service, noted that Arnold Schwarzenegger provided "a great stimulus" to the drive to improve health among American Indians and Alaska Natives through his personal appearance at the Indian Health Service's second annual health promotion and disease prevention conference.

Lt. Col. Don Bradley

reported on Operation First Choice, a pilot project in which members of the Illinois National Guard will be trained to work with young people in inner-city communities in sports and fitness programs. Some goals are to lower drug use and school dropout rates while improving the health, skills and community values of at-risk youth. (See article on page 1.)

Dr. Richard Sauer, president of the National 4-H Council, reviewed his organization's efforts to promote the importance of fitness and daily physical activity. He noted the President's Council's role in helping 4-H encourage physical fitness as a disease prevention and

health promotion activity.

Jim Ford, executive staff manager of the American Association of Retired Persons, noted AARP's view that people of all ages benefit from physical activities. He also stressed that a cooperative effort is needed to explore varied exercise approaches to both improve the quality of life and reduce the cost of medical care.

Wendy Borow expressed the desire of the American Medical Association to combine forces with the President's Council to inspire people to exercise for health and fitness. She pointed out that preventive medicine has moved into the forefront of medical thinking and that exercise can prevent

many illnesses.

Madeline Boyer of USA Network discussed the development of a video cassette with two workouts, each featuring Arnold Schwarzenegger, along with a teachers' guide. The video will be shown to 50,000 schools on

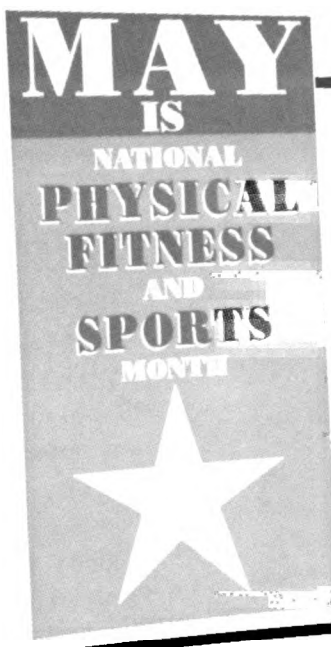
Cable in the Schools, with a direct mailing to 30,000 schools. Free loan tapes will also be available in 24,000 video stores.

Sandy Perkins of Shoppers Food Warehouse reported on a program her company established to help school physical education programs that have been hurt by deep budget cuts. Customers may collect coupons with certain purchases and then redeem them for cash that the schools can apply toward coaches' salaries, uniforms, sports equipment and so on.

Special Council adviser Dr. Ken Cooper highlighted preliminary findings—to be presented at the American College of Sports Medicine meeting in June—on a major research study that documents the effect of exercise on the individual's health. Dr. Nick DiNubile, also a special adviser to PCPFS, said that despite all the talk about prevention, only about 3 percent of health care dollars goes to prevention. He has been working with various segments of the medical community to turn the preaching of prevention into practice. ☆

"While we have accomplished a great deal in the past three years, we must recognize that we are only at the beginning ... actually at the beginning of the beginning!"

—Arnold Schwarzenegger



**MAY 5:
PROJECT ACES**

What may be the world's largest exercise event will take place on May 5, 1993, when millions of children around the world work out at the same time.

Known as Project ACES (All Children Exercise Simultaneously), the annual event has steadily gained momentum since it was first held five years ago.

Among the partners in the event are the PCPFS, the Governor's Council on Physical Fitness and Sports, the National Education Association, the American College of Sports Medicine, the International Association of Fitness Professionals as well as numerous other organizations, parents, teachers and school board members.

The goals of Project ACES are:

- To counter the stereotype of children as fat, weak and lazy;
- To draw attention to the need to reinstate daily, quality physical education programs to all school systems; and
- To prevent children

MAY IS NATIONAL FITNESS MONTH, SO

from growing up to lead sedentary lives that can put them at risk for cardiovascular and other serious diseases.

The Project ACES class will be held at 10 a.m. local time.

For more information on plans and on how to participate in the event, send a self-addressed envelope to the Youth Fitness Coalition, Inc., PO Box 6452, Jersey City, NY 07306. ☆

**MAY 8:
ACROSS AMERICA
TENNIS DAY**

Old pros as well as novices plan to take to the courts on May 8 in celebration of Across America Tennis Day.

The U.S. Professional Tennis Association (USPTA) is sponsoring the nationwide event to stimulate interest in tennis as a participation sport and a means of maintaining

physical fitness. Tennis facilities across the country will offer free clinics in the basics of the game and host round-robin competitions.

In cooperation with the President's Council on Physical Fitness and Sports, multi-cultural coast-to-coast clinics will also be held to introduce tennis to people who have had little opportunity to learn the sport. These events are also organized to promote the benefits of fitness and a healthy lifestyle.

For further information and details, call USPTA at (713) 97-USPTA. ☆

**MAY 9 TO 15:
RUNNING AND
FITNESS WEEK**

Companies large and small, hospitals and clinics, clubs and organizations will celebrate Running and Fitness Week May 9 to 15

by holding races, health fairs, fitness demonstrations and lectures, plus much more.

The purpose of this event, which is organized by the American Running and Fitness Association (AR&FA), is to introduce people to the pleasure of exercise and to educate them about the health benefits of physical activity.

"It's the goal of the AR&FA to disseminate accurate fitness information to Americans," says executive director Susan Kalish.

Anyone wishing to organize a Running and Fitness Week event can write to AR&FA, 4405 East-West Highway, Suite #405, Bethesda, Maryland, 20814, or may call (800) 776-ARFA. ☆

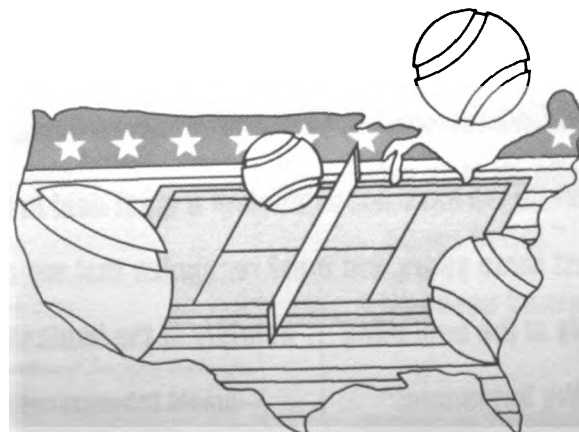
**MAY 19: EMPLOYEE
FITNESS DAY**

Employers can help their employees start down the road to better physical fitness by participating in National Employee Health and Fitness Day (NEHFD) on May 19.

The idea is for employees to take part in workouts and other physical activities that day and, in discovering the fun of fitness, to make exercise a habit. At the same time, employers can take a serious look at initiating long-term health and fitness programming at their worksites.

NEHFD, the nation's largest workplace health and fitness event, is presented

**USPTA'S ACROSS AMERICA
TENNIS DAYSM**



Saturday, May 8, 1993

SO SIGN UP NOW!



annually by the National Association of Governor's Councils on Physical Fitness and Sports (NAGCPFS). Thirty-one national health, fitness and management organizations assist in the effort.

NEHFD was designed as a stepping stone for employers who wanted to begin by installing useful fitness activities at a moderate cost. Programs may be as simple as setting up a course near a company building for running, walking or biking; conducting a stretching and flexing session; offering demonstrations of various fitness activities (aerobics, weight training, rope skipping, etc.); or establishing cooperative agreements with local health and fitness clubs.

Participation in National Employee Health and Fitness Day grew from 1,200 organizations in 1989 to over 3,100 organizations in 1992,

when more than 500,000 individuals joined the activities. According to Jim Liston, executive director of NAGCPFS, participating companies see the occasion as "an effective tool for promoting a healthy lifestyle to employees."

NEHFD coincides with Federal Fitness Day, so government workers can participate as well.

NEHFD advances the goals of Healthy People 2000, the blueprint of the U.S. Department of Health and Human Services for the health of the American people. One plan objective calls for significantly increasing the proportion of worksites offering employer-sponsored physical activity and fitness programs by the year 2000.

For information and details on National Employee Health and Fitness Day, please call NAGCPFS on (317) 237-5635. ☆

Exercise Across America

Want a real challenge? How about stair-stepping from Maine to Alaska? Or swimming across the Southwest? By joining Exercise Across America you can do just that, without ever leaving your neighborhood.

Members of the American Running and Fitness Association, an organization of sports medicine professionals committed to educating the public about the importance of regular aerobic exercise, are asking Americans to pick a state, any state, and walk, bike, swim or run across it.

It's easier than it sounds; participants really don't have to go anywhere. They just set exercise goals and keep official Exercise Across America logs, matching up distances they go with actual mileages in the 50 states. For beginners, the 65-mile "trek" across Rhode Island is a suitable goal; the more ambitious can pedal the 838 miles in Texas on a stationary bike.

"Exercise Across America," says AR&FA executive director Susan Kalish, "is designed to motivate people

to exercise and to help athletes stay in the habit of exercising regularly."

Most people need an extra incentive to keep going on an exercise regimen. "Fifty percent of those who start an exercise program stop within six months," Kalish says. "A number of studies have pinpointed why people stop exercising, so we've designed Exercise Across America to counteract these reasons."

The will to exercise may fade if the individual lacks a goal, fails to keep records of workouts, lacks support from others and does not receive rewards and recognition for his or her efforts.

Participants in Exercise Across America receive special certificates commemorating their "trips" across the state or states of their choice and the completion of their goals.

To obtain an Exercise Across America registration form, call (800) 776-ARFA or write to AR&FA, Challenge Department, 4405 East-West Highway, Suite #405, Bethesda, Maryland, 20814. ☆



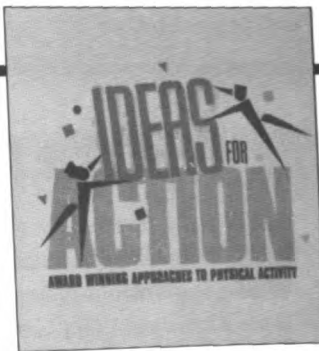
Ideas for Action

Ideas for Action is a new manual offering kid-proven programs guaranteed to make fitness fun.

Inspired by rising concern over the poor level of physical fitness among American children, *Ideas for Action* is the result of a cooperative project by the President's Council on Physical Fitness and Sports, the National Association for Sport and Physical Education and the Sporting Good Manufacturers Association.

The manual's suggested activities, all of which can be undertaken easily and at little or no cost, were submitted by award-winning teachers and fitness experts for children in kindergarten through grade 12.

The manual is filled with innovative approaches that can make physical activity fun. Activities are offered for ele-



mentary, middle school and high school levels. Removable charts and forms are provided, so they can be photocopied and used to create individualized programs.

Ideas for Action also includes a large resource section with information about organizations and companies that have developed fitness and lifestyle programs and provide program kits to schools, youth organizations and recreation departments.

For details on how to acquire *Ideas for Action*, contact the Sporting Good Manufacturers Association, 200 Castlewood Drive, North Beach, FL 33408. ☆

Operation First Choice

continued from page 1

styles among youth in Chicago and other cities throughout the state.

Developed on the premise that members of the Illinois National Guard are a part of the local community and can have a positive influence on youth, Operation First Choice is designed to help combat substance abuse, high school dropout rates and gang influences in low-income urban areas.

An underlying goal of Operation First Choice is to convey the message that physical fitness activities can lead to stronger self-discipline, self-esteem, pride,

leadership qualities and other values that can help at-risk youth cope with the social and economic problems affecting inner-city areas.

Programs will be conducted at National Guard armories in the Chicago neighborhoods of Humboldt Park, Washington Park and Robert Taylor Homes, and in Peoria, Springfield and East St. Louis.

Federal funding will permit the pilot program to hire 20 Guardsmen as full-time trainers, to purchase fitness equipment and supplies and to upgrade and maintain equipment already in use. ☆

Senior Sports Classic Set for June

continued from page 1

economy. On the downside, fewer than 10 percent of older Americans exercise enough to prevent or ease chronic illnesses and to promote health.

By highlighting the ability and efforts of the individuals competing in the Senior Games, the U.S. National

Senior Sports Organization identifies role models and further advances the growing movement of seniors seeking a healthier and more enjoyable life through sports and exercise. It also supports the goals of Healthy People 2000.

IN MEMORIAM

Dr. Thomas Kirk Cureton, who served on the President's Council on Physical Fitness and Sports under five U.S. presidents, died on December 18, 1992 at the age of 91.

A speaker, researcher, author, scholar and vigorous participant in fitness activities, Dr. Cureton contributed substantially to the understanding of the physical dimension of the human being. He developed methods of testing motor fitness and appraising the human physique, cardiovascular fitness and aquatic performance.

Dr. Cureton traveled extensively, holding clinics to demonstrate the importance of exercise to a healthy body. He was the author and co-author of 40 books and numerous articles and developed the Physical Fitness Research Laboratory in the Department of Physical Education



at the University of Illinois. Often referred to as "the father of physical fitness," Dr. Cureton was an internationally renowned pioneer in the field.

"He was the leading exponent of physical fitness among humans in the United States," said Dr. King McCristal, dean emeritus of the former College of Physical Education at the University of Illinois. "The people who worked in his laboratory as graduate assistants usually wound up with their Ph.Ds in exercise science and went out as directors of laboratories over the United States and Canada. In fact, looking at a listing of those laboratories, at least 50 percent of directors around the United States and Canada came out of Dr. Cureton's program."

Dr. Cureton will be greatly missed by everyone at the President's Council

Strong Bones: Make Them Last For Life! That's the theme for the 1993 National Osteoporosis Prevention Week Campaign, which begins on Mother's Day, May 8, and is sponsored by the National Osteoporosis Foundation. The campaign encourages the public to take action to prevent osteoporosis, a major public health problem already affecting more than 25 million Americans. For information on prevention week, please call Audra Singer at (202) 223-2226.

The new Physical Activity and Fitness Research Digest is distributed in February 1993. The publication synthesizes scientific knowledge pertaining to specific fitness and exercise science topics for physical fitness practitioners.

The Digest aspires to keep the professionals abreast of the rapid accumulation of research in this field. Drs. Chuck Corbin and Bob Pangrazi are the editors of the publication, which is provided as a public service by Chiquita Brands International, Inc. *The Digest* is available at no cost; call Eileen Conover at (202) 272-3424 to be placed on the mailing list.

☆ **A new guide, Finding Resources for Health Heart Programs at Work**, can help worksite planners provide activities for employees to protect against heart disease. Published by the National Heart, Lung, and Blood Institute, the guide describes information resources on reducing high blood pressure, lowering blood cholesterol,

smoking cessation, weight control, nutrition, exercise and other measures related to a healthy heart. Lists are provided of publications, audiovisuals and other materials produced by Federal agencies and other professional health organizations. The guide also suggests local health professionals and associations that may be of assistance. The 92-page guide is free and may be obtained from the National Heart, Lung, and Blood Institute Information Center, P.O. Box 30105, Bethesda, MD 20824-0105.

☆ **Guidelines For Adolescent Preventive Services**, issued recently by the American Medical Association, states unequivocally to physicians that exercise is critical to health. Pediatricians and

internists will now formally identify a sedentary lifestyle as a major risk factor for adolescents. Copies of the publication, which was funded by the Centers for Disease Control and Prevention, can be obtained from the Department of Adolescent Health of the AMA, at (312) 464-5570.

☆ **Walking Women: The First Steps** is a 20-page booklet written to inspire women to be physically active to improve the quality of life. It was produced by Moving Comfort, a women-owned business that manufactures women's running apparel. For a free copy, send a self-addressed, stamped (52 cents) 6" x 9" envelope to Moving Comfort, Inc., c/o Walking Women, 7364 Steel Mill Drive, Springfield, VA 22150.

Exploring Ways to Communicate Links Between Food, Fitness and Health

Leaders of government agencies and broad-based professional organizations gathered in Alexandria, Virginia, on March 2 at a conference on Building Alliances to Communicate Food, Nutrition and Fitness Information to the public. They discussed present and future programs and ways to increase their visibility.

One goal was to develop a sense of direction for the nation in support of Healthy People 2000 and other long-range planning. Charlie Shamel, president of the Sugar Association, noted that success in educating

Americans about the links between nutrition and physical activity and health, cooperation among numerous organizations and individuals is imperative.

Some associations are already taking steps to build a coalition. The American Dietetic Association, for example, proclaimed that Nutrition Month 1994 will focus on nutrition and fitness. The American Heart Association is developing a plan to integrate nutrition and fitness messages, and both public-sector and private organizations are working on incentives for people to exercise in

ways that can be easily adapted into daily schedules.

Chris Spain and York

Onnen represented the PCPFS on the planning committee for the event. ☆



Attending the conference were, from left, Charlie Shamel of the Sugar Association, Nancy Schivaitz of the American Dietetic Association, Sue Borra of the Food Marketing Institute and PCPFS acting director Matthew Guidry.

Calendar of Events

APRIL

1-2 The Region III (Southeast United States) of the Association for Worksite Health Promotion (formerly the Association for Fitness in Business) will hold its annual regional conference at the Gwinnett Place Marriott in Atlanta, Georgia. For registration and information, call (800) 489-4040, extension 5008.

APRIL

24 Third Annual Strength and Conditioning Clinic. The Department of Physical Education at the United States Military Academy is the sponsoring organization. CEUs available. Contact Assistant Professor Pete La Chance, Director of Strength Development, USMA, at (914) 938-4653 or 3401.

APRIL

20-23 Men's Wellness II: Health and Fitness for Native Americans. The four-day conference, to be held in Albuquerque, New Mexico, will address the adoption of healthy lifestyle practices that can significantly contribute to health of male Native Americans. Self-acceptance, personal responsibility

and a nurturing spirituality are areas that will be discussed. For information, contact Michael Bird of the Indian Health Service at (505) 766-5546.

MAY

13-16 The 1993 International Aquatic Fitness Conference. Sponsored by the Aquatic Exercise Association and held in Las Vegas, Nevada, the conference will feature nationally recognized aquatic fitness professionals, who will present lectures, workshops and activity sessions on a full range of health and aquatic fitness. For information, please call (415) 284-3416

JUNE

19 The New York Skateout. This roller-blade event, to be held in New York City's Central Park, is designed to increase community awareness of the importance of preventing lung disease and to promote skating safety and aerobic fitness activity. For information, call the New York Lung Association at (212) 889-3370.

**DEPARTMENT OF
HEALTH & HUMAN SERVICES**

**The President's Council on
Physical Fitness and Sports
Washington, DC 20004**

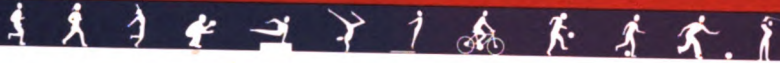
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Vol. 93 No. 2



Spring 1993

PCPFS SILVER EAGLE AWARD PRESENTED TO JIM LAW

Jim Law, of Charlotte, North Carolina, is a living example of that fact that it's never too late to get fit. In recognition for his leadership in promoting fitness and nutrition as key components of a healthy lifestyle for seniors, Law was the first recipient of the PCPFS Silver Eagle Award. PCPFS council member Harris Frank presented Law with the award on April 18, 1993, at the annual convention of the National Council on Aging.

A world class sprinter who kicked a 49-year smoking habit to become "America's

fastest man" over the age of 65, Law uses own his life story in the inspirational talks he gives to seniors all across the country. Not only was he a heavy smoker, Law led a sedentary life, and devoured meals laden with fats and sugar. At the age of 60, a trip to the doctor revealed that his cholesterol count was over 300.

Determined to take control of his life and regain his health, Law stopped smoking, developed a diet based upon the Food Guide Pyramid issued by the U.S.

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Jim Law (left) displays the PCPFS Silver Eagle Award presented to him by PCPFS council member Harris Frank (right), while Law's wife Auerlia (center), looks on.

Heart Center Supports "Commit to Get Fit"

The Heart Center of Fort Wayne, Indiana is going back to elementary school. Last fall the Heart Center began the second year of its "Commit to Get Fit" program which involves over 12,000 Allen County students from 40 elementary schools in the President's Council Physical Fitness Challenge.

The cardiologists at the Heart Center were alerted to the importance of a healthy lifestyle early in life by recent studies that show that American children are getting

slower, weaker, and fatter, while watching too much television, eating too much fast food, and getting too little exercise. "These studies confirm what we what we observed in our screening programs at the Heart Center," says Patti Hays, director of prevention services, "where we've seen people with risk factors that obviously were set early in their lives. Rather than work hard to change habits that are 30, 40, sometimes 50 years old, we want to help Allen County

get a head start in preventing heart disease."

Building on this philosophy the Heart Center initiated its Commit to Get Fit program, which is coordinated by physical education teachers throughout the county. The teachers instruct students in technique and style for each area of the challenge, and help them develop an early awareness of the importance of making fitness a part of their daily lives. "Because we are committed to preventing heart disease in

adults," says Hays, "the Heart Center is very supportive of cardiovascular fitness in our children. Bad habits leading to heart disease start young. We hope to prevent bad habits in adults by getting *continued on page 2*

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Commit To Get Fit

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them more active as children. We can do this through the President's Council Physical Fitness Challenge Program."

Last year, over 10,000 children participating in the program received patches. Mindful of the fact that school districts have been hit hard by budget cuts, the Heart Center did not want schools to feel apprehensive about implementing the program due to the cost incurred by the purchase of patches. To encourage schools to participate, the Heart Center purchases patches for every child in the program. As an added incentive, the Heart Center awarded cash prizes totaling \$7,000 to Allen County schools last year. The cash prizes are given to the school with the highest per-

centage of students achieving the President's award, the school with the highest national award, and the school showing the most improvement. The prize money must be used to purchase physical education or playground equipment at the schools.

"Kids need healthy hearts to grow into healthy adults."

—Arnold Schwarzenegger

Newsletter

Published by the
President's Council on Physical Fitness and Sports
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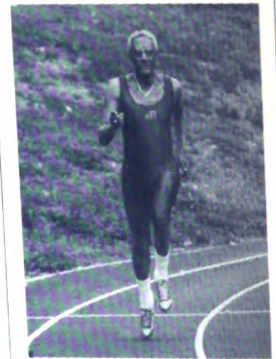
Jim Law

continued from page 1

Department of Agriculture, and began an exercise program. The results were dramatic. By combining a healthy diet with rigorous exercise, Law lowered his cholesterol level to 127 and discovered that he actually enjoyed getting fit.

In his cross-country travels, Law tells seniors: "If I can do it, you can too. I've learned that even at this stage of my life, I can feel vital, vibrant, and alive." He stresses that eating right and daily exercise need not be difficult, but can

be worked into a sensible routine that provides pleasure as well as good health and increased longevity.



From a 49 year smoking habit and a cholesterol level of over 300 to a level of 127 and a world class sprinter!

Summer Fun at Camp Bon Coeur

Children with congenital heart defects now have a summer camp of their own. Camp Bon Coeur (Camp "Good Heart") is a two-week residential camp that provides these children, the majority of whom have been excluded from physical education classes during the regular school year, with a summer camp program designed to meet their special needs.

Any child who has a pace-

maker, a transplant, a major heart disease, or who has had major corrective open heart surgery may attend. Programs are based on age and ability. Campers are urged to try, and to develop a sense of independence and self-reliance. As a result, a new spirit of "I can" emerges. Swimming, canoeing, fishing, tennis, arts, crafts, drama, and singing are the focus of life at Camp Good Heart!

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Children canoeing at Camp Bon Coeur.

Matthew Guidry, Ph.D., Acting Executive Director

Strengthening Alliances for Comprehensive School Health Programs

In order for America's children to be ready and able to learn, they have to have healthy, well-nourished bodies. The children of today face a world where the issues regarding their bodies, and the way they feel about them, are increasingly complex. This has changed the way we need to address physical education and health in our educational system. On April 2, 1993 President Clinton stated that "a sound, well-rounded education that prepares students for achievement and success is a moral imperative and an economic necessity."

On April 15 and 16 of this year, I had an opportunity to share the President's message with the attendees at the "Strengthening Alliances for Comprehensive School Health Programs" meeting that took place in Washington, D.C. The comprehensive school health programs discussed at this meeting included the following components: health education, health services, a healthy environment, physical education, food services, counseling and support, health promotion for school staff, and parent and community involvement. The consensus was that educational efforts designed to prevent children from engaging in important health-risk behaviors can be effectively implemented through planned, sequential, and

comprehensive school health programs.

The President's Council on Physical Fitness and Sports (PCPFS) has always been committed to working closely with national physical education and fitness organizations, as well as with state and local physical education agencies and leaders. As the lead agency for the physical activity and fitness objectives identified in *Objectives for the Nation and Healthy People 2000*, our collaborative efforts have encompassed state and local health agencies as we strive to make America more fit and healthy. The lessons of the past highlight the need for increased attention to physical education and the benefits of physical activity through comprehensive school health programs.

I see an increased role for PCPFS to provide focus and encouragement for children to exercise and engage in physical activity and improve their health. As we receive reports describing reduced time for physical education in elementary and secondary schools, curriculum changes with decreased emphasis on physical fitness, and the elimination of consultants and supervisors of physical education at all levels, we need to renew our efforts to make certain that physical education and physical activity become an integral compo-

nent of comprehensive school health. To this end, PCPFS is committed to providing leadership to improve the education and health of school-age children through the promotion and implementation of school health programs. Some of our efforts will include an increased emphasis on the following:

1. *Leadership.* Concerned individuals, parents, and organizations need to work together with the federal government and its administrative agencies to inspire and educate the nation on the importance of getting a sound school health curriculum with a strong physical education and physical activity component into the schools. Materials need to be developed that can be utilized by the PCPFS leadership to emphasize the need for an improved school health curriculum, as well as to outline important steps that every concerned parent and organization can take within their own communities.

2. *Multilevel interactions.* Emphasis must be placed at national, state, and local levels with the involvement of the leadership at each of those levels. Our governors, state legislators, teachers, and school administrators have to work together with more har-



Matthew Guidry

mony that we have seen in the past.

3. *Media.* More extensive and sophisticated efforts to use the media need to be undertaken. Every media interview should serve to support our mission. Our nation's newspapers and broadcast networks can be persuaded to give us support and to highlight our progress as implementation strategies are developed.

4. *Facilitation.* PCPFS can serve as the conduit to facilitate the identification, coordination, and dissemination of model programs, as well as of relevant programmatic materials generated by federal, state, and local programs.

In summary, in order for us to make a positive impact on school health programs, we must have a unified message, and we must incorporate national, state, and local leaders in the process, while

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Schwarzenegger Visits Public School Committed to Excellence

On March 25, Arnold Schwarzenegger, the chairman of the President's Council of Physical Fitness and Sports, delighted the students and faculty of Jose Clemente Orozco Academy when he visited the public school to honor the outstanding physical education programs the academy has developed.

Illinois Governor Jim Edger joined Schwarzenegger in presenting Dr. Mary Mikros, the school's principal, with an award from the President's Council on Physical Fitness and Sports. Schwarzenegger presented the school with sets of *Arnold's Fitness for Kids*, a series of books that target



PCPFS Chairman Arnold Schwarzenegger meets with the students at the Jose Clemente Orozco Academy.

specific age groups of young people, and pledged that book sets would be donated to the library of every Chicago

elementary school.

The Jose Clemente Orozco Academy achieved its superior level of excellence

through the dedicated commitment of the principal, the staff, the students, and the community, all of whom were determined to forge a strong positive future. Over the past decade, while most learning institutions scaled back physical education staff and programs, the academy's staff was expanded to include four physical education instructors, as well as an extensive after-school physical education program. By fostering self-esteem and understanding of others through physical fitness and the universal language of sports, the school provides a role model for the type of programs advocated by the President's Council.

The Magnificent Workout

The Jose Clemente Orozco Academy's "Magnificent Workout" forms the essence of a high caliber physical fitness program developed for the students at the inner-city Chicago school. Under the leadership of the academy's principal, Dr. Mary Mikros, the students and staff organized a fundraiser to acquire state-of-the-art equipment and refurbish the school's workout area. The school then instituted the "Magnificent Workout" program developed by fitness instructor Suzanne Moore Gray.

The program, she explains, is designed "to promote a better understanding of healthful living, proper nutrition, and physical fitness. It teaches the disciplines of anatomy, exercise phys-

iology, first aide, safety, and nutrition. The methodology is based on student involvement and interaction. The goal is to enhance youth awareness and to develop lifetime health and fitness habits in a high-spirited and attractive

environment."

Students participate in an exercise segment that encompasses all the virtues of total physical fitness: strength, flexibility, and cardiovascular endurance. Students are also taught

how to take their blood pressure, heart rate, and body measurements such as body fat percentages, height, weight, and various anthropometric calculations. These statistics are posted in each student's notebook, along with data obtained from a computerized nutritional analysis of daily eating habits. This makes the program very personal, and provides each student with a clear-cut challenge to improve on the statistics in his or her notebook in an effort to "outperform the old self."



Students participate in the Magnificent Workout.

Excellence Think Young, Have Fun!

The Silver State Super Seniors from Reno, Nevada, have developed a sure-fire method for practicing what they preach: *think young, have fun!* A fitness exhibition team whose members range in age from 62 to 80, the super seniors delight their audiences with dramatic close-order drill performances, and they live up to their motto in the process.

Founded in 1985 with five members, the Silver State Super Seniors have grown to number 35 active members, and they have a waiting list to join. The team members meet three times a week for rigorous fitness sessions that

Club” exercises that enhance flexibility and endurance, while providing a colorful reminiscence of physical education programs from the ‘20s and ‘30s.

The Silver State Super Seniors travel regularly to put on exhibitions and promote senior fitness. They have appeared at senior citizen centers, schools, private seminars, and conventions, and have marched in numerous parades. Inevitably, they receive warm applause from appreciative audiences. Group members attribute much of their success to the close-knit feelings of friendship that are derived from



The Silver State Super Seniors, a fitness exhibition team from Reno, Nevada.

begin with a half-hour of exercises designed to help them develop and maintain balance, flexibility, strength, and endurance; they then practice precision close-order drill maneuvers that provide aerobic exercise and fun; and finally, each workout sessions is concluded with “Indian

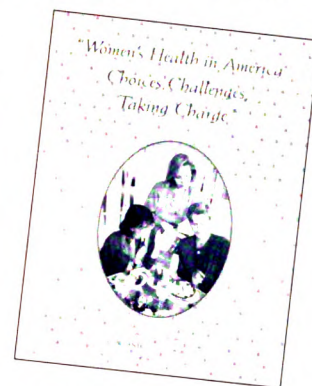
performances where each member of the group is crucial to the team’s success. There’s no doubt about the fact, the group members agree, that exercise and fitness are enabling them to lead healthier and more fulfilling lives—and they’re having a lot of fun along the way!

New Nationwide Survey on Women’s Health Behavior

The results of one of the largest surveys ever conducted on the health behavior of women are in. The data show that many informed women are making excellent progress in adopting healthful habits, but that many others are not taking the crucial actions necessary to guard against the most common health threats women face.

The report, *Women’s Health in America: Choices, Challenges, Taking Charge*, is based on a survey conducted by *Prevention* magazine and the American Medical Women’s Association (AMWA). The respondents included more than 16,000 readers of the magazine—a sample group that includes a high percentage of health activists who are better informed on health issues than American women in general.

Yet, even among this group, health behavior fell below the mark in several areas. For example, it is a well documented fact that calcium intake is vital to the prevention of osteoporosis, but only 22% of the women who responded to the survey said that they make a concerted



effort to incorporate dairy products and other calcium-rich foods in their daily diet. Even more worrisome is the fact that women under the age of 35, who benefit from calcium the most, are consuming the least. “That’s the age that women can build up stores of bone to carry them through older age,” says AMWA osteoporosis expert Sydney Bonnick, M.D.

The report also revealed that too many women are preoccupied with weight control. While it is undeniably true that weight control is a positive motivator for a large number of women, too often a narrow focus on weight comes at the expense of other concerns such as good nutritional habits and feeling well. According to experts, women who are in good health would do well to focus on percentage of body fat rather than just the number they see on the scale.

“The health of people is really the foundation upon which all their happiness and all their powers as a state depend.”

—Benjamin Disraeli

Adieu to a Good Friend

Steve Guback, who served as the director of information for the President's Council on Physical Fitness and Sports for the past nine years, has announced that he retired on June 1.

A former award-winning sportswriter for the *Washington Star*, Guback is responsible for media inquiries, special promotions, various fitness related projects, and the Council's public service programs, including television, radio, and print publications. During his tenure with the Council, Guback was inducted into the Hall of Fame of the U.S. Basketball Writer's Association—an honor that affirmed the high regard in which his work with the *Washington Star* was held.

Under Guback's direction, the Council produced a record number of public service videos that were universally praised and generated tens of millions of dollars in comparative advertising value. Over a two-year period, he accompanied Arnold Schwarzenegger, the



Council chairman, on Arnold's youth fitness tour that took the two of them to all 50 states. In every state, Guback arranged for a meeting with the governor, organized a press conferences at the state capital, and spoke at summit meetings on youth fitness.

Guback intends to remain in the Washington area and devote his time to hobbies and volunteer work, and to travel with his wife, Renie. Though he vows to "sleep late at least two days a week," at the Council we believe that Steve will be working out twice as much!

We wish him the best, and we will certainly miss his wit, wisdom, and presence!

**"Better to hunt in fields, fer health unhought,
than fee the doctor for nauseous draught; the
wise, for cure, en exercise depend; Ged never
made his work fer man to mend."**

—John Dryden

Mary Lou Retton Presents Gold

Olympic gold medalist Mary Lou Retton returned home to West Virginia to present gold medals to 56 students who were successful participants in Mary Lou's Fitness Club. A PCPFS special advisor, Retton visited Aurora Elementary and Junior High School near her hometown of Fairmont, West Virginia on April 2 to honor the students and present the awards.

Mary Lou's Fitness Club encourages young people to become involved in health and fitness activities. Last fall a total of 76,000 students from 372 schools took part in the program, which is sponsored by Hills Department



Stores. Participating students sign a contract promising to eat an extra helping of fruits and vegetables and to exercise at least once a week for five months. Those students who fulfill the terms of their contract receive a gold medal and a certificate signed by Mary Lou.

The 18th Annual Marine Corps Marathon

The Marine Corps Marathon is the only marathon endorsed by the President Council on Physical Fitness & Sports. The 1993 Marine Corps Marathon in Washington, D.C., will be run on Sunday, October 24, at 9:00 a.m. Wheelchair participants will start at 8:50 a.m.

Aptly nicknamed the "marathon of the monuments," the 26 mile 385 yard



TAC certified course begins and ends at the Marine Corps Memorial, and the runners wind past the Pentagon, the Kennedy Center, the Lincoln Memorial, the United States Congress, and the Jefferson Memorial, to name but a few of the landmarks encountered along the way. For information call (703) 640-2225 or (703) 690-3431.

✧ **A bibliography of more than 250 journal articles on women's health and fitness issues** has been compiled by the Massachusetts Subcommittee on Women's Health and Fitness. The bibliography covers articles written in 1989, 1990, and 1991. For more information write to Dr. Chandler M. Kapasi, Chair, Women's Health and Fitness, 1180 Beacon Street, Suite #4, Brookline, Massachusetts, 02146; or call (617) 232-0506.

✧ **National Trails Day is fast approaching.** Twenty-five years ago the U.S. Congress passed the National Trails System Act, which was signed into law by President Lyndon Johnson. Ever since then hiking and biking trails have played an increasingly important role in community infrastructure by providing space for recreation, health, and fitness activities. To commemorate the 25th anniversary of the act, June 5 has been designated National Trails Day, and more than 1,000 trails clubs, conservation organizations, and public land managers will host millions of local citizens at events staged across the nation.

✧ **EYECYCLE Across America!** In celebration of National Physical Fitness Month, EYECYCLE—a nonprofit organization that provides visually impaired persons with the opportunity to participate in fitness activities—is planning a journey across America in May, 1994. The journey will be designed to

increase public awareness of the needs of individuals with disabilities, and to promote accessible recreation for visually impaired citizens in all fifty states.

✧ **New Health Data On Older Americas is available.** The National Center for Health Statistics has completed its report *Health Data on Older Americans, 1992*. The report is an update and expansion of the center's 1986 report on the health of the nation's aging population. A detailed data report, a chartbook of summary information, and a PC Lotus diskette of the 170 tables included in the report are being made available to interested persons. The diskette was created to assist researchers and others analyze the data. For information on obtaining any of these items write to Joan F. Van Nostrand, NCHS Coordinator for Data on Aging, 6525 Belcrest Road, Hyattsville, Maryland 20782.

✧ **Worksite Health Survey Complete.** The U.S. Public Health Service has issued its 1992 National Survey of Worksite Health Promotion Activities. A major aim of the survey was to assess progress toward the achievement of the worksite objectives identified in *Healthy People 2000: National Health Promotion and Disease Prevention Objectives*. Copies of the final report, the technical appendix, and a data diskette may be obtained from the National Technical Informa-

tion Service (NTIS). For information call the NTIS sales office at (703) 487-4650. Those wishing to obtain the final report, the technical appendix, and the diskette should request publication PB93-500023. Those wishing to obtain only the final report and the technical appendix should request publication PB93-100204. Copies of the summary report may be obtained from the U.S. Government Printing Office.

✧ **Motor Development Center Established.** A collaborative effort between the School of Physical Education and the University Affiliated Center for Developmental Disabilities at West Virginia University has resulted in a new state

agency, the West Virginia Motor Development Center (MDC). The MDC offers innovative, motor skill instructional programs developed and tested over the past decade by MDC director Dr. Linda Carson. These programs emphasize that healthy, active lifestyles should start at the earliest ages and features interaction with parents and grandparents as play partners for infants, toddlers, preschool and school-age children. For further information, call or write: Linda Carson, Pd.D., or Juanita Salisbury, Ph.D., West Virginia Motor Development Center, 995 Hartman Run Road, Morgantown, Wv 26505; (304) 293-4692.

Camp Bon Coeur

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The camp was established by the Lafayette General Medical Center and Mended Hearts Inc. The medical center is one of the leading cardiovascular facilities in the south, and Mended Hearts is a national support group for people who have heart disease. All of the campers are sponsored by local chapters of Mended Hearts, the United Way of Acadiana, Louisiana, or by other organizations and individuals.

For information on Camp Bon Coeur write to Executive Director Gretchen Varnell, 1214 Coolidge Avenue, Lafayette, Louisiana 70503.

Editorial

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involving parents, teachers, and organizations in turning our efforts into a success. We must all work together to make our children fit and ready learn, to improve the quality of education, and to build on public and private partnerships that will give our students an opportunity to meet high standards of achievement. Accomplishing this mammoth mission will require the involvement of everyone—professional organizations, teachers, administrators, community leaders, and parents. In short, it must be an all inclusive and comprehensive effort!

Calendar of Events

JUNE

17-19 The National Strength & Conditioning Association will hold its 16th annual conference at the Riviera Hotel in Las Vegas, Nevada. The theme of the conference is: "Using the Strength of Our Past to Build for the Future." For information call Lori Warner at (404) 472-3000.

JUNE

18-20 The Women's Sports Foundation will hold its annual conference at the Long Island Marriott in Uniondale, New York. The theme of the conference, "Breaking New Ground," celebrates the foundation's new home. The conference will focus on the economic impact of the increased participation of women in sports and fitness in America. For information or registration call, call Peter Cantor at (301) 986-7800.

JULY

17-22 The 7th Annual National Veterans Golden Age Games, sponsored by the Department of Veterans Affairs, will be held on the campus of East Tennessee State University in Johnson City, Tennessee, and will be hosted by the VA Medical Center in Mountain Home, Tennessee. Participants must be U.S. military veterans, age 55 or older, and currently receiving in-patient or out-patient care at a VA medical facility. The deadline for registration is June 15, 1993. Registration forms and information may be obtained by writing Chris Kinley, Gold Age Chairperson, VA Medical Center, Mountain Home, Tennessee 37684; or by calling (615) 926-1171, ext. 7211.

JULY

17-23 The 18th Annual National Wellness Conference, sponsored by the National Wellness Institute, will be held at the University of Wisconsin-Stevens Point, in Stevens Point, Wisconsin. For information call (715) 346-2172.

DEPARTMENT OF HEALTH & HUMAN SERVICES

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Newsletter

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PRESIDENT CLINTON NAMES COUNCIL MEMBERS

President Clinton appointed a diverse group of 15 physical fitness, sports, health and community leaders on May 23rd to become members of the President's Council on Physical Fitness and Sports (PCPFS). In a statement announcing the Council members, the President called on them to expand their already active leadership roles by helping to energize Americans to become more physically active and thus healthier and more physically fit.

In selecting the 15 appointees to the 20 member Council, President Clinton sought individuals from a wide range of backgrounds with outstanding records of leadership and community involvement. The appointees come from the fields of medicine, professional and amateur sports, physical

education and training and advocacy for physically disabled persons.

Florence Griffith Joyner, an Olympic triple gold medal winner in track and field, and Tom McMillen, a retired professional basketball player

Studies have consistently shown the health benefits that result from even modest increases in physical activity. Physical activity and fitness are seen as essential components of individual responsibility for improved health, both physical and mental.



Members of the PCPFS are sworn-in.

In the Rose Garden

The Council members were sworn-in at a Rose Garden ceremony on Tuesday the 31st of May and then proceeded to an orientation briefing at the White House Conference Center. President Clinton's appointees to the PCPFS are:

Elizabeth Arendt of St. Paul, Minnesota - Dr.

Arendt, an orthopedic surgeon, is the Director of the Sports Medicine Institute at the University of Minnesota in Minneapolis. She is a member of the Big Ten

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and former Congressman, were appointed by President Clinton last June as Co-Chairs of the PCPFS. Sandra Perlmutter, the first woman to be Executive Director of the PCPFS, was appointed by the President and Health and Human Services Secretary Donna E. Shalala in September.

Physical Activity is Essential

Both Joyner and McMillen underscored the significant role that the PCPFS will play in increasing public awareness of the numerous benefits of physical activity. "It is clear from the caliber of the individuals whom President Clinton has appointed that he has high expectations for the President's Council," the Co-Chairs said in a joint statement.



HHS Secretary Donna E. Shalala speaks at President Clinton and Vice President Gore look on.

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Co-Chairs' Corner

President's Council Provides New Leadership

When President Clinton addressed the nation last Fall to explain his Administration's Health Security proposal, he made it abundantly clear that protecting and improving health were important components of the plan. While he said that physical activity was "just common sense," it seems that too often common sense is not so common.

The PCPFS was established June 16, 1956, by President Eisenhower in response to a major survey indicating that American children were unfit compared to their Russian and Western European counterparts.

The Council has taken different maturation throughout the years from its original emphasis on youth fitness. As we approach the year 2000, our mission is to advise the

President and the Secretary of Health and Human Services, Donna E. Shalala, on issues of physical activity as well as to promote and improve the quality

develop effective new strategies to challenge Americans - especially those who are less active - to become involved in ever greater amounts of sensible physical activity and exercise.

The recent announcement of such an impressive and concerned Council will greatly assist us in making this goal a reality. We hope that the many loyal friends and supporters of the PCPFS will join us in providing the leadership we need in promoting a quality, active lifestyle for all Americans.



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

of life for all Americans.

As a principle priority of the PCPFS, we have been working to

Signed,

Florence Griffith Joyner
Tom McMillen

Florence Griffith Joyner and Tom McMillen

From The Surgeon General



Surgeon General
Joycelyn Elders

Physical Education In Every School

As a program office of the Surgeon General, I welcome the opportunity to work with President Clinton's Council on Physical Fitness and Sports. I look forward to assisting the distinguished membership in educating the leaders in our communities, our schools and

our businesses on the critical role physical activity plays in disease prevention and health promotion.

One of the most important places to start is a well-designed physical education curriculum in every school, from Kindergarten through the 12th grade. I believe that you can't keep children healthy if they are not educated, and you can't educate them if they are not healthy. A critical component is physical health, the core of which is fitness.

The topic of physical education, sports and physical fitness will continue to engage the national dialogue. As individuals we can no longer ignore the benefits to our own health and well-being. As a nation we can no longer ignore the multiple benefits to our society.

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A Time For Change



Sandra Perlmutter

The time has come for a new vision. Right now, more than at any other point in recent history, the President's Council on Physical Fitness and Sports has an enormous opportunity to be a catalyst for change. In no other era since its formation has there been such an opportune combination of leadership, attention and spirit.

Our success in the months ahead will depend on how we best position our valuable assets, determine our priorities, execute our programs and articulate our messages. This is no small task.

Leadership Is Our #1 Asset

We are fortunate to have an impressive leadership as our number one asset. Rarely has this country seen a President, Vice President, First and Second Lady who not only talk about the benefits of physical activity but "experience" them as well.

Rarely has the leadership in the Department of Health and Human Services (HHS) – Secretary Donna E. Shalala, Assistant Secretary for Health Dr. Philip Lee, and Surgeon General Joycelyn Elders – placed physical activity on top of the list for improving and protecting the health of the citizens of this nation.

And, rarely has the PCPFS had such an appropriate occasion for its Co-Chairs Tom McMillen and Florence Griffith Joyner and its members to engage in a public dialogue

that includes some of the most talked about issues of the day.

A New Direction

The passion of our vision as heralded by these leaders will mean nothing unless we clearly determine our priorities. Last November, the PCPFS hosted a "Strategic Planning Forum" which was designed to bring together a broad coalition of health and fitness advocacy organizations to express their own recommendations for a new direction.

Those recommendations were recently presented to the new members of the Council as they, in turn, voiced their own objectives. This first step offered the Co-Chairs and staff a chance to make some critical evaluations based on several Administration priorities: health care; crime/violence; education; national service; and welfare.

Concurrently, meetings took place with federal officials, constituency groups, and our Healthy People 2000 Consortium to provide more information. As the PCPFS follows the lead of the Public Health Service in developing a strategic plan, its mission and goals will be supported by action steps that are targeted and focused.

A Different Approach

This strategic planning process helps set the important guidelines in both the execution and follow-up of programs, projects and partnerships. In the past, some things have succeeded, and some have not. A change in leadership offers a real opportunity for a change in internal management and structure. We are working toward that end.

Decisions in programming are being made in the interest of long-term gain and public service value. Given budget limitations, we must be innovative and creative with our public and private partnerships. We must be certain we can fulfill our commit-

ment to those who have joined in our vision.

A Move Toward Innovation

The PCPFS is a program office of the federal government with the ability to "talk to the people." We must articulate clear, concise, understandable messages that are consistent and meaningful.

As we take a long hard look at our process of program development, we are doing the same within the area of communications. Internally we are taking steps to update and keep current various news media information files and resources to enable the communications staff to promptly notify and respond to the media.

We are making incremental investments in the transfer from print directories to computer based data files to significantly increase resources. This will give the PCPFS an improved ability to target press releases, advisories, and other notices.

In addition we are exploring practical, affordable ways to make use of some newer media technologies as a means to supplement the dissemination of information to the press and the general public.

We are beginning to make use of facilities such as the HHS television studio and production facility, the satellite up-link, and the audio recording and production facilities to generate and distribute video news releases and radio news actualities respectively.

With the introduction of these changes, we welcome your participation in our efforts to keep America healthy and strong. Together we can encourage a healthy change in the lifestyle of every American. Together we can inform every American about the importance of regular participation in physical activity, fitness and sports. Together we can make a real difference.

Council Holds First Meeting

Activities for "May, National Physical Fitness and Sports Month" were brought to a prominent close with the appointment and swearing in of the new members of the President's Council on Physical Fitness and Sports.

In a Rose Garden ceremony President Clinton remarked on the importance of the occasion. "We will support you in every way we can. We hope your message will be heard loud and clear. I say to my fellow Americans, ask yourselves what you can do to improve your own health, the health of your communities and the availability of sporting and teamwork activities for kids." Before swearing-in the Council, Vice President Gore made a historical reference to Aristotle who wrote about the connection between a sound body and a sound mind.

Co-Chairs Florence Griffith Joyner and Tom McMillen thanked both the President and Vice President for their solid commitment to the Council, its mission and to the goal of protecting and improving the health and well-being of Americans.

Following the Rose Garden ceremony, an orientation briefing was called to order by Executive Director Sandra Perlmutter at the White House Conference Center. The Co-Chairs opened the discussion by saying an internal review had been done to enable the PCPFS to tie into the administration's goals.

Dr. Philip Lee, HHS Assistant Secretary for Health, welcomed the new members and said that he looked forward to working with the Council in creating a vision for the future. He pointed to the "Three A's in

Education - Academics, Athletics and Art," as significant courses which

inspire children to excel and lamented that two of those three had been cut out of the school curriculum. The meeting ended with a presentation of

"American Attitudes Toward Physical Activity and Fitness - A National Survey" by Guy

Molyneux, Senior Analyst, Peter D. Hart Associates, done in conjunction with SGMA; a special update on the World Cup USA 1994 by Alan I.

Rothenberg, Chairman, President and CEO; and a slide presentation on the upcoming 1996

Olympics by Benita Fitzgerald, Program Director, Atlanta Centennial Olympic Properties.

(not pictured Zina Garrison-Jackson)



Veronica Goldberg, Calvin Hill, Deborah Slaner Larkin



Ira Leesfield, Judith Pinero Kieffer, Ralph Boston



Don Casey, Elizabeth Arendt, Jeff Blatnick



Jimmie Heuga, Kevin Saunders



Rockne Freitas



Amber Travsky



Jack Mills



Dr. Philip Lee

Council

continued from page 1

Conference Medical Committee.

■ **Jeff Blatnick** of Albany, New York - Mr. Blatnick won the 1984 Olympic gold medal in Greco-Roman wrestling after overcoming cancer. He is currently a television commentator and motivational speaker.

■ **Ralph Boston** of Tennessee - Mr. Boston is a member of the Tennessee State Governor's Council and Chairman of the State Games program, Sportsfest. He is a three-time Olympic medal winner and has developed athletic programs for inner-city and disadvantaged youth.

■ **Don Casey** of Boston, Massachusetts - Mr. Casey is the Assistant Head Coach of the Boston Celtics. He has been the Head Coach of the Los Angeles Clippers and at Temple University, as well as an Assistant Coach for the Chicago Bulls.

■ **Rockne Freitas** of Honolulu, Hawaii - Mr. Freitas is Vice President for University Relations and former Associate Athletic Director at the University of Hawaii. He has done extensive research on drug education and substance abuse monitoring in intercollegiate athletics. He is a Trustee of the Office of Hawaiian Affairs and played professional football for the Detroit Lions and Tampa Bay Buccaneers.

■ **Zina Garrison-Jackson** of Houston, Texas - Ms. Garrison-Jackson is one of the highest ranking American women in professional tennis and also the most prominent African-American woman on the circuit. Ms. Garrison-Jackson now runs a tennis program for underprivileged children in Houston.

■ **Veronica Goldberg** of Westfield, New Jersey - Ms. Goldberg is a consultant to Bally's Health and Tennis Corporation and has been active in community projects.

continued on page 8

■ First Lady **Hillary Rodham Clinton** taped a Public Service Announcement for the PCPFS which was produced by the National Association of Broadcasters.

■ Surgeon General **Joycelyn Elders** was the keynote speaker at the Women's Sports Foundation Annual Conference held in Washington, D.C., on May 13-15th. Notables who spoke at the conference were Senator **Ted Stevens**; **Harvey Schiller**, Executive Director of the U.S. Olympic Committee; **Anita deFrantz**, President of the Amateur Athletic Foundation of Los Angeles; and **Donna DeVarona**, ABC Sports commentator and member of the U.S. Olympic Hall of Fame.

■ **Florence Griffith Joyner** was honored with a Doctor of Humane Letters degree from the American University in Washington, D.C., on May 8th. Also present were the PCPFS Co-Chair's husband, **Al Joyner**; the President of the University, **Ben Ladner**; Provost **Ann Ferren**; **Betty Bennet**, Dean of the College of Arts and Science; and **Bob Karch**, Director of the National Center for Health Fitness at AU.

■ **Dr. Leroy Walker**, President of the U.S. Olympic Committee, gave the keynote speech at the Awards Banquet of the Annual Roadrunners Club of America (RRCA) Convention held in Washington, D.C., April 7-10. Also in attendance were **George Hirsch**, Publisher of "Runner's World Magazine" and RRCA Executive Director, **Henley Gible**.

■ The National Association for Sport and Physical Education (NASPE) named three National Physical Education Teachers of the Year at their National Convention in Denver. The honorees were **Debbie Vigil** of Sacramento, CA; **Vicki Sue Tillery** of Glencoe, MO; and **Carolyn Thompson** of Bell Gardens, CA. Also chosen was **Douglass Grutchfield** of Fitchburg, MA as the National Athletic Director of the Year.

NASA Meets The Challenge

Co-Chair Tom McMillen represented the Council at the Awards Ceremony for NASA's 3rd Annual Fitness Challenge. This event is an annual competition among NASA's ten sites to see which installation earns the greatest number of Presidential Sports Awards. It continues the long and beneficial partnership that the PCPFS and NASA have nurtured for over 25 years.



McMillen congratulated General Spence Armstrong, Assoc. Administrator, Human Resources (far left) and Dr. Harry Holloway, Assoc. Administrator, Life Microgravity Sciences and Applications (far right). McMillen and Ellen Levine, HQ Fitness Director (center) are also present.

McMillen and 226 Headquarter employees for winning the Challenge. He said, "The success of NASA is a great example to the rest of the federal government."

Goldin, who promised to join next

year's Challenge and is training for the Marine Corps Marathon (Oct. 23, 94), stressed the importance of exercise in the workplace and talked about the physical and emotional benefits of regular workouts. He also recognized Katherine Augotti, NASA's

wellness coordinator, and fitness director Ellen Turner for their efforts in making the Headquarters win possible.

With the theme of "Exercise for the Health of it," this event was also the kick-off for

the 1994 NASA Annual Fitness Challenge. For the next six months NASA centers will compete against each other with the underlying goal of increasing physical activity among employees and their families.

Florence In 50 & Fitness Jamboree



Al Joyner, Mary Joyner (age 3), PCPFS Co-Chair Florence Griffith Joyner and Florence Griffith (age 63) join Jackie Tatum (far right), General Manager of the Los Angeles Dept. of Recreation and Parks and daughter Renee Tatum for a 1K walk at the "50 + Fitness Jamboree", held April 29 in Los Angeles. Nearly 2000 seniors participated in the event with L.A. Mayor Richard Riordan to promote healthy lifestyles for seniors.

PCPFS Honored By "Sports Illustrated For Kids."



The PCPFS was honored by "Sports Illustrated for Kids" at the Sports Fair held on March 4th at the Gonzaga High School Gym in Washington, D.C. The event celebrated the magazine's fifth birthday. Special guests included Tom McMillen. The school gymnasium was set up as a sports fair with games and contests to test children's skill, strength and athletic abilities. Other activities included a mock press conference with special guests.

Co-Chair Addresses Southwest Indian Wellness

Youth from 21 Indian tribes in Arizona, New Mexico, Utah and Nevada met in Scottsdale, AZ for the 1994 Indian Youth Wellness and Leadership Conference in January. The sponsors of the event were the InterTribal Council of Arizona, the Phoenix Area Indian Health Service and the PCPFS.

The purpose of the conference was to promote youth leadership, mental and physical fitness, wellness programs and healthy lifestyles among the 400 Indian youth attending.

Guest speaker for the conference was PCPFS Co-Chair Florence Griffith Joyner, who led the participants in a 2 mile walk/run. In a keynote address, she encouraged her audience to set goals for achievement while involving friends and family in the process. Joyner also promoted the

importance of self-esteem.

The Co-Chair's husband, Al Joyner, also spoke. He was the first American in 80 years to win the Olympic Gold in the triple jump (1984 Los Angeles Summer Olympics).

Other guest speakers provided interactive workshops and demonstrations which focused on adapting wellness programs into tribal traditions and culture. They included Don Davis, Director of the Phoenix Area Indian Health Service, Ben Arredondo, Executive Director of the Arizona State Governor's Council on Health, Physical Fitness and Sports, Preston Dennard, former wide receiver for the Los Angeles Rams and Barbie Johnson, member of the New Mexico Fitness Council.

PCPFS Welcomes Partnerships

The PCPFS has mobilized a broad base of support from public and private organizations to promote greater physical activity. The following are a sample of current partnerships in progress.

1. The U. S. Postal Service, through the generous assistance of Postmaster General Marvin Runyon, has distributed PCPFS posters to more than 40,000 post offices throughout America. NordicTrack provided the materials for this May Month activity.

2. The American Association of Retired Persons (AARP) has published the PCPFS booklet "Pep Up Your Life", a multi-level exercise book for older adults. This booklet is one of the most popular of AARP publications.

3. The United National Indian Tribal Youth, Inc. (UNITY) and the PCPFS are developing a plan to implement the President's Challenge, a physical fitness testing program.

4. The Department of Defense (DOD) is a cooperating agency with the PCPFS in the "National Guard Youth Challenge" program. High school drop-outs are taught academics, physical fitness and discipline for 22 weeks in a camp environment. Those who qualify will receive the GED high school equivalency certificate. This 10 state pilot program will soon be expanded to 40 sites.

5. The National Handicapped Sports (NHS) and the PCPFS are cooperating in a program which teaches adaptive fitness instructors. NHS is also a sounding board for the Council on issues related to persons with physical disabilities.

6. The United States Professional Tennis Association (USPTA) sponsored 100 Special Population Clinics with the PCPFS as part of Across America Tennis Day. On May 14th the White House lent the use of its tennis courts to Hispanic and African-American youngsters, while clinics were held in inner cities throughout the United States for Eskimo, Native American and Vietnamese children.

Fitness Partnerships Formed to "Get America Moving"

Important First Steps Taken

In May, the PCPFS brought together over 20 health and fitness advocacy organizations to hear their views on how best to promote the value of physical activity to an American public that is becoming less physically active.

The PCPFS convened the meeting to establish a clear channel of communication among the influential groups and to mobilize a base of support to include physical activity as an important component in the pursuit of happier, healthier, more productive lives. Many of the groups in attendance had designated some part of May, which was National Physical Fitness and Sports Month, to observe their own health and fitness cause.

"President Clinton is committed to making physical activity more appealing to less-active Americans. Not only is regular physical activity good for you, it can also be easy and fun,"

said PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen.

"Since May is a time when Americans everywhere are called upon to celebrate and participate in health and fitness activities, uniting these diverse groups will increase

public resonance and help move people to move themselves in healthier ways," the Co-Chairs added.

A principle component of the meeting

of "The Presidential

Fitness Partners in May" was to place greater emphasis on the message of preventive health in all of the participants' May observance messages.

"Collectively we can pool enormous resources to help mobilize all Americans to be more physically active," said McMillen who noted a connection between fitness and the push for taking individual responsibility

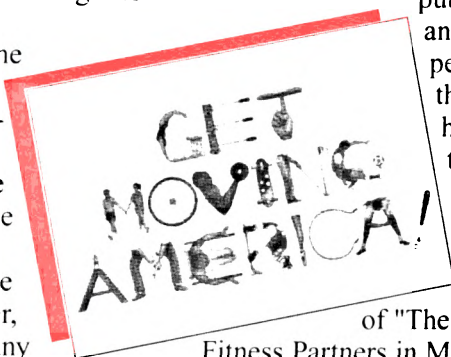
for one's own health.

During the session a number of innovative and yet practical suggestions surfaced to address priorities and identify opportunities to propel current and future health and fitness campaign efforts.

The participants represented younger and older Americans, physical educators, runners, numerous sports and fitness groups and associations, sporting goods manufacturers, health and fitness clubs, persons with disabilities and mental health organizations.

This year's partnership effort is designed to reach Americans who are less inclined to "pump up" and more inclined to "get moving," even if only in small measure.

"Together, we can involve other associations, individuals and corporations in this partnership," said Sandra Perlmutter, PCPFS Executive Director, who envisions the partnership becoming a year-round effort. "We're not just talking about May. All of the groups involved have a vision that's a lot more far-reaching."



Sports As "Inoculation" Against Crime

There is a "direct connection between the scourge of crime and violence and the preventive "inoculation" that sports and recreational programs can provide to combat them," said Co-Chair Tom McMillen in his March 10th testimony before Joint Oversight Hearings on Urban Recreation and Crime Prevention held by the Subcommittee on National Parks, Forests and Public Lands and the Subcommittee on Oversight and Investigations in the U.S. House of Representatives.

"As a nation we spend millions on our athletic elites but so often seem short of money for the grass roots," he said. He encouraged the commit-

tees to substantially increase funding, through crime prevention legislation, for grants to existing community-based youth organizations providing supervised sports and recreation activities.

McMillen listed the following recommendations as additional examples of wise investments in our children.

■ Facilities on federally owned property which are underused should be opened to communities.

■ Military facilities which are being de-commissioned should follow the lead of the Presidio in San Francisco, which is being turned over to the National Park Service to make it a multi-use super urban park.

■ Consideration should be given to the concept of creating recreation enterprise zones in which granting tax advantages can stimulate and encourage the building of sport and recreation facilities in communities with the greatest needs.

■ Use recreation and sports as a magnet to draw at-risk youth from "negative" gangs to what Surgeon General Joycelyn Elders calls "positive gangs", children joined together in the pursuit of positive opportunities. McMillen gave as an example the recent construction by the State of New York of a Harlem sewage treatment plant built with a multisport park above it.

Council

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■ **Jimmie Heuga** of Avon, Colorado - Mr. Heuga was a member of the United States Olympic Ski Team and won a silver medal at the 1964 Olympic Games. After contracting multiple sclerosis (MS) in the 1970's, he became very active in the treatment of MS. He founded the Jimmie Heuga Center, a non-profit scientific research organization and clinic which focuses on treating the effects of MS.

■ **Calvin Hill** of Great Falls, Virginia - As a professional football player with the Dallas Cowboys, Mr. Hill was Rookie of the Year and a four-time All-Pro selection. He serves as a consultant to Mental Health Management, Inc., which specializes in the treatment of psychiatric problems and chemical abuse.

■ **Judith Pinero Kieffer** of Los Angeles, California - Ms. Kieffer is currently a consultant to the Amateur Athletic Foundation, an organization which funds city sports programs in Los Angeles using 1984 Olympic surplus funds. An accomplished marathoner, she was Manager for

both the men's and women's marathons at the 1984 Olympics. She is also President of KIDSPORTS.

■ **Deborah Slaner Larkin** of Pelham, New York - Ms. Larkin is the former Executive Director of the Women's Sports Foundation, where she developed National Girls and Women in Sports Day.

■ **Ira Leesfield** of Coral Gables, Florida - Mr. Leesfield is an organizer of the Miami Heat Corporate Education program, a partnership of South Florida businesses and the Miami Heat, to help improve public education for inner city children. He founded the Leesfield Family Foundation, a charitable trust established to give underprivileged children greater access to organized sports.

■ **Jack Mills** of Columbia, South Carolina - Mr. Mills is active with the United States Tennis Association (USTA) and is a member of the U. S. Open Committee. He is also coordinator for the International Tennis

Foundation and for the 1996 Olympics in Atlanta.

■ **Kevin Saunders** of Houston, Texas - Mr. Saunders is the first disabled athlete to serve on the President's Council. He has been a Council member since 1992 and is being reappointed by President Clinton. He was named Best All-Around Wheelchair Athlete in the World in 1990, when he won five gold medals at the Paralympics. He started the Wheelchair Success Fund to give other wheelchair users an opportunity to participate in athletics.

■ **Amber Travsky** of Laramie, Wyoming - Ms. Travsky is currently Mayor of Laramie, Wyoming, and has taught karate, women's self defense, skiing, cardiovascular conditioning and racquetball. She holds a masters degree in exercise physiology and cardiac rehabilitation. She is the founder of the Laramie Triathlon and of a "Minitriathlon" for children as part of the Drug Free Schools program.

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Newsletter

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OVER 40? NOLAN RYAN MAKES FITNESS FUN

For many people being more active may simply mean taking advantage of existing opportunities for physical activity. For

Nolan Ryan it means following a simple formula – accumulate a minimum of 30 minutes of moderate-intensity physical activity over the course of most days of the week.

In a move to improve the health and well-being of millions of Americans, the President's Council on Physical Fitness and Sports (PCPFS) and the Advil Forum on Health Education have teamed up with Ryan to help motivate Americans who are over the age of 40 to participate in regular physical activity.

Co-Chairs Tom McMillen and Florence Griffith Joyner. "Together we hope to energize Americans to move from inactivity into action."

Introduced in a nationwide debut



(L to R) James M. Rippe, M.D., DHHS Secretary Donna E. Shalala, Nolan Ryan and PCPFS Co-Chair Tom McMillen respond to questions from the press.

this past summer, "The Nolan Ryan Fitness Guide" was met with a fanfare of media attention. The manual of exercise routines was designed by Ryan, the 47 year-old baseball legend who holds the longest career player record in professional baseball. It was written in collaboration with noted exercise physiologist, James M. Rippe, M.D.

"In the guide, Ryan points out the obvious," said program manager Christine Spain, PCPFS Director of Research, Planning and Special Projects. "Fitness and good health are within the reach of virtually anyone who will make a personal commitment to become and stay physically active."

"My wife, Ruth, and I think that staying fit should be fun and enjoyable, and that's what we've tried to

teach our kids - Reid, Reese and Wendy. We make it something to look forward to, rather than dread," said Ryan.

Nolan Ryan On Fitness

"Being active not only helps you feel good physically, but it gives you time to ... prepare for the pressures of your day," said Ryan. In his manual, he offers these helpful tips to overcome the barriers to regular exercise.

■ **Barrier - No Time**

Solutions: Work it into your day; Walk during lunch; Write physical activity into your calendar.

■ **Barrier - Can't Get Motivated**

Solution: Read books or magazines for inspiration; Enlist the help of a friend; Set specific short term goals; Reward yourself.

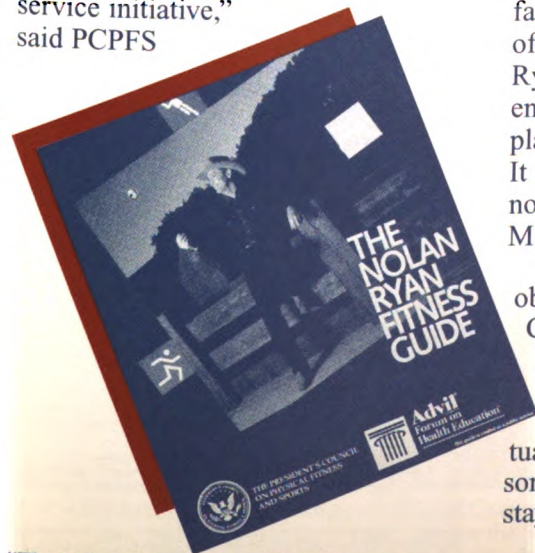
■ **Barrier - Boredom**

Solutions: Vary your activity; Choose activities you enjoy.

For a free copy of "The Nolan Ryan Fitness Guide," write to the Advil Forum on Health Education at 1500 Broadway, New York, NY, 10036.

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"The Nolan Ryan Fitness Guide" makes physical activity fun and easy for Americans over the age of 40.

Co-Chairs' Corner

The PCPFS Connects With America

One of the missions the PCPFS strives to continue is the very important job of offering programs directly to our neighborhoods and communities. We touch people where they live.

Through the use of our partnerships we have been able to develop collaborative efforts with such diverse groups as the military; the corporate sector; the educational, medical and research communities; religious groups and local civic organizations.

Currently Americans of all races, age, sex, physical ability and socio-economic status are becoming less active, less fit and less healthy. In an opinion survey commissioned by the PCPFS in collaboration with the Sporting Goods Manufacturers Association, it was estimated that 60% of Americans

never exercise. And only 36% of America's school children are enrolled in daily physical education.



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

As the only federal agency solely devoted to sports and physical fitness, we are taking steps to aggressively shift this trend into reverse.

Grass roots participation is the

course that the PCPFS has chosen to pursue. We are actively encouraging a broad-based popular participation in a wide variety of physical activities. These activities do not necessarily require athletic skill but rather require a commitment — a personal involvement in participation.

We will continue creating opportunities for involvement with the public on a very personal level, with their sporting and recreational interests, with their fitness and health maintenance efforts, and with their overall well-being. Our aim is to provide sports and fitness opportunities for all Americans.

Signed, *Florence Griffith Joyner*

Tom McMillen
 Florence Griffith Joyner and
 Tom McMillen

From The Surgeon General



Surgeon General
 Joycelyn Elders

Gender Equity In Sports

Participation in sports and physical activity is one of the most important socio-cultural learning environments in our society. Many of the rules of human organization and interaction emanate from sport. Just as significantly, these activities also develop strong, healthy bodies and help build self-

esteem and character.

For a variety of reasons, many in our female population still have no opportunity to participate in these kinds of activities. We must break down the barriers that impede girls and women from full participation in sports, to help them reach their full potential.

Together we must guide a coordinated effort that reaches every member of our society. Community organizations must encourage all age groups to explore a wide variety of sports and physical activity.

The schools must teach students the benefits of lifetime fitness habits. Research should focus on gender differences in sports medicine. Physicians must encourage sound nutritional and fitness practices. With these and other kinds of support, we can make a difference.

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PCPFS Collaborates On Surgeon General's Report



Sandra Perlmutter

I am pleased to announce that Dr. Joycelyn Elders has agreed to the preparation of a "Surgeon General's Report on Physical Activity and Health." If there is any one tool that might serve to assist us with our important mission in promoting a physically active lifestyle for all Americans, this certainly will be such a document.

The PCPFS will serve as a collaborative partner representing Surgeon General Elders, while the Centers for Disease Control and Prevention (CDC) as lead agency will coordinate overall project implementation. The PCPFS is looking forward to working with CDC Director Dr. David Satcher and his staff.

Need For Report Cited

For the past several years there has been a call from both public and private organizations for a scientific-

based report on physical activity and its impact on health. The Surgeon General already has provided the academic and public health communities with vital information in such areas as nutrition and tobacco use. It is clear that this first "Report on Physical Activity and Health" will provide similar input on the crucial issues related to our mandate.

Planning Group Convened

On October 3rd of this year, a meeting was held at the CDC in Atlanta to begin our preliminary discussions. A planning group convened representing the Surgeon General; the Office of Disease Prevention and Health Promotion; and several Institutes from the National Institutes of Health including the National Heart, Lungs and Blood Institute; the National Institute of Arthritis and Musculoskeletal and Skin Diseases, and the National Institute of Diabetes and Digestive and Kidney Diseases.

Also attending were representatives from the American College of Sports Medicine; the American Heart Association; the American

Academy of Kinesiology and Physical Education; and the American Alliance for Health, Physical Education, Recreation and Dance.

These participants (along with several others who could not attend from the National Institute on Aging and the National Institute of Child Health and Human Development) will serve as co-sponsors.

Report Will Set Agenda

All agreed this effort poses a unique opportunity to set an important agenda in the years to come. It is our hope that this report will serve as a working document for a broad community including educators, allied health and fitness professionals, and community and organizational leaders. To that end, the process of dissemination and implementation will be as crucial as our data collection and scientific findings.

The production and issuance of this report is one of the PCPFS' top priorities. We will be spending a great deal of our time and attention to the process of review, clearance, consultation and distribution in the weeks and months to come.

Senior Awards Presented In Arizona



(L to R) Edward J. Robson, C.E.O., Robson Communities, and Fitness Directors Donna and Jerry Yost, receive the Silver Eagle Award for Maxlife, the model fitness program that the Robson Communities has developed for older adults across the U.S.



PCPFS Executive Director Sandra Perlmutter presents the Silver Eagle Award during ceremonies at the Western Reserve Club to Stash and Norma Furman, designers of the WalkAerobics program for the over 50 population in the Greater Phoenix area. Participants are now actively earning Presidential Sports Awards in Fitness Walking.

Who's Who On The Council

This is part 1 in a continuing series of interviews with the PCPFS Council Members

Fitness Is The Best Medicine

"We as physicians clearly have to be more in the business of educating people in how to maintain wellness, in addition to treating their injuries and their pain," said new Council Member Elizabeth Arendt, M.D.

Dr. Arendt is an orthopedic surgeon with a private practice in Minneapolis, MN. In addition she is on staff with the University of



Elizabeth Arendt, M.D.

Minnesota's Health Service and is the Medical Director of Men's and Women's Varsity Athletics.

She does research in body biomechanics and explores whether there are gender specific patterns found in certain injuries. However one particular disease state that interests her is the linkage between eating disorders, amenorrhea and osteoporosis of the bone in women called the Female Athlete

Triad.

"Every female training room has experience with women with disordered eating habits," said Arendt. This is especially true in sports that emphasize leanness and body image as part of the scoring mechanism. "It's a pattern we have to begin to recognize, particularly with impressionable preteens," she said.

For herself she prescribes a flexible attitude toward sports. After the birth of her children Arendt found that the only way to stay in shape was to include her family in her fitness efforts.

When her son was able to ride his

continued on page 8

Pin Down Problems With A Positive Attitude

Millions of television viewers remember the moment in Olympic history when Jeff Blatnick dropped to his knees and brought his hands together in thanks for winning the 1984 Gold Medal in Greco-Roman wrestling.

What makes this achievement even more impressive was Jeff's ability to stay focused despite battling and overcoming Hodgkin's Disease, a lymphatic cancer, only two years earlier. "Everyone has his own bumps in the road," he said. "The

key is never what the situation dictates to you and never what someone



Jeff Blatnick

does to you. The only limitation that exists is the one I place on myself."

Today he is still focused on overcoming adversity, and he carries this message to organizations across the country. Whether it's on or off the mat, Blatnick thinks facing challenges is a question of attitude. "I believe in 'can do,'" he said.

When asked about his attitude on the role of physical activity in his life he said, "I do everything for fun now. I walk with my wife, Lori. I like going out for racquetball or a bike ride, and I try to get a pile of sweat to puddle up underneath me."

continued on page 8

Investing His Skills And Talents In People

The influences of fitness and sports are apparent in all phases of Ralph Boston's life. As a track and field competitor, his finest moment was when he took the Olympic Gold in the Long Jump in Rome in 1960.

Included in those special memories are meeting and working with people. "I enjoy working with people, but moreover I enjoy working with little people...from the smurf age when they are just toddlers until they head out of high school."

Boston uses a number of avenues to reach his audience... from his role

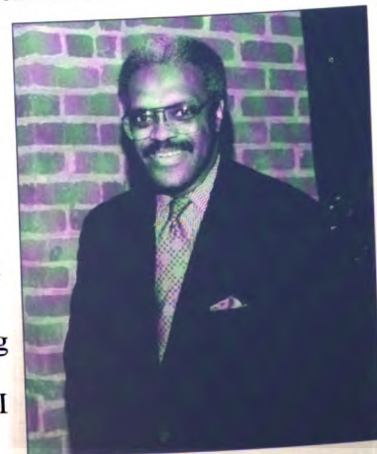
as a father of two grown sons and grandfather to three grandchildren to his board memberships on the Governor's Council for Physical Fitness and Health in Tennessee, the Boys and Girls Club and the Special Olympics. He also has taught and coached at the University level.

"When I talk to young people, my message is very simple," he said. "I tell them that when you make an adult decision,

albeit sex or drugs, be aware that whatever comes of it, that's your little red wagon; you've got to be responsible for it."

Boston feels that the drug message is a very prominent one, but he is concerned that sometimes our society inadvertently sends the wrong signal to these kids.

"Remember the story of Canadian



Ralph Boston

continued on page 8

People

■ Secretary of Commerce **Ron Brown**, DHHS Secretary **Donna E. Shalala**, Senator **Bill Bradley** (D-NJ) and **Vernon Jordon** joined Time Warner Sports President **Seth G. Abraham** and HBO Chairman **Michael Fuchs** in an HBO film tribute to tennis great **Arthur Ashe**. The screening was held in Washington, DC, on September 30.

■ **Lou Marciani**, AAU Executive Director, invited PCPFS Council Member **Ralph Boston** to administer the Athlete's and Coach's Codes of Honor at the opening ceremonies of the 28th Amateur Athletic Union Junior Olympic Games in Cocoa Beach, FL where 9000 athletes participated in 23 sports.

■ Gold Medal Decathlete **Rafer Johnson** officially opened this year's Hershey National Youth Track and Field Annual National Championship on August 13 in Hershey, PA. With PCPFS Co-Chair **Tom McMillen's** encouragement, more than 450 kids, ages 8-14 and representing all 50 states and the District of Columbia, participated in the track and field trials. Johnson has been the event spokesperson since its inception over 17 years ago.

■ On September 13, **Sports Illustrated** celebrated its 40th anniversary with a star-studded event in New York City. Hosted by President **Don Elliman** and Editor **Mark Mulvoy**, **SI** named forty individuals who have changed or have elevated the world of sports in the past forty years. Honorees in attendance were **Muhammad Ali**, **Roone Arledge**, **Julius Erving**, **Peggy Fleming**, **Billie Jean King**, **Greg LeMond**, **Sugar Ray Leonard**, **Joe Namath**.

■ At a preview of the **Ken Burns'** PBS Documentary "Baseball," General Motors, the film's sole underwriter, participated in a special screening and picnic hosted by President **Clinton** and **Hillary Rodham Clinton**. It was held on the White House lawn in early September. Attendees included filmmaker Burns, former baseball greats **Buck O'Neil** of the Kansas City Monarchs and **Curt Flood** of the Saint Louis Cardinals, and General Motors CEO **John R. Smith, Jr.**

PCPFS Briefs Congress

In an effort to insure that the importance of physical fitness and sports remain prominent issues on Capitol Hill, Members of the PCPFS were invited to testify before several Congressional Committees.

■ PCPFS Co-Chair **Tom McMillen** represented the Council before the Senate Committee on Commerce, Science and Transportation at the Oversight Hearing on the Amateur Athletic Act of 1978 on August 11.

He complimented the US Olympic Committee for a job well done in discharging the broad responsibilities that were granted to it by the Amateur Athletic Act. He then added, "We need to reexamine the role of government relative to sports in America."

McMillen said that the United States is well-organized to produce elite Olympic athletes and professional sports teams with an abundance of benefits; however, he

pointed out the sharp contrast that exists between this success and the erosion for support in physical education in schools and the serious decline in opportunities for all Americans in sports and physical fitness.

He ended his testimony with a call to action. "We must raise the development of grassroots sports opportunities and the promotion of public participation in physical activity — as the Amateur Sports Act requires — to a higher priority."

■ Council Member **Deborah Slaner Larkin**, former Executive Director of the Women's Sports Foundation, appeared before a subcommittee of the House Agricultural Committee on September 7th to review the proposed USDA rule on Nutrition Objectives for School and Meals.

She discussed the relationship between physical fitness and nutrition in children and the importance of a balanced nutritious diet upon which the physically active body can build.



Council Member Deborah Slaner Larkin testifies before Congress.

Students Get Physical



Students at Truman Benedict Elementary School showed they have what it takes to win the Presidential Sports Award. More than 350 kids participated in "Let's Get Physical," a unique 4 week summer school program that was supported by a community network of City of San Clemente, CA employees, schools, businesses and older high school students.

Helping Children Grow



Marion Wright Edelman, Director of the Children's Defense Fund, and PCPFS Co-Chair Florence Griffith Joyner discussed interventions which influence children to embrace good health habits. The topic, along with qualitative research findings, was featured at a national symposium — Helping Kids Grow: An Interdisciplinary Struggle — sponsored by Mattel Foundation in Washington, DC, on June 29. In remarks made at the symposium, Joyner emphasized that "the future of our country rests on the health of its citizens. We must address the critical issue of children's physical fitness habits."

Parent's Perceived Fitness Levels Of Kids

According to their parents, American kids are physically active. In a survey released in September, two thirds (66%) of the parents who responded to the "Children's Health Index" said that their offspring exercise strenuously at least three days per week. More than 4 in 10 children were said to be physically active just about every day of the week.

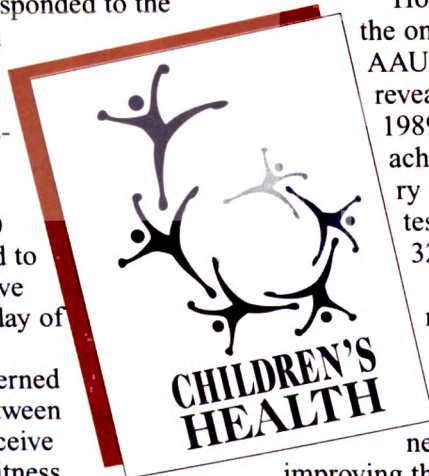
"We are concerned about the gap between what parents perceive their children's fitness levels to be and what the actual scientific data indicates," said Tom McMillen, PCPFS Co-Chair.

The "Index," sponsored by "Prevention" magazine, is based on a nationwide telephone survey of how

parents view the health and safety of their children as well as what steps they are taking to ensure a safe and healthy environment.

However studies, such as the one conducted by the AAU for the Chrysler Fund, reveal that between 1980 and 1989 the number of children achieving overall satisfactory performance on physical tests dropped from 43 to 32 percent.

"The release of this report is an opportune time to educate those involved in children's lives. Parents can and need to play a big role in improving the fitness of their children. One way is to become physically active with them," said McMillen. "When the whole family works toward the common goal of physical fitness, then everybody wins."



PCPFS INITIATES HIGH LEVEL TALKS

In September, the PCPFS extended an opportunity to the leadership of prominent fitness and sports organizations from across the country to meet with Dr. Philip Lee, DHHS Assistant Secretary for Health.

These groups had expressed an interest in having an impact in the health care reform discussion and were able to discuss their concerns in a private meeting about what many feel ought to be incentives to focus more on the health improvement and disease prevention message.

Also attending the meeting were Mr. William Corr, Deputy Assistant Secretary for Health; Dr. Michael McGinnis, Deputy Assistant Secretary for Health, Office of Disease Prevention and Health Promotion; and Ms. Susanne Stoiber, Director, Office of Health Care Reform.

STAFF NOTES

■ Matthew Guidry, Ph.D., Deputy Executive Director of the PCPFS, was the recipient of the National Association for Equal Opportunity in Higher Education Distinguished Alumni Award presented at the Nineteenth National Conference in Washington D.C. In addition he received the "Hero" Award from the Roundtable Associates, Inc., for his effectiveness in working with recreation and park agencies throughout the nation.

■ York Onnen, PCPFS Director of Program Development, recently retired from the Air Force Ready Reserves. Lt. Col. Onnen received a Distinguished Service Award from the Air Force and was lauded by the Military Fitness Roundtable for his leadership in military health and fitness for the past decade.

■ Christine Spain, M.A., Director of Research, Planning and Special Projects for the PCPFS, received an Office of the Assistant Secretary for Health (OASH) special recognition award for her work as the Conference Director of the PCPFS Physical Fitness and Sports For All Strategic Planning Forum.

Program Initiatives

1994 Healthy American Fitness Leaders Announced

PCPFS Co-Chair Tom McMillen was among the group of health and fitness dignitaries to honor the 1994 Healthy American Fitness Leaders (HAFL) award recipients at a banquet held September 17 in Rancho Mirage, CA.

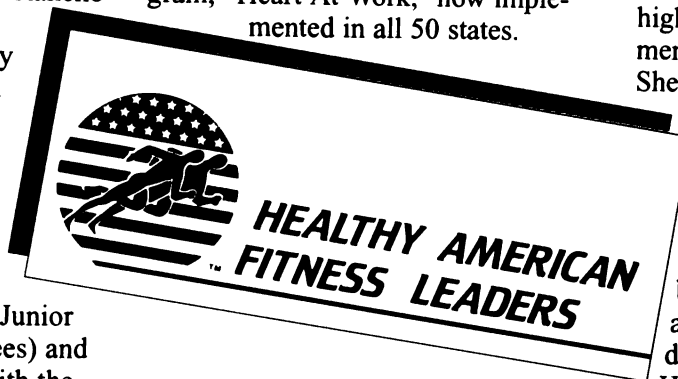
"The HAFL event annually promotes physical fitness and health awareness in the U.S.," said York Onnen, PCPFS Director of Program Development and HAFL project manager. It is sponsored by the Allstate Life Insurance Co., administered by the U.S. Junior Chamber of Commerce (Jaycees) and is conducted in cooperation with the PCPFS.

The following list of 1994 HAFL honorees represents a diversity of achievement.

- Sheryl Marks Brown, 39, of Inglewood, CA co-founded in 1985 the non-profit organization now known as the American Council on Exercise (ACE), a certification program for fitness instructors.
- David L. Gallahue, 51, of Bloomington, IN developed a theoretical model for the motor development of children and adults which has been implemented through children's physi-

cal activity programs worldwide.

- Larry R. Gettman, Ph.D., 49, of Scottsdale, AZ originated the American Heart Association's nationwide worksite health promotion program, "Heart At Work," now implemented in all 50 states.



- Lillian R. Green-Chamberlain, Ph.D., 53, of Silver Spring, MD set national and world records in women's middle distance running events. She serves as Mega-Cities Director for Special Olympics International.
- Ronald M. Lawrence, M.D., 68, of Malibu, CA founded the American Medical Athletic Association. His pioneering work includes a key role in development of the target exercise heart rate formula.
- Timothy G. Lohman, Ph.D., 54, of Park Ridge, NJ researched formulas for the Skinfold Test for Body Fat Assessment, which has been adopted

by most health-related physical fitness tests in the nation.

- Antonia Novello, M.D., 50, of Bethesda, MD was the first female and Hispanic to earn the nation's highest public health medical appointment as the 14th Surgeon General. She is currently a physician for UNICEF.

- Neil Sol, Ph.D., 41, of Sugar Land, TX designed a line of Nautilus equipment for use by the medical industry in the rehabilitation of sports injuries as well as developed a wellness service delivered by hospitals called Health Promotion.

- Ruth A. Stricker Dayton, 59, of Wayzata, MN established The Marsh, A Center for Balance and Fitness, in 1984, based on her philosophy of mind-body programming. Her work has inspired the fitness industry to integrate holistic health into its teachings.

- Kathrine V. Switzer, 47, of Vienna, VA opened the door to running for millions of American women through her courageous entry into the 1967 Boston Marathon. She has enjoyed multiple careers including broadcaster, author and business woman.

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PCPFS Council Members

Members of the President's Council on Physical Fitness and Sports

Florence Griffith Joyner, Co-Chair
Rancho Santa Margarita, CA

Tom McMillen, Co-Chair
Crofton, MD

Elizabeth Arendt, M.D., St. Paul, MN

Jeff Blatnick, Halfmoon, NY

Ralph Boston, Knoxville, TN

Don Casey, Boston, MA

Rockne Freitas, Honolulu, HI

Zina Garrison-Jackson, Houston, TX

Veronica Goldberg, Westfield, NJ

Jimmie Heuga, Avon, CO

Calvin Hill, Great Falls, VA

Judith Pinero Kieffer, Los Angeles, CA

Deborah Slaner Larkin, Pelham, NY

Ira Leesfield, Coral Gables, FL

Jack Mills, Columbia, SC

Kevin Saunders, Houston, TX

Amber Travsky, Laramie, WY

Sandra Perlmutter, Executive Director

Who's Who

Arendt, continued from page 4

bike, she put her daughter in a buggy, and they would walk. When he was able to keep up with Mom, she put her daughter in a child seat, and they would bike. Now her daughter bikes, her son in-line skates, and she is back to walking. "My goal is to do one major exercise bout on a weekend, then follow this with less intense exercise once or twice during the week."

As a recently appointed Council Member, she prescribes the need to develop lifelong fitness habits in children and the need to teach them healthy attitudes toward nutrition and their bodies. "That will be the best medicine that we can prescribe to this country as a whole," she said.

Blatnick, continued from page 4

This winter I will start to do a lot of distance running training in hopes of eventually breaking a five hour marathon."

And as advice for the rest of us struggling to stay in shape he said, "You have to participate and set your goals accordingly. Set up a ladder with intermittent goals that you can

clearly define. Measure yourself against yourself, and keep it as enjoyable as possible. That's where you find the motivation to come back out again."

Boston, continued from page 4

sprinter Ben Johnson who got kicked out of running (for steroid abuse). Two years later when he was allowed to compete again, he could name his own price to show up for a track meet."

"There's something wrong with that. In a very subtle way, what society may be saying to young people is that it's OK to try, because you can beat it if you try. My argument is that we need to have a balance, let's focus on someone who followed the rules and still made it big."

Sports has given Boston a greater understanding of the world around him. In his new role with the PCPFS he said, "I'm quite pleased to be a part of the Council and hope that we can make a difference."

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Newsletter

Volume 95 No. 1

Winter 1995

PCPFS/USA TODAY "HOTLINE" HELPS KIDS

Fitness, sports, health and community leaders joined together with members of the President's Council on Physical Fitness and Sports (PCPFS) to take calls during a day-long, Kids and Sports "Hotline" sponsored by USA TODAY.

On October 24, callers from across the country were able to reach experts (see page 7) to answer questions on a variety of youth-focused physical activity, fitness, sports and safety subjects.

"The PCPFS/USA TODAY event is an excellent example of the many public/private partnerships which facilitate the mission of the PCPFS," said Co-Chair Tom McMillen. The PCPFS and USA TODAY are anticipating joining together in

Logo designed to promote the PCPFS/USA TODAY Kids and Sports "Hotline."



"Working with the PCPFS and other groups...on such call-in efforts allows us



Experts at the "Hotline:" (Top, L to R) Council Member Jimmie Heuga; Council Member Ralph Boston, Dr. Louis Marciani, 5 time Olympian Lt. Col. Willie Davenport. (Bottom, L to R) Olympic decathletes Milt Campbell and Rob Muzzio; and Council Member Judith Kieffer.

to respond to readers with the best information targeted directly to their concerns," said Gene Policinski, Managing Editor of Sports for the paper. "For USA TODAY and the Council, it's a unique way to serve our constituents better, something we are both striving for."

The "Hotline" was preceded by three days of inserts in the Sports section of USA TODAY to promote the effort. As a follow-up, highlights

MAR 1995

of the program were recaptured in the paper the day after the event.

In general the callers were concerned about the cutbacks in quality physical education and how this related to the decreased fitness levels in children.

They also asked specific questions on training such as when is the best time for children to start using weights and how to increase the stamina of a young basketball player.

They wanted to make sure that the coaches in the community knew what they were doing and questioned how to increase the accessibility of aquatics programs.

Overall the callers indicated a strong interest in a wide variety of topics. We look forward to addressing their concerns in future "Hotlines."

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Full Agenda At Council Meeting

The Council's second meeting convened on October 25, in the prestigious Indian Treaty

Room of the Old Executive Office Building. We were honored to receive a visit from DHHS Secretary Donna E. Shalala who stopped by to greet members of the council and swear-in Zina Garrison-Jackson.

Thereafter, business proceeded with presentations from the professional staff that included reports on new and on-going Council initiatives.

Included were discussions on: Healthy People 2000; the Surgeon General's Report on Physical Activity

partnerships in which the PCPFS is participating. Numbered among these are: the U.S. Postal Service;



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

the National Archives; the 4-H; the International Food Information Council and the American Dietetic Association.

In addition Cindy Porteous, Executive Director of the National Association of Governor's Councils on Physical Fitness and Sports, and Dr. Louis Marciani, Executive Director of the Amateur Athletic Union (AAU), briefed the Council on common objectives and goals for the next year.

Then, in a free-flow discussion of ideas, the members and staff had an opportunity to discuss a variety of objectives for the PCPFS

in 1995.

What emerged from the meeting was a picture of a Council that's clearly committed to making a difference in the day-to-day lives of all Americans.

Everyone voiced an urgent need to get the country involved in physical

activity. We also heard from Council members who have begun work on several projects of their own.

We are fortunate to have a wealth of talent and energy on the Council and will undoubtedly benefit from the active support of so many members. Together we hope to accomplish our important mission in the days ahead.

Signed,

Florence-Griffith Joyner and Tom McMillen



DHHS Secretary Donna E. Shalala reads the oath of office to Zina Garrison-Jackson.

and Health; The President's Challenge Physical Fitness Awards Program; The Native American programs; and the Silver Eagle Corp recognition program.

The meeting continued with a dialogue on the public/private

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Editor-in-Chief

A Look Ahead



Sandra Perlmutter

At the start of this new year, the media's saturation of stories about physical activity and exercise was inescapable.

At every turn, we heard on-going commentary from all age groups as they spoke about improving their lifestyle, their fitness programs and their eating habits.

Many use a flip of the calendar page as an impetus to change habits, to re-think directions and to take on new tasks. We tend to review the year in passing as we confront a new beginning. The President's Council on Physical Fitness and Sports asks our friends and constituents to join us in some resolution making of our own.

Cooperative Efforts Are Opportunities

Many efforts, throughout the federal government and within private organizations, continue to put the American people in touch with the benefits of physical activity and the risks of inactivity. We need to work cooperatively to support one another.

Although there are times we might not have the same view about every program or the same approach to every issue, we should be mindful that our strength is in what we accomplish collectively. Worrying less about the competitive edge amongst ourselves and more about how we move an inactive population to become active is much more productive.

Using Vehicles For Change

We live in a generation that has grown up with an overwhelming exposure to the media and an ever changing advent of new technology.

These are the tools that can assist each of us as we "talk to the American people."

Together, we should enlist the help of those who can facilitate the crafting of appropriate messages and materials. We should enlist messengers who will grab our attention. We should enlist those who can assist by providing us with a wide variety of venues and resources so that our message can be heard.

Being Inclusive

Our research is just as important as our interventions. Our "not for profit" friends are just as important as our "for profit" friends. Our educators are just as important as our politicians. And, our coaches are just as important as our doctors. We cannot afford to shut anyone or any organization out of our information loop. As we welcome everyone to the table, our outreach can only expand.

It is my hope that 1995 will be about working together.

Work On The Surgeon General's Report Continues

The PCPFS, as collaborative partner with the Centers for Disease Control and Prevention (CDC), participated in issuing a joint announcement which named Steven N. Blair, P.E.D., Director, Epidemiology, Cooper Institute for Aerobic Research, as Senior Scientific Editor of "The Surgeon General's Report on Physical Activity and Health."

Department of Health and Human Services Assistant Secretary for Health Dr. Philip Lee voiced his continued support of this report due to be released in May, 1996.

The responsibility for writing the report is vested in an Editorial Committee comprised of the

following: Steven N. Blair; Carl Casperson, CDC representative; and Christine Spain, PCPFS representative. Committee members who are also serving as lead chapter authors are: Aaron Folsom, University of Minnesota; William L. Haskell, Stanford University School of Medicine; Arthur Leon, University of Minnesota; James Sallis, San Diego State University; and Martha Slattery, University of Utah School of Medicine.

One to three coauthors will be recruited to assist the lead chapter authors in writing their chapters. Other scientists and professionals will be asked to serve as reviewers.

Council Members Named

On January 12, President Clinton appointed Mr. Timothy Finchem and Mr. Al Mead to the President's Council on Physical Fitness and Sports.

Timothy Finchem of Florida is the Commissioner of the PGA TOUR.

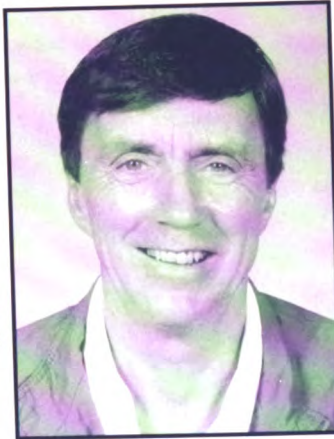
Al Mead of Georgia is the vice president of an executive search firm and is on the Board of Directors of the Atlanta Paralympic Organizing Committee.

Who's Who On The Council - This is part 2 in a continuing series of interviews with the PCPFS Council Members

Stay In The Game

Enthusiastic is a word which describes the Boston Celtics Assistant Coach, Don Casey. Just watch him in action when his premier National Basketball Association franchise meets its opponents on the court.

"When you are in the game business, there are always highlights," said the Council member. "Your first high school state championship



Don Casey

(Bishop Eustas High School, Pennsauken, NJ), becoming a head coach in college (Temple University 1973), becoming a head coach in the NBA (Los Angeles Clippers, 1989), loosing that but staying in the NBA - the accomplishment is to stay in the game that you care for."

Casey uses the game of basketball as a catalyst to help others. "The NBA is a wonderful institution. We have a tremendous program of

outreach." As vice president of the NBA Coaches Association and the only Council member involved in a national league, he hopes to use his contacts to help the PCPFS continue its job of what he calls "educating our people physically."

"We now have an opportunity to control some of our destiny, to avoid early strokes, as well as to enhance the quality of our life...The political entities ...should try to create the best scenario ...to encourage people to take care of themselves."

Casey first shaped up about 30 years ago. "I was feeling lethargic." He read an article about jogging, put
continued on page 3

Using Athletic Success As A Role Model

"Just as important as the physical aspects of exercise is developing what I call the human factor side of our behavior," said Council Member Rockne Freitas. He points out that in his home state of Hawaii, "there are a lot of different ethnic groups living in a small area; you can well imagine the need for us to work effectively together. Physical activity can create meaningful communication and gives us a better understanding (of one another.)"

This former MVP with the 1972

Tampa Bay Buccaneers and current vice president of University Relations



Rockne Freitas

for the University of Hawaii credits his biggest accomplishment to sports. He defines this as "learning to use athletic success...and developing that into a model for me to live and work by."

In his personal life, physical activity has also played a prominent role. "I met my wife, Leinaala, in the gym. She was the state champion racquetball player." They have involved their two sons, ages 15 and 16, in weight training at home.

For his own training efforts, Freitas is involved in outrigger canoe racing. He trains 4 times a week.
continued on page 3

Helping Kids Is Her Trademark

A chance to win the Grand Slam is what drives former Wimbledon finalist Zina Garrison-Jackson to stay in the game of tennis. "The US Open, the French Open, Wimbledon and the Australian Open, these are the four toughest tournaments in the world. You have to be mentally and physically conditioned for the two continuous weeks of play."

Garrison-Jackson started tennis at the age of ten in a Houston inner-city junior program that was taught free on Thursdays. "If you were good enough, you got to go to an

every day program. Within a couple of weeks I was in that program."

Her life changed when she beat Chris Evert in 1985 at Amelia Island. "People recognizing me on the street was the biggest change. I became a known tennis player."

But it has not been an easy transition. Recurrent problems with an eating disorder plagued the young player. "Bulimia is overlooked a lot of times because it is a very



Zina Garrison-Jackson

quiet disease...But the more people talk about it the more it will help the inner kid."

Helping kids is one of her trademarks. "The role of giving was bred into my family," said Garrison-Jackson. She started the Zina Garrison All Court Tennis Academy in Houston and the Zina Garrison Foundation. She hopes to
continued on page 3

People

■ **Robert M. Holder, Jr.**, and **Andrew Young**, Co-Chairmen of ACOG (the Atlanta Committee for the Olympic Games), together with **William Payne**, President and C.E.O. of ACOG, received the 1994 Community Achievement Award in November from the American Organization for Rehabilitation Through Training for bringing the 1996 Olympic Games to Atlanta. Others attending the dinner were: Atlanta Mayor **Bill Campbell**; former Olympian **Edwin Moses**; dinner Chairs **Steve** and **Sheril Labovitz**; and Co-Chairs **Charles S. Ackerman** and **Joel Babbit**.

■ The 60th Annual Heisman Memorial Trophy Award was presented to University of Colorado's gifted running back, **Rashaan Salaam**, at a celebration sponsored by the Downtown Athletic Club of New York City. Organized by **John Farrell**, Chairman of the Heisman Memorial Trophy Committee, and **Rudy Riska**, General Manager of the Staff Coordinating Committee, the black-tie gala was attended by many former award winners who included **Glenn Davis**, **Billy Cannon**, **Steve Owens**, **George Rogers**, and **Mike Rozier**. The event emcee was ESPN's **Chris Fowler** with special guests New York Mayor **Rudolph Giuliani** and **Yogi Berra**.

■ Co-Chair **Tom McMillen** joined 700 runners in the 14th Annual Nike Capital Challenge in Washington, DC. The race, organized by **Jeff Darman**, was held on September 21 to benefit the DC Special Olympics. Notables who participated included: Transportation Secretary **Frederico Pena**; HUD Secretary **Henry Cisneros**; Director of OMB **Alice Rivlin**; White House Staffer **Billy Webster**; Senators **Don Nickles**, **Bob Kerrey** and **Slade Gorton**; Representatives **Susan Molinari** and **Bart Gordon**; and ABC Nightline's **Ted Koppel**.

First Lady Encourages Physical Activity

Mrs. Clinton greeted health leaders at the White House on December 6th to highlight

public/private partnerships related to physical fitness, activity, and health. She recognized former Surgeon General C. Everett Koop for his foundation's most recent private sector initiative, "Shape Up America."

The First Lady paid a special tribute to the work of the PCPFS and other distinguished Americans who have dedicated their lives to improving the health of the nation.

She praised the work of the Council particularly with the emphasis on children and physical activity and physical education. She said that

personal responsibility holds the key to real health care.

When introducing the Co-Chairs as speakers at the event, Mrs. Clinton called them "great role models."

■ In her remarks, Florence Griffith Joyner discussed the importance of using community-based programs in reaching out to America by saying, "habits of fitness formed early will define the shape of things to come."

■ Tom McMillen encouraged the public to "take action now in order to reverse the epidemic of

obesity and its related conditions that are the second leading cause of death."



Mrs. Clinton listens in the background as the Co-Chairs speak at the White House.

PCPFS Members At The White House



Mrs. Clinton greets Council Members Amber Travsky, Veronica Goldberg and Kevin Saunders.

Mills Presents Award



PCPFS Council Member Jack Mills (left) presented Coach Jim Verdieck (center) of San Diego, CA, with the Distinguished Service Award, honoring him for his lifetime commitment to the sport of tennis. Verdieck holds the NCAA record with 921 wins in his coaching career. U.S. Professional Tennis Registry Founder Dennis Van der Meer on right.

Blatnick Tapped For Leadership Role

Council Member Jeff Blatnick has been invited to chair a special task force on "Building Character Through Sports" by Dr. Amitai Etzioni, founder and chairman of the Communitarian Network.

The Network explores the topic of character education with the national involvement of educators, academics, policy makers, religious organizations, CEO's, heads of labor unions and community leaders.

Blatnick will facilitate the work of the task force as it crafts a document

to be presented to the Second Annual White House Conference on Character Building for a Democratic, Civil Society in May, 1995.

He will be working with: Bob Lipsyte, New York Times; Pete Babcock, Atlanta Hawks; Maria Denison Stefan, Sporting Goods Manufacturers Association; Ron Jeziorski, Santa Clara University; Steve Whisnant, World T.E.A.M. Sports; Dennis Goodman, Teens and Tutors; Bob Shannon, East St. Louis High School; and others.

Film Captures The Importance Of The Game



Tom McMillen greeted Steve James, Director of Fine Line Feature's critically acclaimed documentary, "Hoop Dreams," at the movie's premiere party in Washington, DC on November 1st. The film shows the complex relationship between the game of basketball and the inner city in a story of two kids who dream of playing in the NBA.

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General



GET PHYSICAL

Why should you exercise? Because of the benefits! The following reasons of why you should participate in regular exercise is from a sampling of surveys. Clip it out, and refer to it often.

- Reduced Risk of Heart Attack
- Increase in HDL (the good) Cholesterol
- Prevents Osteoporosis in Women
- Reduces Stress Levels
- 50% Lower Risk of Colon Cancer in Men
- Delays Onset of Diabetes
- Improved Productivity
- Improved Flexibility
- Improved Strength
- Helps Maintain Healthy Weight
- Helps Those with High Blood Pressure

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sponsored publication, ask for it by name from Box 22091, Albany, NY 12202-2091



Program Initiatives

4-H Delegates Enjoy Fitness Fling

The 73rd National 4-H Youth Congress was held December 3-7 in Orlando, Florida. More than 1300 high schoolers, serving as state delegates from among 5.6 million 4-H youth, met to exchange ideas and receive recognition for individual accomplishment and community service.

Council Member Ira Leesfield extended welcoming remarks to participating youth, adult leaders and nationally prominent clinicians. He said, "Our message is 'Get Moving America' and put physical activity back into your lives." He recommended a minimum of 30 minutes of moderate intensity physical activity each day, for most days of the week.

The clinicians then joined York Onnen, PCPFS Director of Program Development, and volunteer Sallie

Ventresco, the Clinic Director, in presenting "Fitness Fling!: A Focus on Fitness and Health."

The purpose of the fifteen Fitness Fling workshops, conducted over the

The 4H's were challenged to earn one or more of the 68 Presidential Sports Awards (PSA) over the next four months.

The National 4-H Congress is conducted each year by the National 4-H Council and the Cooperative State Research, Education and Extension Service, United States Department of Agriculture (USDA). The Congress works to ensure that the youth of today get the best possible opportunities to sculpt a future that will keep this world productive, positive and fruitful.

This is the tenth year of cooperation between 4-H, the nation's largest youth organization, and the PCPFS. During this time, exercise sessions have been presented as an important component of each Congress.



(L to R) Council Member Ira Leesfield; Dr. Virginia Gobeli, National 4-H Program Leader, USDA Extension Service; and Dr. Richard Sauer, President and CEO, National 4-H Council.

course of several days, was to encourage Congress participants to make sports/fitness a lifetime health commitment for work and play.

Co-Chair Motivates Kids



Co-Chair Florence Griffith Joyner took calls during the Kids and Sports "Hotline," sponsored by USA TODAY.

Answering Fitness Questions *from page 1*

Staffing the USA TODAY/PCPFS "Hotline" were:

Dr. Alpha Alexander
 Dr. Elizabeth Arendt
 W. Brent Arnold
 Kirk Bauer
 Jeff Blatnick
 Ralph Boston
 Milt Campbell
 Dr. Jane Clark
 Willie Davenport
 Dr. Nicholas DiNubile
 Michael Fifrick
 Rockne Freitas
 Zina Garrison-Jackson

Veronica Goldberg
 Rob Goldman
 Dr. Lillian Greene-Chamberlain
 Dr. Matthew Guidry
 Jimmie Heuga
 Al Joyner
 Florence Griffith Joyner
 Susan Kalish
 Dr. Eric Kaplan
 Judith Kieffer
 Deborah Slaner Larkin
 Ira Leesfield
 Brenda Loube
 Dr. Louis Marciani
 Dorothy McKnight
 Tom McMillen

Jack Mills
 Dr. Gregory Morosco
 Rob Muzzio
 Calvin Nophlin
 York Onnen
 Dr. JoAnne Owens-Nauslar
 Dr. Donald Paup
 Kevin Saunders
 Dr. Artemis Simopoulos
 Christine Spain
 Michael Spezzano
 Susanne Strickland
 Amber Travsky
 Judith Webster
 Dr. Judith Young

PCPFS Council Members

Members of the President's Council on Physical Fitness and Sports

Florence Griffith Joyner,
Rancho Santa Margarita, CA
Tom McMillen, Crofton, MD
Elizabeth Arendt, M.D., St. Paul, MN
Jeff Blatnick, Halfmoon, NY
Ralph Boston, Knoxville, TN
Don Casey, Boston, MA
Rockne Freitas, Honolulu, HI
Zina Garrison-Jackson, Houston, TX
Veronica Goldberg, Westfield, NJ
Jimmie Heuga, Avon, CO
Calvin Hill, Great Falls, VA
Judith Pinero Kieffer, Los Angeles, CA
Deborah Slaner Larkin, Pelham, NY
Ira Leesfield, Coral Gables, FL
Jack Mills, Columbia, SC
Kevin Saunders, Corpus Christi, TX
Amber Travsky, Laramie, WY
Executive Director— **Sandra Perlmutter**

Who's Who

Casey, continued from page 4

on his sneakers and "started getting a sense of well-being."

Along with his wife, Dwyne, and his three children, Casey discovered the benefits of fitness. "My wife is not a workout person, but part of her recovery (from breast cancer) has been a holistic approach... We hope that as the kids develop their own lifestyles these habits will pass on."

Being health conscious also helps his team. "We don't get sick. The coaches and the players work out, take the vitamins, take care of one another to survive the rigors of our livelihood. If we don't, we succumb. We got educated; we found out. Others can be the same way."

Freitas, continued from page 4

"We paddle at a stroke rate of about 64 beats per minute and end up going about 10 miles depending on the condition of the ocean." On days off, he mountain bikes.

In working with the PCPFS he said, "Not having physical education in the schools is a travesty... If we can identify a mechanism to get that thing

corrected then I think my contributions to the Council and the young people in our country will be satisfied." As food for thought he suggested looking into the levers of change that can impact our society such as Title IX.

"I am very proud to be selected to this Council," said Freitas, "and I hope that through my efforts I reflect well on the people of Hawaii."

Garrison-Jackson continued from page 4

continue helping children in her role as member of the PCPFS. "We need to start focusing on trying to help kids instead of taking programs away. Drugs are on the upswing. We need to address violence in our schools."

And she hopes to encourage the youth of America to participate in sports with these words of advice. "We are all not gifted athletes. Every sport that you learn has its basics, and if you learn the basics you will play well enough to compete. And don't get discouraged. The great thing about sports is getting to know people."

**DEPARTMENT OF
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Newsletter

Volume 95 No. 2

Spring 1995

AD COUNCIL OKs YOUTH FITNESS CAMPAIGN

One of the most ambitious promotional efforts in the four-decade history of the President's Council on Physical Fitness and Sports (PCPFS) got underway this spring when The Advertising Council approved a PCPFS proposal for a "fitness wake-up call" to America's kids.

Backed by the generous financial support of the Sporting Goods Manufacturers Association (SGMA) and the International Health, Racquet & Sportsclub Association (IHRSA), the PCPFS has been accepted by the nation's premier producer of public service advertising for an unprecedented million-dollar, three-year effort to encourage fitness activity among America's young people.

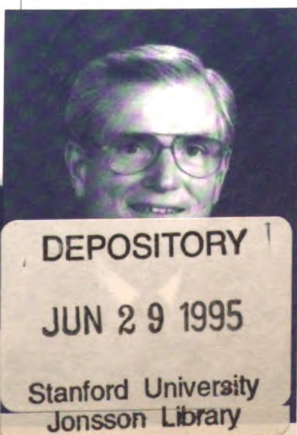
Three-Year Public Service Effort

For the next three years, this campaign will produce broadcast and

print advertising to motivate



Ad Council and PCPFS campaign supported by (L to R) IHRSA Executive Director John McCarthy and SGMA President John Riddle.



children and teenagers to develop a lifetime habit of fitness activity.

"We believe a campaign can fundamentally affect American perceptions of health and fitness and ultimately improve the quality of life for millions of our citizens," SGMA President John Riddle said in announcing his organization's support for the effort.

"We're excited about public service advertising's potential for convincing our young people that fitness is fun, because that's what will make its pursuit a lifetime habit of physical activity," IHRSA Executive Director John McCarthy said in making his association's commitment to the "Youth Fitness Campaign."

"Given the Council's budget constraints, we would have been unable to undertake this important effort without the partnership of SGMA and IHRSA," PCPFS Executive Director Sandra Perlmutter said following approval of the proposal.

Building Momentum

"The timing of this exciting new program couldn't be better," PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen noted in announcing the partnership with The Ad Council. "We'll be ready to unveil our public service advertising next year, in time for release of the *Surgeon General's*

Report on Physical Activity and Health in the spring of 1996, followed by the Summer Olympic

Games in Atlanta."

"Nineteen ninety-six is shaping up as one of our best opportunities in decades," said the Co-Chairs, "to promote the importance of physical activity in America's

lifestyle."

The Youth Fitness Campaign proposal, under development for the past year, was approved March 21 in New York at a meeting of The Advertising Council's "Proposals and Policy Review Committee," headed by Time, Inc., Chairman Reginald K. Brack.

"We are grateful to Chairman Brack and his committee and to Ad Council President Ruth Wooden and

continued on page 6



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The Importance Of Physical Activity Gains Prominence

Evidence of the multiple health benefits of exercise continues to mount.

In the Journal of the American Medical Association (Feb. 1995), new scientific research links regular physical activity to a wide array of physical and mental health advantages.

Through the practice of an active lifestyle, a fuller measure of health and better quality of life are within the grasp of all Americans. Scientific evidence is available in abundance to support this belief.

But many of us have a difficult time finding the opportunity, the time or the interest to do so. It's not surprising to learn that the incidence of obesity is increasing in every age group.

For many of our citizens, "living healthfully is ...a complex and ongoing struggle," said Research Director Thomas Dybdahl of the Prevention Index, a nationwide survey of health behaviors.

The Index found that although

most adults say they get some exercise on a regular basis, only 37%

only state in the Union which had mandated physical education in grades K-12, has placed the state P.E. requirement (along with numerous other requirements) under local school board jurisdiction, meaning local boards can apply for a waiver to eliminate P.E. if they so choose.

The PCPFS will continue to encourage Americans to take personal responsibility for their health by making regular physical activity part of their daily lives.



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

reported they get enough vigorous exercise for optimal cardiovascular fitness (20 minutes a day, at least 3 days per week).

In a survey of 55,000 women, the Centers for Disease Control and Prevention (CDC) found only 27% of women in the U.S. participate in regular physical activity at the minimum levels recommended by health and fitness authorities.

Even our children are being affected by the struggle. Illinois, the

Florence Griffith Joyner and Tom McMillen

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John O'Leary
Communications Consultant

GINNA ROGERS-GOULD
Editor-in-Chief

HEALTH RX FOR THE SEDENTARY

As we move into the 21st century, the PCPFS, Centers for Disease Control and Prevention (CDC) and American College of Sports Medicine (ACSM) have extended the traditional exercise-fitness-sports model to include a broader-based physical activity/health prescription.

The sedentary in our population now can realize measurable health benefits with a relatively small increase in activity levels by:

- adding 30 minutes of moderate physical activity (e.g. walking briskly at 3-4 mph) to their day, most days of the week.
- looking for opportunities to add physical activity to daily routines, such as climbing stairs and doing some stretches while watching TV.

Note: These new recommendations are not for those who currently engage in fitness or sports. These individuals need to continue more vigorous activity to achieve higher levels of cardiovascular fitness, healthy body fat levels, and increased longevity.

The Council Takes The Challenge



Sandra Perlmutter

The President's Challenge Physical Fitness Awards Program is the Council's school-based initiative that has been in our nation's classrooms for nearly 29 years. "The Challenge" is available to appropriately credentialed educators for administration to young people ages 6-17. With three recognition levels of achievement in fitness that award outstanding accomplishment as well as general participation, no child goes unrecognized.

Inevitably, at almost every speaking engagement or event, someone approaches me with their personal testimonial on how they "fared" taking "The Challenge" — or how their kids are doing. I, too, can recall trying to complete the situps in junior high school for my certificate and patch.

Evaluate, Update, Change

Since my arrival at the Council, I have spent many hours talking with our membership and with those who have extensive experience assisting children in developing active lifestyles. Collectively, we are committed to making certain "The Challenge" is up-to-date (based on research and professional practice) and that our program is consistent with the important message of encouraging daily physical activity for everyone (despite one's skill level). I strongly believe with longevity comes the need for systematic evaluation, updating and change.

To that end, the Council has embarked on an aggressive evaluation

process that should assist in strengthening and enhancing our program. Along with PCPFS staff, I'm pleased to have the assistance of Dr. Don Franks, Chair of the Department of Kinesiology, Louisiana State University, who recently has agreed to spend an extended period of time with us as a visiting senior program advisor.

Program Strengthened

I have revisited the history and the choices we made regarding administration, test development, application, and marketing. I have opened my doors to those who are involved in other programs so that I could better understand alternative approaches in the areas of assessment and the development of curriculum. These conversations have been particularly helpful to the process.

In the past few months, I have received numerous letters encouraging the PCPFS to do what we — in fact — started doing more than a year

ago. I appreciate the support we have been getting from across the country as we move toward coordinating our efforts for the better health and well-being of our nation's youth.

Develop Active Lifestyles

The evaluation of "The Challenge" is just one step in our overall plan to aggressively communicate the importance of an active lifestyle through consistent messages and applicable programs reaching the public. We will need to enlist the help of parents, teachers, coaches, exercise scientists, doctors, and many others to accomplish our goals.

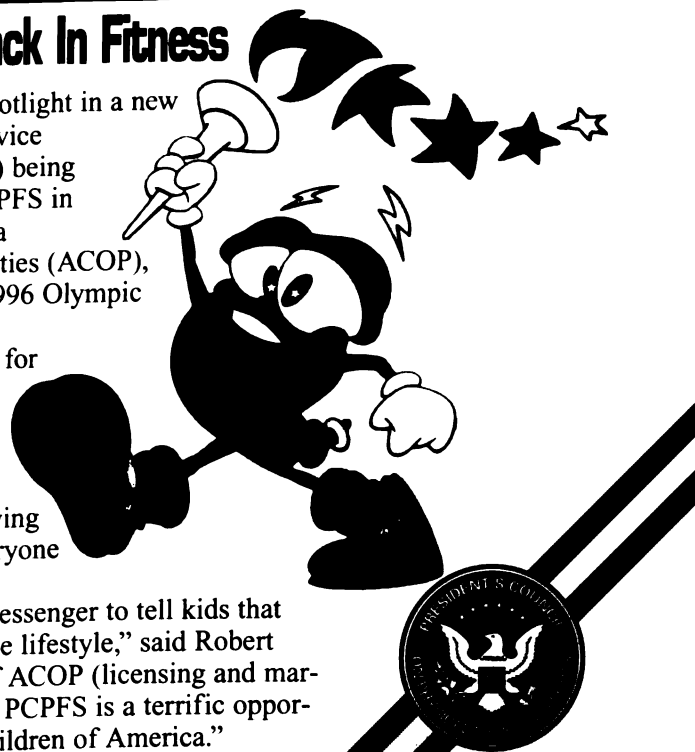
With the release of the *Surgeon General's Report on Physical Activity and Health* in May of 1996, I believe our internal programs must be consistent with current research. I am aware that changes cannot and will not happen overnight, but I am confident the end result will serve to be a strong and substantial piece of the larger picture.

IZZY Puts Fun Back In Fitness

IZZY will take the spotlight in a new 15 second public service announcement (PSA) being developed by the PCPFS in partnership with the Atlanta Centennial Olympic Properties (ACOP), the marketing arm of the 1996 Olympic Games.

As the official character for the Olympic Games, IZZY will be promoting the importance of daily physical activity and health. His viewers will learn that "staying active every day makes everyone a winner."

"IZZY is the perfect messenger to tell kids that they, too, can enjoy an active lifestyle," said Robert Hollander, vice president of ACOP (licensing and marketing). "Working with the PCPFS is a terrific opportunity for us to reach the children of America."



Who's Who On The Council

-This is part 3 in a continuing series of interviews with the PCPFS Council Members

Helping The Community Help Themselves

When Veronica Goldberg speaks, her voice fills with enthusiasm as she discusses the vast array of projects with which she is involved. Goldberg brings a broad-based approach to the Council. She is associated with the business of fitness and how it pertains to corporate concerns. She also takes a special interest in children's issues.



Veronica Goldberg

"My volunteer work with children has always delighted me," said Goldberg. "When I had the opportunity, I decided to set my goals on helping them."

The opportunity on the Council arrived when Goldberg was introduced to a community service project developed by pediatric surgeon Dr. Barbara Barlow of Harlem Hospital in New York City.

From accident data collected at the hospital, Dr. Barlow realized that too many children coming into the emergency room were involved in preventable accidents. So she built a prototype of a playground geared to preventing accidents, as well as providing the type of activities that the children needed.

With the help of her husband Arthur's company, Chicago-based Bally's Manufacturing Corporation, Goldberg is working to replicate the project at the Children's Memorial Hospital in Chicago. She is now looking for corporate funds to continue her work in other cities.

continued on page 8

Exercise Is His Anchor

In 1964 Jimmie Heuga made history when he became the first U.S. Olympic bronze medal winner in men's alpine skiing. He retired in 1970 to face a more severe challenge - the diagnosis of Multiple Sclerosis (MS).

The advice from his doctors was to adopt a more tranquil lifestyle, to calmly accept the limitations of his disease. But being complacent was not part of Heuga's psychological make-up. He decided to fight back. In 1984, he opened the Jimmie Heuga Center, an organization based

in Avon, Colorado, which develops lifestyle programs centered around



Jimmie Heuga

exercise for persons who have MS. "I started my Center because I was an angry person. When you have a chronic condition you are presumed to be sick... You are looked at as a little foolhardy to develop any kind of exercise program for persons who have chronic conditions, but I don't look at myself as disabled. I look at myself as challenged... I can do a lot to maintain my health."

At Heuga's Center, MS clients seize the opportunity to maintain their health, admittedly within the constraints of each circumstance. He hopes they can serve as an example to

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An Ounce Of Prevention Is Worth A Pound Of Cure

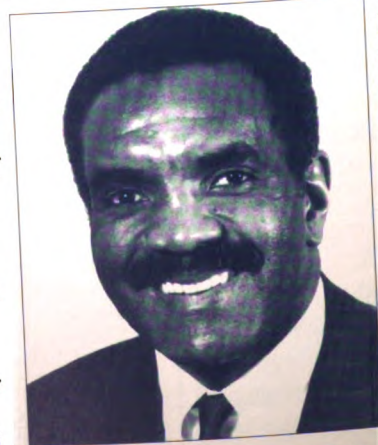
Calvin Hill has come full circle in the world of sports. "I've gone from fan, to active participant, to player, to involved in management, to watching my son as a fan." (Son, Grant, is an NBA player with the Detroit Pistons.)

After graduation from Yale University in 1969, Hill joined the Dallas Cowboys football team and won NFL Rookie of the Year and All Pro honors. He went on to play with the Hawaiian Football Club, the Washington Redskins and the Cleveland Browns. After football, he

retired to the position of Vice President of Administrative Personnel for the Baltimore Orioles baseball team.

Prominent in civic, community and academic affairs, he is also a consultant in the problems of substance abuse. He ran a successful drug treatment program for the NFL (with the Cleveland Browns), encouraging recovering addicts to embrace exercise in their lives.

Physical activity and sports "ought to be more a



Calvin Hill

part of the health care debate," said Hill. "Group and individual sports teach so many lessons, the value of teamwork, the importance of setting goals."

In the Hill family, fitness is a joint effort. To keep himself in shape, Hill does an aerobic conditioning program five times a week. He also watches what he eats and

continued on page 8

People

■ The Institute for International Sport, under the leadership of Founder and Executive Director **Daniel E. Doyle**, announced its 1995 Sports Ethics Fellows with the list including Olympic Gold medal winner **Bonnie Blair**; University of Montana Professor **March Krotee**, Ph.D.; commentator and author **Frank Deford**; President, Goodwill Games, Inc., **Jack Kelly**; PCPFS Executive Director **Sandra Perlmutter**; and Sports Illustrated writer **E.M. Swift**.

■ At a ceremony in April at the Department of Housing and Urban Development (HUD), Secretary **Henry Cisneros** honored the lives and achievements of six outstanding citizens who grew up in inner-city public housing at the first "Heroes of Public Housing" awards ceremony. Among those recognized were PCPFS Co-Chair **Florence Griffith Joyner** for her contribution to business and sports and **Kenny Rogers** for his contribution to arts and entertainment.

Blatnick Leads Task Force



On Feb. 27th in Washington, DC, (L to R) Barry Sklar, Washington, DC; Ron Jeziorski, San Jose, CA; PCPFS Member and Task Force Chair Jeff Blatnick, Halfmoon, NY; and Ray Valverde, San Jose, CA, listen to Doug Grutchfield, Fitchburg, MA, discuss recommendations for the Communitarian Network's "Building Character Through Sports" initiative. The document created from this meeting will be presented to the Second Annual White House Conference on Character Building for a Democratic, Civil Society in May.

Travsky Addresses Governor's Councils

“O ver the years, Governor’s Councils have played a key role in promoting physical fitness at the state and local levels,” said PCPFS Member Amber Travsky as she addressed a conference of the National Association of Governor’s Councils on Physical Fitness and Sports (NAGCPFS) on March 9th in Jackson, Mississippi.



Amber Travsky

Travsky spoke to an assembly of distinguished guests and participants including Mississippi Governor Kirk Fordice; Wisconsin Governor Tommy Thompson; Dr. Kenneth Cooper, founder of the Cooper Aerobic Center in Dallas and his wife Millie Cooper, an author and leader in women’s fitness.

Travsky brought conference participants up-to-date on several high-

priority PCPFS initiatives including the *Surgeon General’s Report on Physical Activity and Health*, which she said “will serve as a working document for a broad community of educators, allied health and fitness professionals and community and organizational leaders.” She asked the Governor’s Councils to play a prominent role in assisting with its dissemination next spring.

“The relationship between the Governor’s Councils and the PCPFS was strengthened by Ms. Travsky’s presentation,” said Cindy Porteous, executive director of the NAGCPFS. “We were glad to have her as part of this national meeting.”

The President’s Council looks forward to a strong and effective partnership with the Governor’s Councils in years to come.

NOW AVAILABLE

Physical Activity And Fitness Research

The PCPFS “Physical Activity and Fitness Research Digest” is now available to our readers, free of charge. It is published quarterly as a public service by the Advil Forum on Health Education. Most recent guest author was William L. Haskell, Ph.D., of Stanford University. To be put on the mailing list, write:

PCPFS
Suite 250, Dept. NLRD
701 Pennsylvania Ave., N.W.
Washington, DC 20004-2608.

Boston Champions Youth And Seniors

“We are confronted with some serious problems, and we must find solutions now,” said PCPFS Council Member Ralph Boston at the NCAA National Youth Sports Program Annual Convention on January 23, 1995, in Orlando, Florida.

The Sports Program, which was founded to benefit disadvantaged youth, has strong professional ties with the mission of the PCPFS. Among the problems discussed were the increasing occurrence of youth crime and violence which Boston attributes directly to the lack of challenging programs for young people.

“We must involve the community in youth programs because we all have a stake in this country’s future,” said Boston. “We must enrich the lives of our disadvantaged youth through sports education and nutrition.”

On March 23, Boston delivered remarks to the Illinois Leisure Summit in Schaumburg, Illinois, on the subject of developing partnerships to better serve the health and physical



Ralph Boston discusses the health risks of disadvantaged youth.

recreation needs of seniors in Illinois.

He addressed the needs of the aging population’s greater demand for health related-services, including recreation and leisure activities.

Ad Council...

continued from page 1

Executive Vice President Eva Kasten for their leadership in helping make this campaign a reality,” Perlmutter said. The campaign will continue for a minimum of three years, “and if it’s as successful as we hope and expect, many years after that.”

Bi-partisan Support

Perlmutter acknowledged “with tremendous gratitude” the assistance of Council Member Kevin Saunders, who enlisted the aid of U.S. Senate Majority Leader Robert Dole in support of the proposal.

In a letter to The Advertising Council, Dole called the Youth Fitness Campaign “an important national effort to promote fitness and activity among America’s youth,” and he expressed confidence that it would have “continuing bi-partisan support.”

In developing a creative strategy for the campaign, the President’s Council will have the volunteer services of a major national advertising agency and a leading national corporate advertising executive.

Time, Space To Be Donated

The Advertising Council identifies a select number of significant public issues and focuses attention on them through advertising and communications programs that promote the necessary citizen action to address the issues effectively.

The Ad Council will use its relationship with thousands of radio, TV, newspaper and magazine outlets to seek millions of dollars in donated time and space for the public service ads produced in the joint venture.

Among many well-known campaigns produced by the Advertising Council over the years are the “Smokey the Bear” and “Friends Don’t Let Friends Drive Drunk” advertising.

Coordinating the campaign for the President’s Council and its partners, SGMA and IHRSA, will be Terry Michael, a consultant with 25 years experience in public affairs strategic communication and public relations.

Achievement Of Women Highlighted



Staff of the PCPFS - (L to R) Robin Moore, Shelley Maston, Irene Randell, and Tynetta Smith - limber up for a two mile fitness walk in celebration of National Girls and Women in Sports Day. The annual event was held this year on Feb. 2nd on the National Mall in Washington, DC .

Program Initiatives

Conference Focus Is On Communication

The leadership of the PCPFS recognizes the significance of continuing a dialogue with professionals in allied health fields on the numerous overlapping issues pertaining to the health and fitness of America. By working together, we have an exceptional opportunity to permeate the public consciousness in a more effective and cohesive manner. Linking our nutrition and physical activity messages can help educate our citizens to make healthy choices.

With this in mind, approximately 150 food, nutrition and fitness professionals were invited to the "Building Alliances To Communicate Food, Nutrition and Fitness Information to the Public Conference" in Washington, DC, on March 23rd.

"What we hope to accomplish is to gather information, filter through it

and develop some concise messages that can be used to ease the confusion that exists regarding physical activity, fitness, and nutrition messages," said Christine Spain, PCPFS director of

research on physical activity and nutrition. He observed that behavioral science offers us many clues to behavior modification. He suggested a "divide and conquer" approach to changing unhealthy

behaviors—first to identify and assess daily habits with the use of a self-monitoring diary, then to take steps to modify specific unhealthy behaviors.

Laura Knoy, who covers nutrition and health issues for National Public Radio, suggested that participants encourage the concept that exercise can be fun and stop speaking in technical terms.

Breakout sessions followed Knoy's speech with PCPFS Council Member Judith Pinero Kieffer serving as a discussion leader on the subject of children.

The event was sponsored by the American Dietetic Association, the Food Marketing Institute and the PCPFS, with a grant from the Sugar Association.



(L to R) Nancy E. Schwartz, Ph.D., R.D., The American Dietetic Association; Michele M. Tuttle, M.P.H., R.D., Food Marketing Institute; PCPFS Council Member Judith Kieffer; Christine Spain, M.A., PCPFS, working together at the Conference.

research, planning and special projects.

Speaker John Foreyt of Baylor University reviewed the most recent

Commemorative Stamps

On May 20th, the U.S. Postal Service will issue these recreational sports stamps during National Physical Fitness and Sports Month. Make certain all your letters carry this message.



"Get Moving America!" Enters Second Year

More than 40 national organizations will once again join the PCPFS in efforts to 'Get Moving America!', the theme used to promote May, National Physical Fitness and Sports Month.

Last year the PCPFS convened a landmark meeting to establish communications among the many influential groups interested in promoting greater physical activity and a healthy lifestyle for every American.

For the first time, this year information about May Month

can be found on the Internet.

"May is a great time of year to remind Americans about the many good reasons to be physically active. However, the PCPFS, together with its partners, hopes to encourage our citizens to embrace the 'Get Moving America!' theme not just in May but throughout the year," said PCPFS Director of Program Development York Onnen.

With the generous corporate sponsorship of NordicTrack, a poster featuring the May Month theme will be distributed through the partnership.

PCPFS Council Members

Members of the President's Council on Physical Fitness and Sports

- Florence Griffith Joyner, Rancho Santa Margarita, CA
- Tom McMillen, Crofton, MD
- Elizabeth Arendt, M.D., St. Paul, MN
- Jeff Blatnick, Halfmoon, NY
- Ralph Boston, Knoxville, TN
- Don Casey, Boston, MA
- Timothy Finchem, Ponte Vedra Beach, FL
- Rockne Freitas, Honolulu, HI
- Zina Garrison-Jackson, Houston, TX
- Veronica Goldberg, Westfield, NJ
- Jimmie Heuga, Avon, CO
- Calvin Hill, Great Falls, VA
- Judith Pinero Kieffer, Los Angeles, CA
- Deborah Slaner Larkin, Pelham, NY
- Ira Leesfield, Coral Gables, FL
- Al Mead, Atlanta, GA
- Jack Mills, Columbia, SC
- Kevin Saunders, Corpus Christi, TX
- Amber Travsky, Laramie, WY
- Executive Director— Sandra Perlmutter

Who's Who

Goldberg, continued from page 4

In what little time she has left over, this mother of four children, ages 20-30, attends exercise classes, jogs and lifts light weights. She has been involved in the fitness movement from the beginning, "when one did aerobics in sweatsuits, instead of today's designer clothes." The family follows her example.

"I feel we owe our young people the three As - academics, athletics, and the arts. It's something that we have to maintain and continue in order to have a civilized and intellectual society...I enjoy working with the PCPFS. It's the perfect vehicle to help get this message out."

Heuga, continued from page 4

others who don't have the same health challenges.

Heuga, his wife Debbie, and their three sons are very active. Heuga swims 3-4 times a week and rides a stationary bike or outdoor tricycle. "I exercise because it makes me feel good, and that impacts on emotional issues like self-esteem, self-image and self-confidence. The residual benefit is that I am able to reclaim my health."

Heuga believes that though life is full of uncertainties, physical activity can give each person a sense of con-

trol. "I don't know that America really understands that there are emotional benefits to exercise in addition to the physical benefits."

He hopes the PCPFS can help educate Americans on this and many other issues, particularly the question of accessibility. "There are all kinds of good programs; I just want to know that they are accessible to people with special needs." He looks forward to helping the PCPFS adapt its mission to the changing needs of 21st century America.

Hill, continued from page 4

adds walking to his day whenever the opportunity arises.

Janet, his wife of 24 years, works out on a treadmill 4-5 times a week. And when they were raising their son, Grant, the family made sure he had access to the park and recreation programs in the community.

"Even the Greeks realized very early on the importance of sports and how it can invigorate a society," he said. "They cancelled wars when they had the Olympics. They understood that an ounce of prevention is worth a pound of cure. And exercise is that ounce of prevention."

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Newsletter

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COUNCIL MEETS IN ATLANTA

The President's Council on Physical Fitness and Sports (PCPFS) met in Atlanta on May 22 and 23 to discuss ongoing efforts to get Americans more physically active and healthy. Atlanta was chosen for the meeting because of its central location to PCPFS physical activity and fitness priorities in 1996 – the Centennial Olympic Games, the Paralympics, and the Council's collaboration with the Centers for Disease Control and Prevention (CDC) on *The Surgeon General's Report on Physical Activity and Health*.

After a warm welcome by Atlanta Mayor Bill Campbell, the meeting began with the swearing in of the Council's two newest members – Timothy Finchem of Ponte Vedra Beach, FL, and Al Mead of Atlanta, GA – by PCPFS Executive Director Sandra Perlmutter.

Council Member Updates

At the meeting Council members reported on their various activities on behalf of the PCPFS.

Al Mead, a board member for the Atlanta Paralympic Organizing Committee and an above-the-knee amputee who captured a gold medal in the long jump



CDC Director David Satcher, M.D., Ph.D., Council Member Elizabeth Arendt, M.D.

in the 1988 Seoul Paralympics, presented a profile of the Paralympics.



Council Meeting Activities: (Top, L to R) Council Members Amber Travsky and Calvin Hill preview model of Olympic venues. Council Member and PGA TOUR Commissioner Timothy Finchem, PCPFS staffers Mary Ann Hill, John O'Leary, Don Franks; (Lower R) ACOG President and CEO Billy Payne.

"The Games will showcase America's leadership in the new era of equality for people with disabilities," said Mead.

The Xth Paralympiad will be held August 16-25, 1996, in Atlanta and will include elite athletes from more than 100 nations in 17 sports.

Jeff Blatnick, chair of the Communitarian Network's "Building Character Through Sports" task force, discussed recommendations presented to the Second Annual White House Conference on Character Building for a Democratic, Civil

LIBRARIES

Society on May 19-20, at which President Clinton spoke.

Ronnie Goldberg had coordinated the opening of the newest Safe Kids Playground at the Cabrini Green Housing Project in Chicago. (See page 6)

Elizabeth Arendt, M.D., briefed members on her upcoming representation of the PCPFS at the American College of Sports Medicine Conference. Arendt and PCPFS Visiting Senior Program Advisor Dr. Don Franks have been asked to be senior scientific reviewers of *The Surgeon General's Report on Physical Activity and Health*.

Deborah Slaner Larkin announced the preparation of a report on the benefits of physical activity for adolescent females. (See page 4)

Rockne Freitas recently joined U.S. Senator Daniel Inouye to challenge all Hawaiians to earn a Presidential Sports Award. (See page 5)

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PCPFS Partnerships Expand Reach

Physical inactivity is now recognized as a key risk factor in coronary heart disease, high blood pressure, adult-onset diabetes, osteoporosis, and some types of cancer. Young people who participate in physical activity and sports are less likely to be involved with drugs, less likely to have an unwanted pregnancy, and much more likely to graduate from high school.

It is ironic that as our knowledge of the many benefits of physical activity is increasing, federal support for the promotion of physical activity appears to be decreasing. On Capitol Hill, funding for the PCPFS is in jeopardy in both the House and Senate budgets.

Given the Council's ability to enlist private support and the important initiatives already underway for 1996 and beyond, it is critical that full funding for the next fiscal year be preserved.

PCPFS expands the use of its

small budget by enlisting the active support and assistance of individual



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

citizens, civic groups, private enterprise, voluntary organizations, and others in efforts to promote and improve physical activity and fitness of all Americans.

In addition, PCPFS assists business, industry, government and labor organizations in establishing sound physical activity and fitness programs to reduce the financial and human costs resulting from physical inactivity.

With decreasing federal dollars and with the private sector playing a greater role in serving the needs of the American public, those programs that leverage private monies should be supported and preserved.

Since its creation by President Eisenhower in 1956, the Council has received strong bipartisan support from the Congress and the White House. It is our hope that this support will continue — for the benefit of our nation's health and well-being.

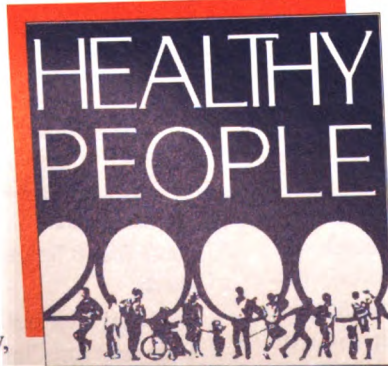
Florence Griffith Joyner
Tom McMillen

Florence Griffith Joyner
and Tom McMillen

Healthy People 2000 Review

A PCPFS review of the Physical Activity and Fitness Objectives of the Healthy People 2000 initiative found some progress has been made to increase physical activity among Americans, but too many adults still lead sedentary lives.

Much of the discussion at the review, led by PCPFS Executive Director Sandra Perlmutter, focused on how to reduce the number of sedentary Americans.



Participants in the April meeting included DHHS Assistant Secretary for Health Dr. Philip Lee;

Deputy Assistant Secretary for Health Dr. J. Michael McGinnis; Dr. Marjorie Speers, CDC; Dr. Glenn Gaesser, American College of Sports Medicine; Donna Leno, Indian Health Service; Mary Turner, American Association of Retired Persons; Kathy Sprangler, National Recreation and Parks Association; and Dr. Paul Fardy, Queens College.

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PCPFS - A Solid Investment In Our Country's Future



Sandra Perlmutter

As a small agency housed within the Department of Health and Human Services and the Public Health Service, the President's Council on Physical Fitness and Sports (PCPFS) — through its partners — leverages a \$1.4 million budget to more than \$22 million worth of programs and services each year. Not a bad return on the dollar!

I view our partnership arrangements as long-term federal investments: solid relationships that give supporters a stake in the process; a place at the table; a share in the venture. It has been through the crafting of many such agreements that I've

learned just how significant our outreach can be and, in turn, how the government benefits.

Many Benefit

With the help of the Amateur Athletic Union for example, last year alone, the PCPFS reached more than two million children with our President's Challenge Physical Fitness Awards Program. With the assistance of the Advil Forum on Health Education, close to one million Americans will learn how to start a personal fitness program using our *Nolan Ryan Fitness Guide*.

This year, the leveraging of our small budget through partnerships will touch even more individuals through the dissemination of information and on-going activities. The PCPFS and the Advertising Council will embark on a major "Youth Fitness Campaign" — resulting in more than \$20 million in free adver-

tising — which would not have been possible without a partnership with the Sporting Goods Manufacturers Association and the International Health, Racquet & Sportsclub Association.

Federal Success Story

The PCPFS continues to complement the efforts of the Centers for Disease Control and Prevention, the National Institutes of Health, the Center for Mental Health Services, the Indian Health Service and other federal entities. Through the scientific data and research provided by these agencies and others, our collaborative programs touch thousands of children, seniors, women, minorities, and physically challenged Americans everyday.

The PCPFS is a true federal success story in making a very few dollars stretch a very long way.

Nutrition And Activity For Kids and Seniors

A recent Gallup poll suggests that young people understand the importance of physical activity and a balanced diet but that these positive attitudes do not always translate into actions.

Developed by The American Dietetic Association (ADA) and the International Food Information Council (IFIC) in cooperation with the PCPFS, the "Food, Physical Activity and Fun: What Kids Think" survey assessed the attitudes and behaviors of children, ages nine to

15, regarding food, nutrition and physical activity.

ADA, IFIC, and PCPFS have developed a brochure to help kids implement a healthy lifestyle. For a free copy of "10 Tips to Healthy Eating and Physical Activity for You," send a self-addressed, stamped, business-size envelope to: 10 Tips for You, P.O. Box 1144, Rockville, MD 20850.

PCPFS has joined with the Food Marketing Institute (FMI), The National Council on Aging, and the National Institute on Aging on an

information initiative to help older Americans live healthier lives through physical activity and healthy eating.

Informative brochures and educational materials designed for adults ages 55 and older, "To Your Health! Food and Activity Tips for Older Adults," will be available in participating supermarkets and community centers throughout the country in

the coming months. For more information about the "To Your Health!" initiative, contact FMI's Publication Sales Department at (202) 429-8266.



Who's Who On The Council - This is part 4 in a continuing series of interviews with the PCPFS Council Members

Galvanizing Communities To Take Action

"We have lost a lot of organized sports (in the school system)," said Judith Pinero Kieffer. "It's a real loss for the kids... On the positive side, there is a tremendous wealth of volunteer-based, after-school programs."

Kieffer has spent the bulk of her professional career as a lawyer and an executive involved in providing funding for kids'



Judith Pinero Kieffer

sports programs. She is former vice president for grants and programs for the Amateur Athletic Foundation of Los Angeles, the organization established by the 1984 Olympic Games to distribute a portion of its \$90 million legacy, through grants, to youth sports programs in Southern California.

As president of KID-SPORTS, a consulting company, Kieffer works with corporations looking to enter the kids' sports market and with

small groups trying to maximize their impact as community sports providers.

"Organizing at the community level affects a lot of children," said Kieffer. By linking local sports organizations into sports alliances, she helps them maximize their resources, from fundraising to sharing facilities and equipment.

"You can galvanize parents into action," she said. "They get excited that they can move forward, faster, because everyone is going in the same direction."

One of Kieffer's areas of focus with the PCPFS is the President's

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Gender Equity In Sports

When Deborah Slaner Larkin speaks of gender equity in sports, people listen. As the former executive director of the Women's Sports Foundation, she worked to develop a broad-based advocacy network to increase female participation in sports.

And as chair of a PCPFS Task Force on Girls and Minorities, Larkin is preparing a report on the physiological, psychological and sociological benefits of physical activity to young women ages 18 and under. The report is scheduled for release at

the end of the year.

Larkin feels that the biggest challenge for the PCPFS is to translate the knowledge that people have about the importance of physical activity and integrate it into their lives.



Deborah Slaner Larkin

"At best our society is sending a mixed message," said Larkin. "Part of

the problem is that we do not practice what we preach. In schools we cut the PE programs; in business we don't provide opportunities for physical activity."

Still Larkin is optimistic for the future. "The synergy in the PCPFS between the Ad Council campaign, the Olympic Games and the Surgeon General's Report on Physical Activity and Health will be sure to shake people up."

Since joining the Council, she has written a sports and health column for her local newspaper and helped get a sixth grade sports program started in

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Team Sports As Framework For Future

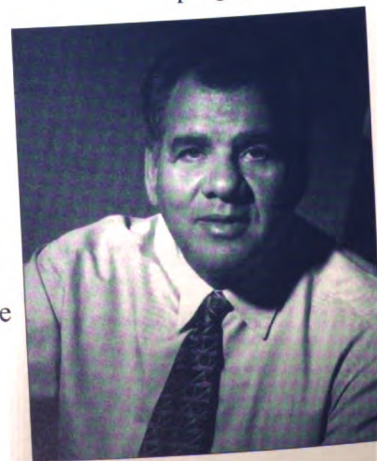
Ira Leesfield has a special interest in encouraging inner-city children to participate in team sports. "It adds structure to their lives," he said. "In my own childhood, I was so influenced by organized sports. It kept me focused. I had some great role models, and it gave me the discipline and the framework to achieve academically."

He uses the skills he learned in sports in his role as the senior managing partner of Leesfield, Leighton, Rubio, and Hillencamp, a national practice in civil trial law, which he

began 18 years ago. Recently, Leesfield was nominated "Outstanding Trial Lawyer of the Year" by the Trial Lawyers of Public Justice.

He feels that the Council has built a very strong foundation. "We have an opportunity to make a real reversal of some of the trends that are troubling all of us... I would like to do more with the handicapped, seniors and people who are disadvantaged."

In addition to his



Ira Leesfield

PCPFS activities, Leesfield works with programs to help children. He was a founder of the Miami Heat Corporate Education Program; established the Leesfield Family Foundation charitable trust to help underprivileged children; and serves on the statewide board of the Florida Committee to Prevent Child Abuse. "A lot can be

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■ The formation of the National Coalition for Promoting Physical Activity was announced in June by representatives of the American College of Sports Medicine (ACSM), the American Alliance for Health, Physical Education, Recreation & Dance (AAHPERD), and the American Heart Association (AHA). On hand to discuss the merits of the initiative at the 42nd annual meeting of the ACSM in Minneapolis were: **Steven Blair**, P.E.D., director of epidemiology at The Cooper Institute for Aerobics Research and the coalition's honorary chair; **Kenneth H. Cooper**, M.D., M.P.H., founder of the Cooper Institute; **Jim Whitehead**, executive vice president of ACSM; and **Gil Brown**, executive director of AAHPERD and director of the newly-formed coalition.

■ The National Association for Sport and Physical Education's (NASPE) Executive Director, **Dr. Judy Young**, released the names of the individuals receiving recognition as NASPE's Physical Educators of the Year. Recipients of this honor were: **Dolores M. Albers** of Green River High School in Green River, Wyoming; **Charles "Chip" Candy** of Medford Memorial Middle School in Marlton, New Jersey; and **Larry Satchwell** of Shiloh Elementary School in Loganville, Georgia. Young also named **Roy A. Allen, Jr.**, director of health, physical education and safety for the Detroit Public Schools, as the National Athletic Director of the Year.

■ PCPFS extends congratulations to **Mary Ann Hill**, PCPFS director of communications, and to her husband, **Patrick Dober**, on the birth of their second child, **Kevin Richard**, born July 7.

Freitas And Inouye Challenge Hawaiians

On April 11th, at a press conference at the University of Hawaii, PCPFS Council

Member Rockne Freitas and U.S. Senator Daniel K. Inouye teamed up to encourage Hawaiians to become more physically active.

This is the first time that a member of Congress has joined forces with the President's Council to champion physical fitness through the Presidential Sports Awards program.

"Physical activity not only helps our citizens develop healthy bodies, it can also help them to understand each other better," said Freitas. "We are fortunate to have a leader of Senator Inouye's stature joining us in this effort."

To earn a Sports Award, participants (age six and up) select from one

of 68 sport or fitness activities and log their progress over a four month period. When the qualifying standards are met, participants earn a certificate of achievement, a blazer patch, and other award items. "Anyone can be a winner with this program," said Freitas.

"You just need to make a commitment to fitness, then stick with it."

On May 20th, Freitas represented the Council in Jupiter Beach, FL, at

the U.S. Postal Service issuance of recreational sports stamps. The five commemorative stamps honor the millions of dedicated athletes who participate in the recreational sports of volleyball, softball, bowling, golf and tennis.

"The Postal Service is pleased to work with the President's Council to highlight grassroots sports and recreation," noted Dickey Rustin of stamp management, U.S. Postal Service.



Council Member Rockne Freitas (right) and U.S. Senator Daniel K. Inouye (left) challenge Hawaiians to earn the Presidential Sports Award.



White House Hosts "Tennis Across America"



Council Member and U.S. Tennis Association Vice President Jack Mills joins U.S. Professional Tennis Association (USPTA) National President Kathy Woods, (third and fourth from right), USPTA representative Pam Shriver (fourth from left), and PCPFS Director of Program Development York Onnen (left) during USPTA's White House tennis clinic. The May 11th multicultural clinic, held in conjunction with the PCPFS, was part of USPTA's "Tennis Across America," the world's largest, free, grassroots tennis program. It was attended by Washington, DC, area children and industry leaders.

Safer Playgrounds For City Children

Inspired by the successful injury prevention results of the Safe Kids/Healthy Neighborhoods Program designed by Dr. Barbara Barlow of Harlem Hospital in New York, Council Member Ronnie Goldberg organized a community service project that will assist in reducing injuries to children in Chicago's Cabrini Green Housing Project.

"As a member of the PCPFS, I believe that the safety, fitness and well-being of our youth must be a priority," said Goldberg. "Without a safe, healthy environment in which to play, urban children may never have the opportunity to maintain the active, healthy lifestyles required for lifelong physical fitness."

With the help of her husband's



PCPFS Member Ronnie Goldberg (right) and volunteers help install a slide at the new, safe playground at the Cabrini Green Housing Project in Chicago.

company, Bally's Manufacturing Corporation, and in cooperation with Children's Memorial Hospital in Chicago, Goldberg raised funds for and facilitated construction of a new playground at Cabrini Green. She hopes to continue her work of building safe playgrounds in other cities.

PCPFS Members Visit CDC

While in Atlanta, Council members met with officials of the Centers for Disease Control and Prevention (CDC) to discuss efforts to promote healthy behaviors and physical activity.

"The CDC is delighted to have the opportunity to work with the PCPFS on the upcoming *Surgeon General's Report on Physical Activity and Health*," said CDC Director David Satcher, M.D., Ph.D., in welcoming the Council to agency headquarters.

The CDC, as lead agency, in collaboration with the PCPFS, is developing the first Surgeon General's Report to summarize the scientific evidence linking physical activity and health.

Dr. James Marks, director of the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), and Dr. Marjorie

Speers, director of the Division of Chronic Disease Control and Community Intervention, noted CDC's and PCPFS' shared priority to help people develop lifetime habits of healthy behaviors. Their comments were echoed by Wanda Jubb, health education specialist in the NCCDPHP's Division of Adolescent and School Health.

Dr. Mark Rosenberg, director of the National Center for Injury Prevention and Control, spoke of CDC efforts to promote safety and prevent injuries during physical activity. He pointed to the use of helmets in preventing injuries from bicycle accidents.

Other CDC officials to address the Council were Dr. Wanda Jones, acting director of women's health, and Linda Kay McGowan, constituent liaison for Program Planning and Evaluation.

Council Meets...

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CDC And ACOG Briefings

After a bus tour of the Olympic venues, the PCPFS was briefed by officials of The Atlanta Committee for the Olympic Games (ACOG). ACOG President and CEO Billy Payne emphasized the unifying theme of the Olympic Games.

He pointed out that the Centennial Olympic Games will be the "largest peacetime event ever attempted" in terms of its \$1.6 billion budget, \$500 million of which will be donated, debt-free, to the community in the form of athletic facilities, housing, and public parks.

Bob Hollander, vice president, licensing, at the Atlanta Centennial Olympic Properties (ACOP), unveiled a fifteen-second public service announcement (PSA) featuring IZZY, the official character for the 1996 Games. The PSA, a collaborative effort of the PCPFS and ACOP to promote daily physical activity, will air this summer.

At CDC headquarters, Director David Satcher, M.D., Ph.D., highlighted the shared mission of the PCPFS and the CDC to promote healthy behaviors.

PCPFS Funding

Co-Chair Tom McMillen notified Council members that Congress has proposed the elimination of PCPFS funding as the fiscal year 1996 budget is being considered on Capitol Hill.

Southern Hospitality Extended

Greeting the PCPFS in Atlanta were Dr. Harvey Schiller, president of Turner Sports, and Joel Babbit, chairman of "360," a national advertising firm. "The Council leadership deeply appreciates the reception hosted by Turner Sports and the special tour of the CNN studios arranged by Dr. Schiller," said Perlmutter. "In addition the PCPFS thanks Mr. Babbit for his assistance with the logistical arrangements provided by the Atlanta Airport Shuttle and the Rio Bravo Grille restaurant."

Council Activities

Ad Agency Selected for Youth Fitness Campaign

Cliff Freeman and Partners, an award-winning New York advertising agency, has volunteered to develop the Council's Youth Fitness Campaign.

The agency recently received the American Association of Advertising Agencies' "A+ Creative Award," given annually for an agency's entire body of work, rather than a single ad or campaign.

"The Council and its partners in this effort are excited to be



working with Cliff Freeman and Partners, who are known for their effective use of humor in advertising," commented PCPFS Executive Director Sandra Perlmutter.

In conjunction with the Advertising Council, and with the generous financial support of the Sporting Goods Manufacturers Association and the International Health, Racquet & Sportsclub Association, the PCPFS will sponsor a three-year campaign to encourage fitness among America's young people. The Ad Council, the nation's premier producer of public service advertising, will distribute materials to thousands of radio, TV, newspaper, and magazine outlets.

The campaign will be introduced to the public in the spring of 1996.

Major Communications Plan for SG Report

The Centers for Disease Control and Prevention (CDC) and the PCPFS are planning an ambitious marketing and communications effort to disseminate the upcoming *Surgeon General's Report on Physical Activity and Health* and its messages about the link between physical activity and health.

"Next year's release of the report presents an extraordinary opportunity for those of us in the physical activity and health fields to positively influence the attitudes and behaviors of millions of people," noted Mary Ann Hill, PCPFS director of communications.

Representatives of a dozen federal and private-sector public health organizations met at PCPFS in July to discuss opportunities for relaying the important messages of the report to their constituencies and the general public. In addition, PCPFS will call upon other organizations to assist in the dissemination of the report.

PCPFS and CDC also are working with the Fitness Products Council of the Sporting Goods Manufacturers Association to develop a coordinated communications strategy.

Native American Communities Active In Fitness

PCPFS Program Director York Onnen was a keynote speaker at the National Indian Athletic Association Regional Education Conference in Salem, OR. More than 35 Native American communities attended to focus on recreation, sports, and physical fitness.

On June 6th, PCPFS, representatives of the Indian Health Service (IHS), and Dom Nessi, deputy assistant secretary for Native American programs at the Department of Housing and Urban Development (HUD), hosted a meeting in Washington, DC, to expand coopera-

tion among IHS, HUD Indian Housing Projects and the Boys and Girls Clubs of America to promote physical activity for Native American children.

President's Challenge Program Reviewed

Council Co-Chairs Florence Griffith Joyner and Tom McMillen have invited scientific and physical activity experts to recommend ways to strengthen and enhance the President's Challenge Youth Physical Fitness Awards Program.

The work group will be chaired by American University's Dr. Margaret Jo Safrit, a specialist in measurement, youth testing, and evaluation. Other experts in the group include: Dr. Kirk Cureton, University of Georgia; Philadelphia physical education teacher Dr. Cassandra Jones; Dr. Wendell Liemohn, University of Tennessee; Dr. Tim Lohman, University of Arizona; Dr. Rainer Martens, president of Human Kinetics; Dr. Tom Rowland, Baystate Medical Center; Dr. Wynn Updyke, University of Indiana; Dr. Maureen Weiss, University of Oregon; and PCPFS Council Members Rockne Freitas, Judith Kieffer, and Amber Travsky.

The President's Challenge is a fitness assessment program which motivates America's youth, ages 6-17, to reach their fitness goals through three levels of awards.



PCPFS Council Members

Members of the President's Council on Physical Fitness and Sports

Florence Griffith Joyner,
Rancho Santa Margarita, CA
Tom McMillen, Crofton, MD
Elizabeth Arendt, M.D., St. Paul, MN
Jeff Blatnick, Halfmoon, NY
Ralph Boston, Knoxville, TN
Don Casey, Boston, MA
Timothy Finchem, Ponte Vedra Beach, FL
Rockne Freitas, Honolulu, HI
Zina Garrison-Jackson, Houston, TX
Veronica Goldberg, Westfield, NJ
Jimmie Heuga, Avon, CO
Calvin Hill, Great Falls, VA
Judith Pinero Kieffer, Los Angeles, CA
Deborah Slaner Larkin, Pelham, NY
Ira Leesfield, Coral Gables, FL
Al Mead, Atlanta, GA
Jack Mills, Columbia, SC
Kevin Saunders, Corpus Christi, TX
Amber Travsky, Laramie, WY
Executive Director— **Sandra Perlmutter**

Who's Who

Kieffer, continued from page 4

Challenge Youth Fitness Awards program. "It's frustrating that kids' fitness is at such a low level right now," she said. "It's important to strengthen the program, as we are doing now, and renew its viability for physical fitness testing within the schools."

A former marathoner, Kieffer teaches fitness to her two young sons by example. "I do what I recommend to everybody else, which is a variety of activities that you can incorporate easily into your lifestyle." She does "something cardiovascular" for a minimum of 45 minutes every day. On weekends, she joins her husband George and their two sons for hikes in the hills outside Los Angeles.

"We all know the benefits of physical activity," said Kieffer. "I would like the PCPFS to gain higher visibility so that our message is more clearly brought to the public consciousness."

Larkin, continued from page 4

the local schools. "One way to get the PCPFS message out is to educate the community," said Larkin who was recently appointed Commissioner of the Pelham (NY) Recreation Commission.

Larkin, a former state (Maine)

champion tennis player, is currently captain of a 4.5 USTA tennis league. To stay in shape, she jogs 3 times a week, sometimes on weekends with her husband. And she is introducing her three-year-old daughter to the importance of exercise by taking her to aerobics class. "My daughter understands about exercise," said Larkin. "She sees that it's fun and something that we do religiously."

Leesfield, continued from page 4

done by the private sector in building family values," said Leesfield. "I have chosen to try to make a difference as a private citizen, both in my law practice and through the PCPFS. Making a positive impact on one person can make all the difference in the world."

To keep in shape, Leesfield lifts weights and does aerobics four days a week. He also plays basketball and other competitive sports. "I am under a lot of pressure (at work). Physical activity makes me a happier, healthier, more optimistic person." It improves the quality of his life and that of his family, especially his wife Cynthia and 21 year old daughter Jennifer. And it allows him the energy to make a positive impact on his community.

**DEPARTMENT OF
HEALTH & HUMAN SERVICES**

**The President's Council on
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Newsletter

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Fall 1995

1996 A YEAR OF OPPORTUNITY

1 996 will be a year unlike any other in the history of the President's Council on Physical Fitness and Sports (PCPFS). The Council has brought together some of the most influential institutions, organizations, corporations, trade associations, and federal agencies to help heighten awareness of the benefits of physical activity for all Americans. It is through the commitment of the nation's leaders that PCPFS moves ahead.

White House Provides Leadership

Last year President Clinton appointed a special White House Task Force, chaired by Vice President Gore and composed of top administration officials and organizers of the country's most visible and prestigious events involving activity and sports—the World Cup, the Special Olympics



White House Special Counselor Mack McLarty and Vice President Al Gore at a meeting of the White House Task Force on the Olympic Games.

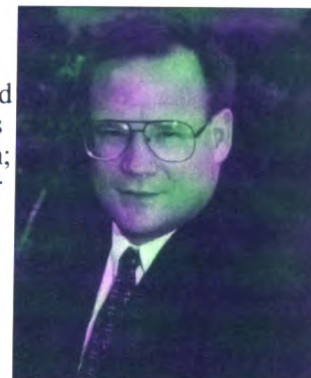
“As the eyes of the world are upon us, the Clinton Administration looks to the leadership of the President's Council to promote healthy and active lifestyle choices and sports opportunities for all who wish to participate.”

At a meeting in August, PCPFS Co-Chair Tom McMillen and Executive Director Sandra Perlmutter shared the Council's vision with task force participants including: Vice President Gore; White House Special Counselor Mack McLarty; Alan Rothenberg, chairman of Major League Soccer and president of the U.S. Soccer Federation; Timothy Shriver, president of the Special Olympics; Billy Payne, president and CEO of The Atlanta Committee for the Olympic Games; Atlanta Mayor Bill Campbell; and G. Andrew Fleming, president and CEO of the 1996 Atlanta Paralympic Games.

PCPFS Partnerships

For the past two years, the PCPFS has worked to build a foundation for 1996 and beyond. The aggressive formation of successful partnerships has enabled the Council to already reach millions of Americans. PCPFS part-

ners include the National Association of Broadcasters; USA TODAY; PREVENTION magazine; The Advertising Council; Edelman Public Relations Worldwide; the Sporting Goods Manufacturers Association; the International Health, Racquet and Sportsclubs Association; the Amateur Athletic Union; the American Dietetic Association; the United States Professional Tennis Association; Disabled Sports USA; National 4-H Council; the Advil Forum on Health Education; the Food Marketing Institute; Atlanta Centennial



G. Andrew Fleming, president and CEO of the 1996 Atlanta Paralympic Games



HHS Secretary Donna Shalala and Special Olympics founder Eunice Kennedy Shriver speak with an athlete at the 1995 Special Olympics World Games.

World Games, the Centennial Olympic Games, and the Paralympics.

“These international gatherings are opportunities to advance the public knowledge and appreciation of the importance of physical activity for our citizens,” declared the Vice President.

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Children's Fitness Is PCPFS Priority

President Eisenhower established the President's Council in 1956 as part of a national campaign to help shape up America's younger generation. Since then, as the PCPFS has broadened its mission to include people of all ages, it has never lost sight of the importance of youth fitness.

We face a crisis in our country that threatens the health and well-being of future generations. Children in America are becoming fatter; schools are cutting physical education; and sports and recreation opportunities are disappearing.

In recent testimony before a Senate committee, we highlighted the need for increased grassroots sports opportunities for young people.

The percentage of seriously overweight children in the U.S. has doubled in the past 30 years. Why? The main culprits are an abundance of sedentary alternatives and not enough opportunities for physical activity for the average American child.

In today's climate of decreasing budgets, thousands of schools are eliminating physical education programs. Only 36 percent of school children attend daily PE class, and only one state still mandates

daily physical education for its students. Overweight, inactive children are



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

almost destined to become overweight, inactive adults. Already 60 percent of American adults lead sedentary lifestyles. Next year's *Surgeon General's Report on Physical Activity and Health* will document the public health risk of our national epidemic of physical inactivity.

Children know that physical activity is fun. As adults, we have a responsibility to be role models for our young people and to provide safe, supervised opportunities for sports and physical activity.

The President's Council works with our partners in education to push for daily, quality physical education in all schools. Our Youth Fitness Campaign with The Advertising Council will encourage children to make physical activity a lifetime habit.

A bill to create a National Foundation on Physical Fitness and Sports has been introduced in the House by Rep. Robert Ehrlich and in the Senate by Sen. Ben Nighthorse Campbell and cosponsored by Sen. Bill Bradley. This legislation will enable the PCPFS to operate with the support of private sector monies, a more stable source of funding as we continue our efforts to promote grassroots activities.

The President's Council will continue to sound the wake-up call to our nation and policymakers that now is the time to make youth fitness a priority.

Florence Griffith Joyner
Tom McMillen

Florence Griffith Joyner
and Tom McMillen

Nursing Home Residents Rack Up PSAs

The Presidential Sports Award (PSA) is helping to boost attendance at fitness classes offered at the Camp Hill Care Center, a long-term care facility in Pennsylvania. Pictured are some of the 30 residents who have



received the award, which Recreation Services Director Michael Stewart says gives residents something to look forward to, as well as encouraging participation in the classes. All certificates hang in residents' rooms when not being shown off for the camera.

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Flexing The Nation's Muscle - A Glimpse Into History



Sandra Perlmutter

History reveals that the American presidency and its role in shaping ideas often contribute to the formation of fundamental trends throughout each successive administration. In the last nine decades, we have slowly watched a nation grow to "superpower" status. As our leaders committed to strengthening the United States abroad, they also began to strive for a stronger and healthier population at home.

"Flexing the Nation's Muscle: Presidents, Physical Fitness, and Sports in the American Century" is a traveling exhibition that will take a rare glimpse into the history of the American presidency, as well as an entertaining view of the evolution of physical fitness and sports in the American lifestyle.

Through a partnership with the National Archives and Records Administration and the National Archives Foundation, PCPFS has created a unique vehicle that will capture the attention and fascination of the American people as it travels throughout the country.

This exhibition will trace the growing emphasis on physical activity in the 20th century. It will follow

parallel tracks in which the account of the nation's growth and power on the world scene is set against the story of the growth of a physically active and sports-minded citizenry at home.

Bridging the two stories are the American presidents who have led the nation to the center of the world stage



The exhibition will include artifacts, historical documents, and memorabilia such as this photograph of President Truman.

and who have increasingly sought to encourage physical fitness at home through their actions, personal example, and ceremonial leadership.



President Clinton, joined on one of his runs by PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen, has made physical activity part of his daily life.

With the committed support of Archivist of the United States and former Kansas Gov. John W. Carlin and National Archives Foundation President Lawrence F. O'Brien, III, our display will open next May in Washington,

D.C. From there, it will stop at each of our presidential libraries for approximately three months—with the entire tour lasting three years. These important institutions, carrying the prestige and tradition of our nation's most celebrated leaders, have been the sites for millions of visitors, educators, students, national and international conferences, and debates.

It is our intention to elevate the discussion of physical activity and fitness to the highest level in the land. Who better to observe than our presidents—taking time to stay active and healthy. For if they can make the time to be physically active, I feel confident so can many others.

Kieffer Helps Promote 'Healthy Lifestyles'

Council Member Judith Pinero Kieffer recently served on a blue ribbon panel to set selection criteria for a new program recognizing secondary schools that are making exceptional efforts to promote healthy lifestyles by providing science-based nutrition education and physical activity programs to their students.

The Healthy Lifestyles program was developed by the National Association of Secondary School Principals and Mars, Inc., after a nationwide study revealed students lacked sound nutritional knowledge and failed to understand the health benefits of regular physical activity.

Who's Who On The Council - This is part 5 in a continuing series of interviews with the PCPFS Council Members

Organizing for Healthier People

Council Member

Jack Mills is an organizer. He has spent a lifetime creating the opportunity for healthy activity and building enthusiasm among others so they take advantage of it.

For more than two decades, Mills has been active in recreational and tournament tennis, frequently reviving nearly dead tournaments and flagging community interest in the sport.

His service as president

of the South Carolina Tennis Association and Southern Tennis Association (STA) earned him election to the South Carolina Tennis Hall of Fame. When he left office as head of STA six years ago, its members accounted for more than 20 percent of the total national tennis association's membership.

One of his proudest accomplishments is establishing junior tennis leagues that bring together boys and girls from around the South. "My main goal is to try to get every child something to do in sports. It doesn't matter



Jack Mills

what the sport—but the sooner they start, the better," he says. "Adults need it too, but if you get to them when they're children then you don't need to beat on them about fitness when they're adults."

Currently Mills is taking his talents national and international, serving as vice president of the U.S. Tennis Association (USTA)—which sponsors the U.S. Open—and representing the International Tennis Federation and the USTA in their dealings with The Atlanta Committee for the Olympic Games.

Even with the demands of the USTA and his business—he owns a communications firm and serves as its president—Mills was eager to volunteer to

continued on page 8

Serving as an Inspiration

As the crescendo builds for the 1996 Centennial Olympic Games in Atlanta, Council Member Kevin Saunders remembers his own test of strength in that city.

It came after an explosion in a grain elevator in 1981 permanently injured his spinal cord and sent him to a month in intensive care and a year of rehabilitation. An older brother called and mentioned that the Peachtree 10K road race included disabled athletes. For Saunders the challenge was on. Arriving at the race in his hospital wheelchair and without any training, he quickly realized that

he had a long way to go, but he also discovered he possessed the determination to get there.

Since then he has become a world class athlete, winning a bronze medal in the Seoul Paralympics and taking home gold medals from the 1990 Pan American Games and World Championships.

That year he also set a world record



Kevin Saunders

in his sport, the pentathlon. In 1991, he won a silver medal in the International Games.

But what Saunders wants to win now is a commitment from others to become active. To achieve that, he uses his story and sets a personal example as an inspiration.

Delivering motivational speeches everywhere from Fortune 100 companies to school

continued on page 8

Delivering Fun with Fitness

Council Member Amber Travsky started sports at

a young age and hasn't stopped since. Now, her goal is to give that love of physical activity—and the self confidence and well-being fitness brings—to all people, and especially children.

Her work as a wildlife biologist takes her outdoors all day, but it's the evenings spent teaching children



Amber Travsky

karate at the school she owns that is the "most satisfying," she says.

"If you start with sports when you're young, you get into the habit," she explains. "I encourage participation. You don't have to excel at sports to be able to participate.

Participation is much more important than competition."

She founded the Laramie (WY) Kempo Karate Club ten years ago with a handful of students, but her exuberance spread, and the school now is home to five instructors and 150 students of all ages.

Travsky also takes her message to local schools, serving on the Drug Free Schools Committee. "You can have a good impact when kids are younger. I tell them getting to the finish line is tough, but it's much more difficult to make it to the starting line. That's what do—try to get more people to the starting

continued on page 8

People

■ Gallaudet University in Washington, D.C. (the nation's leading institution for the hearing impaired), under the leadership of President **I. King Jordan**, hosted its seventh Congressional Basketball Classic. The event is supported by the National Basketball Association, which was represented by its Director of International Events **Jim Manning**. The competition resulted in a spirited game between the Dunkin' Donkeys led by Rep. **David Bonior** (MI) and the Fighting Elephants, whose leader was Rep. **Mike Oxley** (OH). The Elephants were victorious.

■ Pro Am International's President **David Smith**, formerly of the Pittsburgh Steelers, welcomed distinguished speakers **Jim Adamson**, CEO of the Flagstar Corporation, and **David Gavitt**, CEO of the NCAA Foundation, to a luncheon at the Harvard Club in New York where the 1995 "Give and Go" Awards were given to seven individuals for promoting diversity and opportunity in business and sports. The event benefitted A Better Chance, Inc.

■ The fifteenth running of the Nike Capital Challenge road race was proof that even very busy people, like Vice President **Al Gore** and Transportation Secretary **Federico Peña**, can find time for fitness. Included among the finishers of the three-mile race, which benefited the D.C. Special Olympics, were Sen. **Jeff Bingaman** (D-NM), former pro football player Rep. **Steve Largent** (R-OK), NBC News correspondent **Andrea Mitchell**, and PCPFS Co-Chair **Tom McMillen**.

■ PCPFS says welcome back and congratulations to Council Member **Zina Garrison-Jackson** for returning to women's professional tennis after a brief flirt with retirement. She advanced to the third round of the U.S. Open, an event made all the more successful by the contribution of Council Member **Jack Mills** who serves on the U.S. Open Committee.

Navy Crew Earns Historic Spot in PSA Program

For the first time in the 23-year history of the Presidential Sports Award program, the entire crew of a U.S. Navy ship earned the award, which is achieved through regular participation in sports and fitness activities.

PCPFS Council Member Calvin Hill participated in special ceremonies in Long Beach, CA, to recognize the 335 members of the crew on the cruiser USS Antietam.

The crew earned the awards—most of which were concentrated in the jogging and sports fitness categories—by participating during their lunch hour four days a week.

"The crew of Antietam will have more than their Presidential Sports Awards to proudly display," said Navy Secretary John H.

Dalton. "They also have demonstrated improved physical readiness, due in large measure to their enthusiastic participation in the program."

The Presidential Sports Award program was developed by PCPFS in 1972 to motivate all Americans—ages six and up—to be regularly involved in physical fitness-oriented activities.

"PCPFS is a longtime partner in

fitness and sports with the military services, but this is the first time we have seen such a group effort to achieve a healthier lifestyle," noted Hill. "The Presidential Sports Award can help families, uniformed members, and civilian employees of the



Council Member Calvin Hill distributes Presidential Sports Award certificates to the 335 members of the USS Antietam crew. PCPFS Director of Program Development York Onnen is at left.

Official U.S. Navy Photo

military to develop a habit of regular activity. I encourage others associated with the military to take on the standards set by the Antietam crew."

Hill took advantage of his trip to Long Beach to visit with children at Camp Adventure at the San Pedro Community Center. The former NFL running back urged the children to say "no way" to drugs and alcohol.

Larkin Committee Develops Report

Council Member Deborah Larkin is chair of a steering committee developing a report on the physical and mental health benefits of physical activity to female adolescents.

PCPFS partners for this project are the University of Minnesota's Center for Research on Girls and Women in Sport (CRGWS) and the

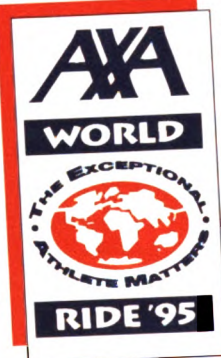
Centers for Mental Health Services (CMHS) of the Substance Abuse and Mental Health Services Administration. Committee members include CRGWS Director Mary Jo Kane, Juliann DeStefano of CMHS, Carole Oglesby and Doreen Greenberg of Temple University, and Linda Bunker of the University of Virginia.

Travsky Cycles Across Siberia, Helps Open Huntsman World Senior Games

Battling ferocious mosquitoes, an oversized bike and a grueling course, Council Member Amber Travsky showed that perseverance—and a sense of humor—is what it takes to get through a tough physical challenge.

In this case, the challenge was a 1,000 mile, 24-day cycle through Siberia, where Travsky participated in stage seven of the AXA World Ride '95. The 14-stage ride, sponsored by World TEAM (The Exceptional Athlete Matters) Sports, takes a core set of cyclists around the world on an eight-month adventure. Along the way they are joined by some 150 cyclists such as Travsky.

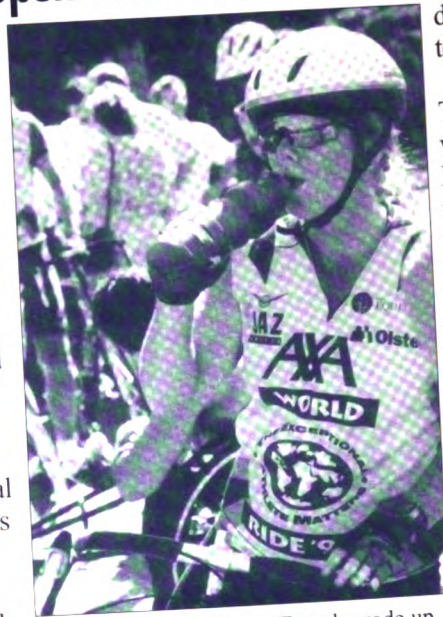
The beauty of Siberia was matched only by the warmth of its people, who would wait to greet the cyclists as they entered their towns, said Travsky. Lengthy dinners—up to five hours—and birch-bough beatings in the saunas of local bath houses also created lasting memories.



The World Ride is noted for its inclusion of both disabled and able-bodied athletes among its core and stage riders. Five of the six core riders on the entire 13,000-mile journey have physical disabilities including spinal cord injuries.

“It is important to offer opportunities for physical fitness to athletes of all abilities,” explained Steve Whisnant, executive director of World TEAM Sports. “What this ride really shows is that all athletes can accept—and beat—the same challenges.”

Travsky identified goal setting as the key to completing the physically challenging ride. “You have to take it a little bit at a time,” she said. “Have a



Council Member Amber Travsky rode up to 100 miles a day on all types of roads during a month-long cycling adventure across Siberia.

dream and then work to accomplish it.”

After Siberia, Travsky’s next journey was to represent the PCPFS, at the invitation of Sen. Orrin Hatch, at the Huntsman World Senior Games in Utah where some 3,000 athletes age 50 and above gathered for an 11-day competition in sports ranging from basketball and swimming to horseshoes and table tennis. In addition to the competitions, the games offered educational workshops and health-screening programs.

“The Senior Games help promote physical activity throughout life,” observed Travsky. “I saw some incredible athletes, but I also saw some incredible friendships as competitors from the world over were brought together through a love of physical activity.”

PCPFS Recognizes Longtime Service of Staff

With wishes of continued success, PCPFS recognizes the longtime service of four staff members who have moved on to new challenges.

Matthew Guidry, Ph.D., who served as Deputy Executive Director, is continuing his dedication to improving the health and fitness of Americans at the Office of Disease Prevention and Health Promotion (ODPHP) in the Department of Health and Human Services (HHS).

Guidry, a 21-year veteran at PCPFS, helped to develop programs such as the Great American Workout and the Hershey National Track and Field Day, and worked as liaison to the National Governor’s Councils on Physical Fitness and Sports.

Guidry also was active in building

national physical fitness offerings at local recreation and park agencies.

Also moving on is York Onnen, who served as Director of Program Development. During his 13-



Matthew Guidry

year tenure, Onnen reached out to many communities, including Native Americans, seniors through the White House Conference on Aging and the creation of the Silver Eagle Corps, and the military, the physi-



York Onnen

cally disabled sports community, and the ACE minority tennis program.

Onnen also was responsible for the growth of the Presidential Fitness Partners in May, organizations that share PCPFS’s goal to get America moving during May, National Physical Fitness and Sports Month.

Onnen is now working on strategic planning at the HHS Office for Women’s Health.

Also moving on to new opportunities are Robin Moore and Irene Randell, both of whom are now working at ODPHP. During her seven years with the Council, Moore worked in PCPFS community services before assisting Guidry. Randell, a five-year veteran of PCPFS, served in the Office of Information and assisted Director of Research, Planning and Special Projects Christine Spain.

Mead Opens Games for Amateur and Disabled Athletes

Council Member Al Mead was on hand to greet thousands of spectators and athletes to the opening of the sixth annual Commonwealth Games of Virginia.

Singing the national anthem, Mead welcomed all to the July 13-16 games, which featured amateur competition in 44 events.

Mead, a medalist in the Paralympics and the World Games for the Disabled, congratulated the athletes on their commitment to physical fitness and urged that they never give up in their quest to better themselves.

Simply participating in the games made all of them winners, he enthused.

Virginia is one of 40 states to host state games, which promote health, fitness, and camaraderie within the Olympic tradition. The amateur events attract athletes of all ages and skill levels and are viewed by more than 1.5 million spectators nationwide.

Mead also helped get the 1995 National Veterans Wheelchair Games in Atlanta off to a good start. Joining Secretary of Veterans' Affairs Jesse Brown, Mead brought words of encouragement and congratulations from PCPFS to the disabled athletes. This was the competition's fifteenth year.



Council Member Al Mead (far right) helps to open the 1995 National Veterans Wheelchair Games in Atlanta, as Veterans' Affairs Secretary Jesse Brown addresses the athletes.

1996 Opportunity...

continued from page 1

Olympic Properties; the American Association of Retired Persons; the Procter & Gamble Co.; the U.S. Postal Service; the U.S. Department of Defense; the Indian Health Service; the National Archives and Records Administration; the Center for Mental Health Services; and the U.S. Navy. The list goes on and on ...

Window of Opportunity

As the collaborative partner with the Centers for Disease Control and Prevention in the preparation and release next May of the first *Surgeon General's Report on Physical Activity and Health*, the PCPFS already has brought some of its most valued colleagues to the table. With the collaboration of organizations that traditionally have been involved with exercise and fitness and with the heightened awareness of activity and sports during an Olympic year, the outreach and dissemination efforts for the report and its message will be far-reaching.

The current leadership of the PCPFS realizes that leading a nation from sedentary to active lifestyles cannot be accomplished by one institution alone. The Council has stepped forward as a leader in this effort by bringing groups together, leading by example and sheer determination to make things happen.

"Nothing will come close to this enormous window of opportunity in 1996," said Perlmutter. "Together, all of us can truly make a difference."

-----cut here and return to PCPFS-----

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PCPFS Council Members

Members of the President's Council on Physical Fitness and Sports

Florence Griffith Joyner,
Rancho Santa Margarita, CA
Tom McMillen, Crofton, MD
Elizabeth Arendt, M.D., St. Paul, MN
Jeff Blatnick, Halfmoon, NY
Ralph Boston, Knoxville, TN
Don Casey, Boston, MA
Timothy Finchem, Ponte Vedra Beach, FL
Rockne Freitas, Ph.D., Honolulu, HI
Zina Garrison-Jackson, Houston, TX
Veronica Goldberg, Westfield, NJ
Jimmie Heuga, Avon, CO
Calvin Hill, Great Falls, VA
Judith Pintero Kieffer, Los Angeles, CA
Deborah Slaner Larkin, Pelham, NY
Ira Leesfield, Coral Gables, FL
Al Mead, Atlanta, GA
Jack Mills, Columbia, SC
Kevin Saunders, Corpus Christi, TX
Amber Travsky, Laramie, WY
Executive Director— **Sandra Perlmutter**

Who's Who

Mills, continued from page 4

serve on PCPFS two years ago. He sees his contribution to PCPFS as encouraging participation in sports by bringing in high profile athletes and thus increasing the public's interest in physical activity.

"It is my belief that children who become involved in sports early in their life grow up better for it. They learn team work and the rules of different sports and overcome the shyness that prevails in some of them," Mills says. "Healthy, active people are better prepared for college and business life."

Saunders, continued from page 4

rooms, Saunders urges people to overcome whatever challenges they face. "You move forward and work toward a successful, full life regardless," he says. "It doesn't matter what happens to you, it's how you react and what you do that makes the difference. You have to have a goal and be willing to work as hard as you can for it. Anything can be done as long as you believe in yourself."

Saunders recently represented PCPFS at the American Volkssport Association biennial meeting, delivering the keynote address, and found that he liked its approach to physical fitness.

"Everyone who finished got a medal," he explained. "That's awesome. They recognize the efforts of all people and not a select few. That's what gets people involved in athletics."

Travsky, continued from page 4

line," she explains.

Travsky herself rarely slows down. In addition to owning an environmental consulting firm, she has served nearly two terms as the mayor of Laramie, WY, proudly hosting the Senior State Games in her town. Having just completed a bike ride across Siberia (see story this issue), Travsky headed East to run the Marine Corps Marathon. She also has been an active representative of PCPFS since she was appointed last year.

Her biggest project now is gearing up for a Fitness Summit to be held in Wyoming next May to spotlight the importance of fitness and sports. The passion for sports is hers, she says, but she credits her work on PCPFS for sparking the idea of pulling together celebrities, fitness experts and sports enthusiasts so that passion can be shared.

"I wouldn't have even thought of it without the President's Council," she says.

**DEPARTMENT OF
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Newsletter

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COUNCIL SETS PRIORITIES

Members of the President's Council on Physical Fitness and Sports (PCPFS) got down to the details of how to simultaneously raise public awareness about physical activity while struggling under the force of a 30 percent budget cut.

At a February 8 meeting at the White House Conference Center in Washington, the PCPFS fine-tuned priorities for 1996 with an eye on the impact budget cuts have had on staff, programs, and overall operations. Executive Director Sandra Perlmutter explained, "It has been important to reassess what we have been able to do in the past and be clear about what is practical in our future. As we look ahead, we must have a particularly focused agenda."

Health and Human Services Secretary Donna Shalala, on hand to swear in new Council Member Jim Kelly, urged the Council to set goals with regard to the promotion of physical activity for all people and not lose sight of the importance of programs for girls and women.

Formation of a National Foundation

One of the first items discussed was developing strategies for congressional approval of legislation to create a National Foundation on Physical Fitness and Sports that could raise



Seth Abraham, president and CEO of Time Warner Sports, explains the development of HBO Sports' newest documentary to Council Members.

funds in support of the Council's existing and future programs.

Co-Chair Tom McMillen said the foundation was essential to ensure the continued existence of the Council and its activities. The legislation, H.R. 2209 and S. 1311, has been referred to the House Committee on Economic and Educational Opportunities and the Senate Committee on Commerce, Science, and Transportation, respectively.

The proposed foundation, which requires no federal funding, has precedent in other federal agencies, such as the National Archives and the Centers for Disease Control and Prevention.

Ad Council Youth Fitness Campaign

At its meeting, the Council previewed creative concepts for ads prepared by the Cliff Freeman and Partners advertising agency and aimed at increasing physical activity among children and teenagers.

Part of the Council's

LIBRARIES

three-year public service campaign, the fast-paced ads will use humor, live action shots, and colorful graphics to show that fitness is fun, said Youth Fitness Campaign Coordinator Terry Michael. He added that the ads will deliver a message that physical activity isn't just about organized sports.

"You have to deliver messages that resonate with kids," observed McMillen. "This campaign will capture kids' attention, and that's the first step to getting them up and active."

continued on page 7



As Ralph Boston listens, Dr. Elizabeth Arendt explains her role as a science editor of the upcoming *Surgeon General's Report on Physical Activity and Health*.



Rockne Freitas listens as American University professor Dr. Jo Safrit explains recommendations for strengthening the President's Challenge program made by the workgroup she chairs.

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Co-Chairs' Corner

Olympians Can Inspire Others To Be Active

Over the next several months, the airwaves and newspapers will be full of information on the Centennial Olympic Games: profiles of team members, reports on the construction of Olympic venues, details of athletes' training schedules and the difficult path each travelled to reach the Games. As former Olympians ourselves, we understand and appreciate the importance of the Games to an athlete's individual career and our country's national pride.

And as Co-Chairs of the President's Council, we hope that all who watch the Games will feel inspired by the competitors to experience firsthand the joy of physical activity.

You needn't be an athlete to enjoy the benefits of an active lifestyle. Research shows that individuals who are physically active have more energy, feel better, and reduce their risk of many diseases compared to their sedentary counterparts.

Moving from a sedentary to a physically active lifestyle requires commitment and determination. Of course, it is not as all-consuming as training for Olympic



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

competition; it demands only the personal commitment to make physical activity part of one's daily life.

Developing a physically active lifestyle first requires a mental change, a conscious decision to move more, whenever and wherever possible. Instead of searching for the parking space closest to the grocery store, look for the one farthest from the entrance. Get off the couch to change the television channel instead of using the remote control.

Perhaps the biggest change in devel-

oping an active lifestyle is making regular, purposeful physical activity a priority in each day's schedule. Find a friend at work and make it a habit to go for a 20-minute walk during your lunch break—walk the hallways if going outside is not possible. Get off the bus one or two stops early and walk to your destination—it's a great way to unwind at the end of the day.

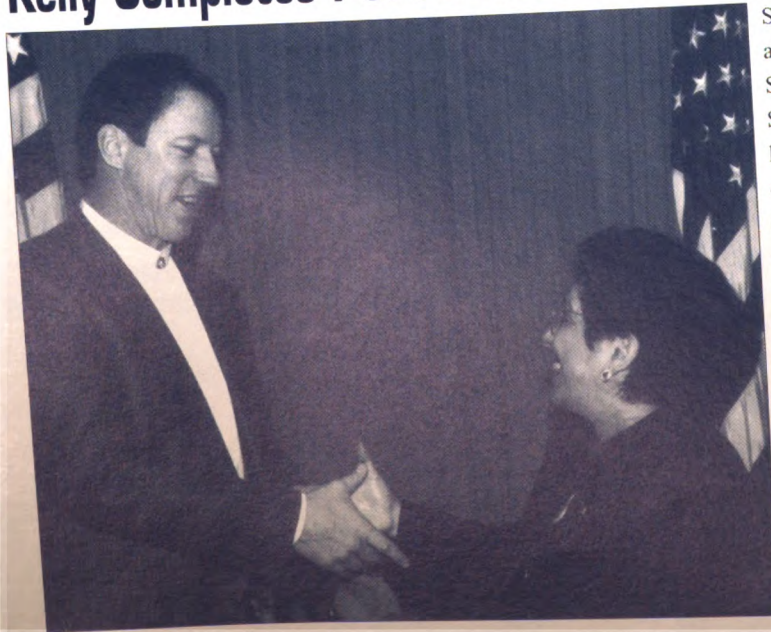
We do not underestimate the hurdles many individuals face in their efforts to be more physically active—safety concerns, physical limitations, or the time pressures of each day.

But the rewards, in terms of improved self-esteem and better health, are no less important and are much longer-lasting than winning a single competition.

Florence Griffith Joyner
Tom McMillen

Florence Griffith Joyner
and Tom McMillen

Kelly Completes PCPFS Roster



Secretary of Health and Human Services Donna Shalala congratulates Buffalo Bills' quarterback Jim Kelly, the newest member of the President's Council, after administering the oath of office in ceremonies at the White House Conference Center. President Clinton named Kelly to the Council in December.

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Special Assistant
to the
Executive Director

Lauren Asplen
Editor-in-Chief

Members Committed To Making A Difference



Sandra Perlmutter

Although congressional budget deliberations have caused uncertainty throughout government, they have not hindered our Council Members' personal commitment to our mission.

On behalf of the PCPFS, Members have participated in more than 165 events and interviews in the last two years. The Council is an extraordinary group of volunteers, whose efforts extend the reach of the PCPFS beyond the nation's capital.

Ronnie Goldberg enlisted a Chicago community to help build a safe playground in the Cabrini Green Housing Project. Amber Travsky visits schools throughout Wyoming to promote the President's Challenge Physical Fitness Awards Program. Deborah Larkin formed a task force to report on the physical and mental health dimensions of physical activity for adolescent girls. Rockne Freitas enlisted the support of Senator Daniel Inouye to challenge Hawaiians to strive for the Presidential Sports Award. And, Calvin Hill recognized 335 crew members of the USS Antietam, each of whom earned a Presidential Sports Award.

While Coach Don Casey motivates the NBA's Boston Celtics on and off the court and Jeff Blatnick leads an effort to address the issue of building character through sports, Ralph Boston continues to educate teachers and students about the benefits of physical education and fitness. Judith Kieffer works to strengthen and enhance the President's Challenge, and Dr. Liza Arendt assists with the editorial process of

the upcoming Surgeon General's Report.

Al Mead and Kevin Saunders champion physical activity for the physically challenged with the paralympic movement, personal appearances, videos, and competition, as both speak to hundreds of people about the importance of staying active. Jimmie Heuga works daily to develop exercise and physical activity programs for persons with multiple sclerosis.

Through separate foundations, Ira Leesfield, Zina Garrison-Jackson, Jim Kelly, and Florence Griffith Joyner give their personal time and energy to improve the lives of children through activity. And, Tom McMillen continues to work with members of Congress for the creation

of a National Foundation for Physical Fitness and Sports. Tim Finchem, through the Professional Golf Association Tour, and Jack Mills, through the United States Tennis Association, promote opportunities for young people in these sports.

The members of the PCPFS are determined, more than ever, to make a difference.

Supporting the efforts of the Council is the full-time staff, all of whom deserve special recognition. They include Mary Ann Hill, Joey King, Leslie Liff, Shelley Maston, Layne Owens, Dona Shamburg, Tynetta Smith, Christine Spain, and Don Franks, visiting senior program advisor.

Oval Office Visit



President Clinton and Vice President Gore met with PCPFS Council Members, other prominent African-American athletes, and HBO Sports executives in celebration of Black History Month. From left to right: Ralph Boston, Zina Garrison-Jackson, Tom McMillen, Seth Abraham, President Clinton, Muhammad Ali, Vice President Gore, Calvin Hill, Al Mead, and Jim Brown.

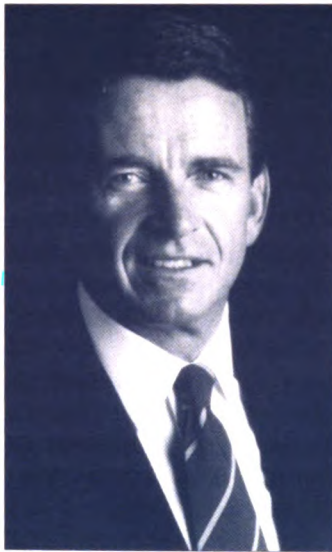
Who's Who On The Council - This is part 6 in a continuing series of interviews with the PCPFS Council Members

Keeping Fitness on Course

Timothy Finchem can't stand the thought of being inactive—and if he has his way, the rest of America will soon agree with him.

Finchem, a Council member since January 1995, sees his job as highlighting the importance of sports and physical fitness for the American public and the world.

He carries his Council duties over into his "real"



Tim Finchem

job: commissioner of the PGA TOUR, the nation's leading professional golf association.

Finchem had an unlikely ascent to that post—working first as an attorney, then serving in the White House as deputy advisor for economic affairs, followed by a stint as national staff director for the Carter-Mondale presidential campaign and co-founder of a consulting and market-

ing firm. He joined the PGA TOUR in 1987 and was elected commissioner in 1994.

As a Council member, all of Finchem's varied skills and interests in the political, campaign, marketing, and sports arenas come together. He takes his job seriously and wants to bring some high level endorsements to physical fitness.

"It's important for the President to be a leader in the area of physical fitness and support for organized sports," Finchem says of his sometimes jogging companion. "By serving on the Council I hope to lend support to that effort. A president who's a golfer in addition to a

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Developing a Winning Game

After leading the Buffalo Bills to four consecutive Super Bowl appearances and five AFC-East Divisional Championships, quarterback Jim Kelly has had his share of honors and excitement.

But, for Kelly, his December appointment to the President's Council ranks just as high.

"I've wanted to be involved with something like this for a long time," says Kelly. "I know what it's like wanting to be an athlete and growing up always wanting to be physically fit, but when I go home I don't see the same thing anymore—kids aren't

in the back yard playing touch football. They're not going out and being physically fit."

Kelly's interest grows out of his strong commitment to children. He heads the "Kelly for Kids Foundation" that has granted close to one million dollars to local children's charities in western New York and Pennsylvania.



Jim Kelly

He also has served as honorary chair for the Easter Seals Society and the Cystic Fibrosis Foundation, among his numerous charitable and community contributions.

Kelly says he hopes to use his time on the Council to educate people on how important physical fitness is not only for children, but adults.

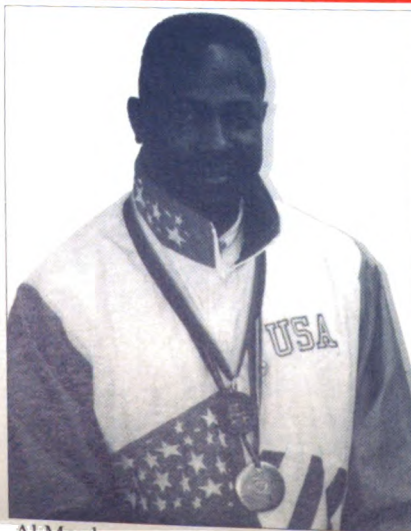
Physical fitness, Kelly explains, "makes you more aware of what you

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Promoting An Active Lifestyle

Al Mead learned at a young age the strength and courage life can demand. When he was nine an accident forced doctors to amputate his leg above the knee.

The hospital may have slowed him down, but once he was released, nothing could keep him still. Mead taught himself to ride a bike with only one leg, and once his prothesis arrived, he played baseball, hockey, and basketball with community



Al Mead

and school teams.

Mead now puts that level of energy and enthusiasm into his athletic career and his desire to open the door to greater participation in sports by all people, regardless of their disabilities.

"Physical activity and sports served as a rehabilitative vehicle for me to stay active, healthy, and goal-oriented," Mead says. "Through my experience I can encourage others who have physical obstacles to stay active despite the physical challenges they face."

Mead helped organize the Atlanta chapter of the National Handicapped Sports Association and serves on the Board of Directors for the Atlanta Paralympic Organizing Committee, in addition to his duties on the President's Council.

Even with his heavy training schedule—he will compete in the Paralympic

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HBO Documentary Chronicles Contributions Of African-American Athletes

In celebration of National Girls and Women in Sports Day, First Lady **Hillary Rodham Clinton** presented the Women's Sports Foundation's (WSF) Flo Hyman Award to swimmer **Donna de Varona**, who at age 13 was the youngest member of the 1960 U.S. Olympic swimming team. De Varona went on to win two gold medals in the 1964 Tokyo Games, co-founded the WSF, and is a broadcaster on ABC. Among the athletes on hand at the ceremony in the Indian Treaty Room of the Old Executive Office Building at the White House were **Robin Campbell, Benita Fitzgerald, Lillian Greene-Chamberlain, Wendy Hilliard, Nancy Hogshead, Diana Nyad, Kathy Smith, Lyn St. James,** and WSF Executive Director **Donna Lopiano**.

Council Member and PGA TOUR Commissioner **Tim Finchem** hosted golfer **Chi Chi Rodriguez**, Rep. **Bill Goodling**, Senators **Tom Daschle, James Jeffords,** and **Sam Nunn**, and other special guests at a February reception at Union Station in Washington, D.C. The event supported a literacy program in the city's public schools.

Glenn Swengros' work with the PCPFS spanned four decades when he was Director of Program/Development and Federal State Relations. So the Council was especially gratified to see Glenn's work honored during the Healthy American Fitness Leaders (HAFL) weekend in October.

Among the guests at the Thursday evening tribute were former PCPFS executive directors **John Butterfield** and **Ash Hayes**; **John** and **Judy Cates**; **Steve Guback**, former PCPFS director of information; **Matt Guidry**, former PCPFS deputy director; HAFL executive director **Bob Karch**; and **Lauve Metcalfe**, president of the National Fitness Leaders Association.

The excitement and glamour of the sports world came to Washington February 7 as the President's Council co-hosted with Home Box Office (HBO) the premier of HBO Sports' groundbreaking documentary about African-American athletes.

Inspired by an idea from the late tennis star Arthur Ashe, "The Journey of the African-American Athlete" examines the struggles, achievements, and contributions of African-American athletes over the past 100 years. PCPFS Council Members **Ralph Boston** and **Zina Garrison-Jackson** appear in the film.

"This is a project of such size and importance that it comes along once in years," said **Seth G. Abraham**, president and CEO of Time Warner Sports. "We will not disappoint Arthur's vision."

The documentary interweaves more than 50 interviews with African-American sports figures with moments in American history to showcase the achievements of African-Americans in the face of often overwhelming odds.

"Black History Month gives us a chance to recall the enormous contributions that African-Americans have



Dr. LeRoy Walker (L), president of the U.S. Olympic Committee and former Olympic track coach, shares a laugh at the premier with Sam Lacy, sports editor of the *Afro American*.

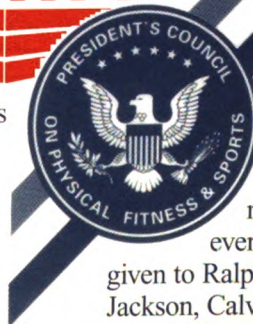
made to our American society," Co-Chair **Tom McMillen** told the more than 450 guests before the screening. "The President's Council is honored to be part of this event."

Helping to make the Washington screening a star-studded affair were boxing legend **Muhammad Ali** and football great **Jim Brown**.

All PCPFS Members in town for the Council meeting attended the event. Special recognition was given to **Ralph Boston, Zina Garrison-Jackson, Calvin Hill,** and **Al Mead**.

The two-part special aired in February as part of HBO's celebration of Black History Month.

HBO SPORTS



Council Member **Jack Mills** chats with Council Member **Zina Garrison-Jackson** and her husband, **Willard Jackson**, before the Washington screening of the documentary.



Former NBA player **Len Elmore** (R) talks with **Phil Hochberg**, Washington attorney (and Washington Redskins Stadium Announcer) at the film's Washington premier.

NIH Panel Links Activity To Improved Cardiovascular Health

A consensus panel convened by the National Institutes of Health (NIH) has recommended that Americans strive for 30 minutes of moderate physical activity daily as a means to prevent or reduce the incidence of cardiovascular disease.

After a three-day review of the interaction between physical activity and cardiovascular health, the 13-member panel concluded that physical inactivity is one of the most easily rectified risk factors for cardiovascular disease, which kills about one million Americans each year.

"The first step is the biggest step to cardiovascular health," stated panel chair Dr. Russell V. Luepker, a professor of epidemiology at the University of Minnesota School of Public Health. "More than half of adult Americans do not get enough physical activity, and these are the very people who can gain the most by just getting started."

The panel cited brisk walking, cycling, swimming, and yard work as activities of moderate intensity. The time spent can be continuous or in segments of at least 10 minutes.

Individuals who already meet those standards can derive additional health benefits by becoming more physically

active or including more vigorous activity, the panel said. Those who are inactive now should work up to the 30-

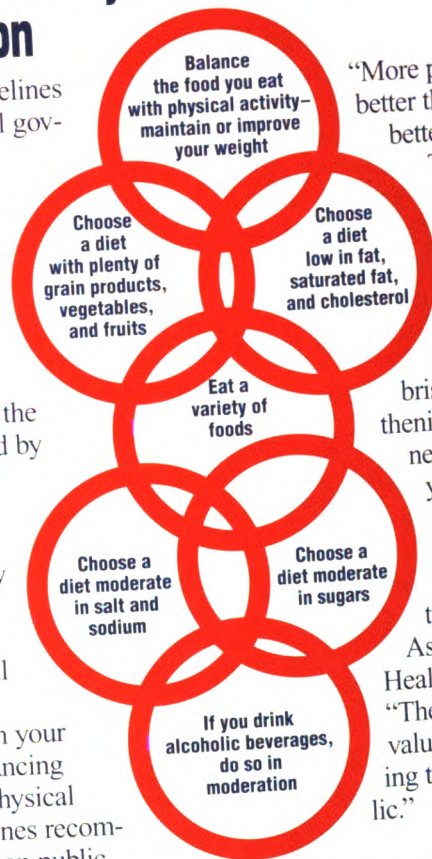
minute level, the panel recommended. PCPFS was a co-sponsor of the NIH conference.

Guidelines Give Physical Activity Equal Weight With Nutrition

New dietary guidelines from the federal government have added a fifth "food group:" physical activity.

While providing easily understood, science-based information on diets that promote good health, the guidelines, announced by Health and Human Services Secretary Donna Shalala and Agriculture Secretary Dan Glickman, also place increased emphasis on physical activity.

"Try to maintain your body weight by balancing what you eat with physical activity," the guidelines recommend to the American public.



"More physical activity is better than less, and any is better than none."

The guidelines call for 30 minutes or more of moderate physical activity on most—but preferably all—days of the week. The activity can range from brisk walking and calisthenics to less traditional fitness activities such as yard work and dancing. "Healthful eating and regular physical activity are the keys to a productive, energetic life," noted Assistant Secretary for Health Phil Lee, M.D. "These guidelines provide a valuable tool in communicating this message to the public."

Fitness Leaders Recognized At HAFL Banquet

The President's Council joined Allstate Life Insurance and the U.S. Junior Chamber of Commerce in honoring 1996's 10 Healthy American Fitness Leaders (HAFL) as nearly 1,000 health, sports, and fitness dignitaries gathered for the 14th annual awards banquet in Washington, D.C. on October 28.

"CBS This Morning" co-host Paula Zahn served as master of ceremonies at the event.

Honored for their achievements in the health and fitness fields were: Steven N. Blair, P.E.D.; Donald L. Cooper, M.D.; G. Andrew Fleming; Robert M. Goldman, D.O. Ph.D.; Barbara S. Harris; Susan B. Johnson,

Ed.D.; Susan J. Kalish; John D. Riddle; LeRoy T. Walker, Ph.D.; and Wayne L. Westcott, Ph.D.

"Through endeavors that range from research to personal example these individuals have helped to advance the country's understanding of and access to physical fitness activities," commented Council Co-Chair Tom McMillen.

The HAFL award is presented annually to 10 individuals who have demonstrated a personal commitment to exercise and healthy living and thereby serve as role models for all Americans.



"CBS This Morning" co-host Paula Zahn stayed up a little later than usual to host the 14th annual Healthy American Fitness Leaders banquet.

Council Sets Priorities...

continued from page 1

Council members emphasized a need for diversity in gender, race, physical ability, and types of physical activities in the actual filming of the ads.

Strengthening our School-based Program

Christine Spain, PCPFS director of planning, research and special projects, reported that the distinguished workgroup of experts, appointed by the Co-Chairs, has met twice to consider a variety of recommendations for the President's Challenge Physical Fitness Awards program. Spain explained that the goal is to recognize a greater diversity of physical activities, as supported by the current research.

Council Members Judith Kieffer, Rockne Freitas, and Amber Travsky, all of whom are members of the workgroup, informed the Council that several options are being discussed.

The group is exploring a modular approach that would broaden the program to include skill, knowledge, participation, and physical fitness. Children would choose their partici-

patory activities as a way to make physical activity more fun.

Kieffer asked for and received a consensus of the Council for the workgroup to continue its efforts. Sandra Perlmutter recognized Senior Program Advisor Don Franks for his special efforts on this project and others at the Council. Franks will leave the Council in May to return to his post at Louisiana State University.

Focus on the Months Ahead

Deputy Assistant to the President Steve Silverman updated the Council on the White House Task Force on the Olympic Games, which is helping coordinate the activities of federal agencies for successful Olympic and Paralympic Games in Atlanta this summer. He thanked the PCPFS for its contribution to create a public awareness of the benefits of physical activity for athletes and non-athletes alike.

Michael Gillette, director of the Center for Legislative Archives at the National Archives and Records Administration, reported on the partnership between the PCPFS, the Archives, and the Foundation for the National Archives.

The travelling exhibition, "Flexing the Nation's Muscle: Presidents, Physical Fitness, and Sports in the American Century," will open this summer in

Washington, where it will remain through August before travelling for three years to presidential libraries.

As work continues on the *Surgeon General's Report on*

Physical Activity and Health, initiatives to promote physical activity are being planned by federal and private organizations. At no time have the government and the fitness community worked so closely to formulate common messages to reach the

American people.

Tom Cove, vice president of government relations at the Sporting Goods Manufacturers Association (SGMA), detailed SGMA's aggressive private sector initiative, which was unveiled at their "Supershow" in Atlanta just days before the Council meeting.



"THE YOUTH FITNESS AD CAMPAIGN SHOULD SHOW KIDS OF ALL ABILITIES PARTICIPATING IN A VARIETY OF ACTIVITIES. EVEN CHILDREN IN WHEELCHAIRS CAN STILL MOVE IT!"

Kevin Saunders shown here with Deborah Slaner Larkin.



"WHAT WE'RE MOVING TOWARDS WITH THE PRESIDENT'S CHALLENGE PROGRAM IS QUITE CURRENT -- GIVING YOUNG PEOPLE MORE CHOICE, RECOGNIZING THEM FOR ACHIEVEMENT, AND MOTIVATING THEM FROM WITHIN."

Judith Pinero Kieffer shown here with Al Mead.



"THE WORKGROUP IS DEVELOPING A NEW APPROACH TO THE PRESIDENT'S CHALLENGE PROGRAM, ONE THAT COULD EXPAND THE OUTREACH AND APPLICATION OF THE CHALLENGE TO SETTINGS OUTSIDE SCHOOLS, LIKE CAMPS AND COMMUNITY CENTERS."

Amber Travsky shown here with Jimmie Heuga.



"THE PROPOSED AD CAMPAIGN DEVELOPED BY THE CLIFF FREEMAN AND PARTNERS AD AGENCY IS FUN, UPBEAT, AND AUTHENTIC."

Youth Fitness Campaign Coordinator Terry Michael (L) shown here with Don Casey.

PCPFS Director of Communications Mary Ann Hill shared the Council's plans to educate the media and other organizations on the problems of physical inactivity, so the Surgeon General's Report will have widespread and continuing coverage when it is released.

Deborah Larkin updated members on an upcoming report on the impact

continued on page 8

PCPFS Council Members

Members of the President's Council on Physical Fitness and Sports

- Florence Griffith Joyner, Rancho Santa Margarita, CA
- Tom McMillen, Crofton, MD
- Elizabeth Arendt, M.D., St. Paul, MN
- Jeff Blatnick, Halfmoon, NY
- Ralph Boston, Knoxville, TN
- Don Casey, Boston, MA
- Timothy Finchem, Ponte Vedra Beach, FL
- Rockne Freitas, Ph.D., Honolulu, HI
- Zina Garrison-Jackson, Houston, TX
- Veronica Goldberg, Westfield, NJ
- Jimmie Heuga, Avon, CO
- Calvin Hill, Great Falls, VA
- Jim Kelly, Buffalo, NY
- Judith Pinero Kieffer, Los Angeles, CA
- Deborah Slaner Larkin, Pelham, NY
- Ira Leesfield, Coral Gables, FL
- Al Mead, Atlanta, GA
- Jack Mills, Columbia, SC
- Kevin Saunders, Corpus Christi, TX
- Amber Travsky, Laramie, WY
- Executive Director—Sandra Perlmutter

DEPARTMENT OF HEALTH & HUMAN SERVICES

The President's Council on Physical Fitness and Sports
Washington, DC 20004

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Who's Who

Finchem, continued from page 4

commander in chief should be a symbol." Finchem sees physical activity as important to the country's growth as a nation.

"A fit country is going to accomplish more and do more than an unfit one," he says. "Physical fitness helps to improve the quality of life."

Kelly, continued from page 4

want to do as a person. It makes you feel good about yourself and the world around you.

"I'm looking forward to getting things rolling," Kelly says. "We can't do it alone. We need to open up eyes outside the physical fitness world."

Mead, continued from page 4

Games in Atlanta in the pentathlon and the long jump (where he won gold and silver medals in the Seoul and Barcelona Paralympic Games, respectively)—Mead remains dedicated to his cause.

"Physical activity is important because it pushes you to at least try," Mead explains. "It's really important that those who are challenged—whether overweight, handicapped, or injured—realize that physical activity will lead to a healthier life."

Council Sets Priorities...

continued from page 7

of physical activity on the physical and mental health of adolescent females.

A task force chaired by Larkin is considering the physiological, psychological, and sociological effects of physical activity on teenage girls.

The African-American Athlete

The Council congratulated Seth Abraham, president and CEO of Time Warner Sports, on Home Box Office's (HBO) documentary, "The Journey of the African-American Athlete," which recognizes the changes and influences brought upon sports by African-American athletes.

"Athletes set an example," Abraham said he realized during the filming of the documentary, which was sparked by an idea from the late tennis star Arthur Ashe. "Their influence on the American way of life is pervasive."

Abraham thanked PCPFS for co-hosting with HBO Sports the Washington premier of the film (see article on page 5), observing that with the Council's help the documentary was reaching a much larger viewing audience.

The Council also acknowledged HBO executives Richard Plepler and Paul Costello for their efforts.

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Newsletter

Volume 96 No. 2

Summer/Fall 1996

SURGEON GENERAL'S REPORT: MODERATE ACTIVITY BRINGS BIG HEALTH REWARDS

Stanford University
Library

As the final touches were put on the Olympic Stadium in Atlanta, Health and Human Services (HHS) Secretary Donna Shalala delivered the final word on whether Americans need to get more physically active. That word was "YES!"

On July 11, Shalala released the first *Surgeon General's Report on Physical Activity and Health* which found that regular, moderate physical

activity brings substantial health benefits.

The Report, a landmark review of studies linking physical activity to

health benefits, concluded that with a little effort most Americans can substantially reduce their risk of dying prematurely or developing some of the leading health problems in the United States, including heart disease, diabetes, high blood pressure, and colon cancer.

White House Release

"This Report charts a clear course for health, happiness, and longer lives," said Vice President Al Gore, who with his wife, Tipper, joined Shalala in front of the White House to release the Report. "People who usually are inactive or minimally active can obtain both short- and long-term



HHS Secretary Donna Shalala joined Vice President and Mrs. Gore in urging Americans to get moving at the release of the Surgeon General's Report. Joining the VIP delegation are CDC Director Dr. David Satcher (far left) and Acting Surgeon General Dr. Audrey Manley (far right).

physical and mental health benefits by becoming even moderately active on a regular basis."

Also on hand for the release were HHS Assistant Secretary Dr. Phil Lee, Acting Surgeon General Dr. Audrey Manley, PCPFS Co-Chair Tom McMillen, and Dr. David Satcher, director of the Centers for Disease Control and Prevention (CDC). The CDC was the lead agency in producing the Report in collaboration with the President's Council.



PCPFS Co-Chair Tom McMillen talks to a reporter after the release of the Surgeon General's Report.

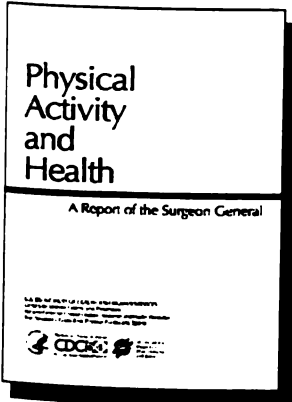
'A Nation of Participants'

"President Kennedy once said, 'We do not want in the United States a nation of spectators. We want a nation of participants in the vigorous life,'" commented McMillen.

"With the release of the Report, the Clinton Administration has given physical activity and fitness the prominence on the nation's

agenda that we haven't had for more than 30 years. The Report is a call to action for more of us to become participants in a moderately active life, not just spectators of elite athletes."

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Co-Chairs' Corner

We Can All Improve Our Health

The recently-released *Surgeon General's Report on Physical Activity and Health* is not just another scientific, government report—it is the ticket to better health for *all* Americans.

The message of the report is clear—*everyone* can benefit from a moderate amount of daily physical activity. You don't need to be thin, or an athlete, or young, or in good shape to significantly improve your health through regular, moderate physical activity.

A moderate amount of physical activity can be achieved in a variety of ways, so people can find activities that they enjoy and can incorporate into their daily lives throughout their lives.

This new, more flexible view of physical activity is welcome news for the millions of Americans—60 percent of the adult population—who are not yet active at this recommended level.

Men and women of all ages can benefit from a moderate amount of daily physical activity. In the U.S. today, inactivity is more common among women than men, older than



PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen

younger adults, and African-American and Hispanic adults than white adults.

Older adults often have the most to gain by becoming more physically active. The loss of strength and stamina attributed to aging is in part caused by reduced physical activity.

Promising research indicates that regular physical activity can reduce the risk of falling and fracturing bones, one of the leading causes of disability for older adults. Contrary to popular wisdom, regular physical activity also can help control the joint swelling and pain associated with arthritis.

People with physical disabilities are less likely to engage in regular

physical activity than people without disabilities, but they have similar needs to improve their health and prevent unnecessary disease. Regular, moderate physical activity can help people with chronic, disabling conditions improve their stamina and muscle strength.

Although children are much more active than adults, physical activity declines dramatically during adolescence. As adults, we have a responsibility to create opportunities for physical activities that are enjoyable and safe, that involve friends and family, and that promote young people's confidence in their abilities to be physically active.

This landmark Report makes it clear that improved health is within the grasp of each of us if we only get up and get moving.

Florence Griffith Joyner
Tom McMillen

Florence Griffith Joyner
and Tom McMillen

Boston Helps Issue Olympic Stamp



PCPFS Council Member and former Olympic medalist Ralph Boston helps the U.S. Postal Service (USPS) issue an Olympic stamp. Boston is shown here at the issuance ceremony in Atlanta with Loren Smith, USPS senior vice president and chief marketing officer (left).

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A Summer to Remember ... and Surpass ... for Women Athletes



Sandra Perlmutter

The summer of 1996 often will be remembered as the season of triumph for hundreds of United States Olympic and Paralympic athletes.

How proud we all can be that the President and First Lady along with Vice President and Mrs. Gore greeted our exuberant U.S. teams both in Atlanta and at the White House. Those of us who work to promote the benefits of physical activity and sport every day for all Americans can feel assured that our country's leaders have a far-reaching as well as a personal interest in what we do both on and off the playing field.

Having had the privilege of joining President and Mrs. Clinton aboard Air Force One as part of the second official delegation that attended the Centennial Olympic Games, I was pleased to have had the opportunity to learn about this commitment firsthand. Though national events appeared to threaten our "showcase to the world," there was never a waver in the resolve that the Games would continue.

The accomplishments of each of our athletes were dazzling—to say the least. The statement our U.S. women made was nothing less than extraordinary. I have heard so many ask: "Where did that show of strength come from?"

Female high school sports participation increased 600 percent just in the 1970s, and the number of female college varsity athletes has more than tripled in 25 years. Our women athletes' success at the 1996 Olympics is in no small measure linked to Title IX, the federal requirement for equal

opportunity in sports for males and females. (And, you better believe I took the opportunity to mention this to President Clinton on our trip to Atlanta.)

Basking in our national athletes' glory is one thing, but making certain that female athletes (and the public at large) are aware of the opportunities that are available at each of our nation's colleges and universities should be emphasized more than ever.

Through the support and leader-

ship of Department of Health and Human Services Secretary Donna Shalala and PCPFS Members Dr. Elizabeth Arendt and Deborah Larkin, the President's Council continues to focus on the benefits and role physical activity and sports can play in the lives of girls.

Some may say that it doesn't get any better than what we experienced this summer, but I have a feeling this is only the beginning!

Get Moving Laramie



Thousands of elementary school children were greeted with fitness demonstrations and excitations at a May assembly held at the University of Wyoming. PCPFS Member Amber Travsky (above) organized the event, which bused in children from her hometown of Laramie and the surrounding area in celebration of National Physical Fitness and Sports Month. The following week, Travsky spoke to several classes of school children about the importance of physical activity and fitness. Travsky got some help in spreading the fitness message in April when fellow Council Member Jimmie Heuga served as keynote speaker at a banquet for the University of Wyoming School of Physical Education.

PCPFS Presidential Exhibit Opens at White House Visitor Center

Tourists and other visitors to the nation's capital have a new motivation for hiking around Washington's monuments and museums: an exhibit celebrating U.S. presidents' commitment to physical activity and sports.

Featuring more than 100 items of memorabilia, the exhibit *Flexing the Nation's Muscle: Presidents, Physical Fitness, and Sports in the American Century* traces the presidents' involvement with and attitudes toward physical activity and sports in their leisure time as they simultaneously expanded the nation's world status in their official role.

Touring the exhibit with Exhibit



The exhibit features more than 100 items of presidential memorabilia, including these tennis racquets with elaborate covers sporting the presidential seal that were used by President Ford.

Curator Clay Bauske, who also is museum curator at the Harry S. Truman Library, and Dr. Phil Lee, Assistant Secretary of Health, PCPFS Co-Chair Tom McMillen praised the sense of history the exhibit conveys to the viewer.

"This exciting project promises to give visitors a rare glimpse into the



President Truman used this glove and ball to throw out the first pitch on opening day of the 1952 baseball season. They were gifts to Truman from Fred Bowman, head of the Wilson Sporting Goods Company. On the same occasion, the president received his American League baseball pass for the 1952 season.



HHS Assistant Secretary Dr. Phil Lee (center) reminisces about some of the presidential fitness activities he has witnessed during his government career as he tours the new exhibit *Flexing the Nation's Muscle: Presidents, Physical Fitness, and Sports in the American Century* with PCPFS Co-Chair Tom McMillen (left) and Exhibit Curator Clay Bauske (right).

history of the American presidency, as well as an entertaining view of the evolution of physical fitness and sports as part of the American lifestyle," said McMillen. "Despite the tremendous demands of their positions, our presidents have recognized the importance of being physically active—that's something each of us should try to include in our own busy lives."

The President's Council collaborated with the National Archives and Records Administration and the Foundation for the National Archives to create the exhibit, which will be on display at the White House Visitor Center through mid-September.

"Teddy Roosevelt was the youngest president ever—and one of the most active," said Bauske in explaining the exhibit's focus on the 20th century.

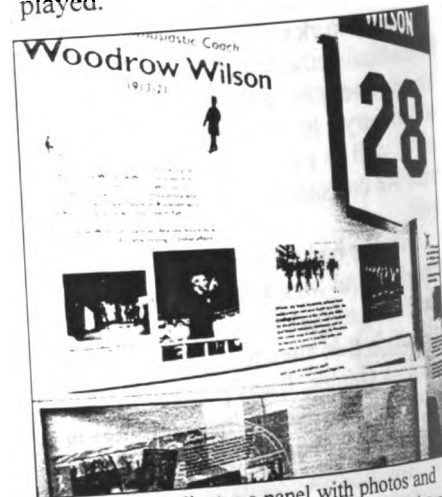
"Roosevelt brought vigor and fitness to the White House just as he brought the nation out of its growing isolationism. It was a natural place to start."

Starting with Roosevelt, the exhibit looks at the times and physical activities

of every president in the 20th century. It includes such items as Herbert Hoover's "Hooverball," Woodrow Wilson's golf clubs, one of Franklin Roosevelt's leg braces, one of John Kennedy's swimming trophies, George Bush's horse-shoe set, and Bill Clinton's jogging shoes.

Also on display are sports-related memorabilia given to the presidents, such as engraved passes to major league baseball games, an Olympic torch from the 1988 Seoul Games, and a bat from

baseball player Cal Ripken when he set the record for most consecutive games played.



The exhibit dedicates a panel with photos and educational text to each president's Administration. Most panels are accompanied by a display case with memorabilia and sports artifacts.



While many presidents have golfed, President Kennedy is the only one noted for his sailing prowess.

People

Council Members Head for Atlanta Games

■ PCPFS Member **Don Casey** has left the Boston Celtics to help new head coach **John Calipari** build a winning team at the New Jersey Nets. The Council wishes Don well in his new endeavor.

■ Former U.S. track and field gold medalists **Alice Coachman Davis** and **Mae Faggs Star** were among the visitors in Atlanta to *The Olympic Woman*, a multimedia exhibit telling the dramatic story of female Olympic athletes. Exhibit curator and designer **Gloria Weisberg** and producer **Bonnie Nelson Schwartz** used the latest technology in bringing together Olympic memorabilia, photography, and film. The exhibition traces women's participation in the "ladylike" sports of golf and tennis, to the emergence of such athletes as Babe Didrikson, Wilma Rudolph, and Olga Korbut.

■ Another of the festivities of the Olympic Arts Festival was the dedication of "The Last Meter," a bronze statue depicting the dramatic finish of the 1976 men's Olympic marathon. Attending the ceremony in Atlanta's Piedmont Park was Finnish sculptor **Eino**, Atlanta Mayor **Bill Campbell**, **Tony Harmon**, president of both Polar Electro, Inc. (which sponsored the dedication event) and the Fitness Products Council (FPC), and FPC Executive Director **Gregg Hartley**.

■ Although perhaps he was the most well-known celebrity, **H.E. Juan Antonio Samaranch**, president of the International Olympic Committee, was one of many visiting dignitaries and scholars who gathered in Dallas for the 1996 International Pre-Olympic Scientific Congress. The PCPFS joined with conference supporter MARS, Inc., to host a welcoming reception on the session's opening night.

■ HHS Assistant Secretary for Health **Dr. Philip Lee** recently gave the keynote address to the National Association for Sport and Physical Education's conference on national standards for physical education.

Though the President's Council includes many Olympians and Paralympians, no Council members competed in this year's Games. Instead, many played active roles in promoting, judging, and commenting on the Games.

PCPFS Co-Chairs Florence Griffith Joyner and Tom McMillen were part of President Clinton's official delegation for the opening day of the Olympics.

Griffith Joyner was honored along with Ralph Boston and Zina Garrison-Jackson as one of the U.S. Olympic Committee's 100 Golden Olympians. Boston also had the honor of being one of the athletes who carried the Olympic flag into the opening ceremony.

While in Atlanta, McMillen cheered the men's basketball team, of which he was a member in the 1972 games in Munich.

Joining McMillen in the stands to watch "Dream Team II" was Calvin Hill, who had a personal interest in the basketball team's success thanks to his son Grant who is a player.

Also in the stands was Tim Finchem, Commissioner of the Professional Golf Association Tour, who attended the Games' heart-warming opening ceremonies. Deborah Larkin enjoyed the track and field and U.S. women's basketball competitions.

Watching the action in a professional capacity was Jeff Blatnick. A former gold medal wrestler, Blatnick provided on-air commentary for NBC



Council Member Jeff Blatnick, shown here after capturing the gold medal in the 1984 Olympics, did on-air commentary for NBC's wrestling coverage during the Centennial Olympic Games.

during the Greco-Roman wrestling competition. Earlier in the summer, Blatnick participated in the Olympic Torch relay, as did Boston.

Jack Mills also worked dur-



Council Member Jimmie Heuga, shown here with teammates after his medal-winning slalom run at the 1964 Olympics, represented the President's Council at the Paralympic Games.

ing the Games. Mills, an officer of the U.S. Tennis Association and a member of the International Tennis Federation, represented the United States on a panel of six judges for the Olympic tennis competition.

Attending the Paralympic Games in August were Council Members Tom McMillen, Jimmie Heuga, Al Mead, and Kevin Saunders and PCPFS staff member Christine Spain. Heuga, the first U.S. Olympic bronze medalist in alpine skiing, was one of the Council's official representatives at the Paralympic Games and Paralympic Congress.

Mead, a gold medal Paralympian, served as an on-air commentator with CBS during the Paralympic Games. He also had the honor of introducing President Clinton at the White House ceremony for the start of the Paralympic Torch Relay.

Saunders had been in Atlanta before the Games to participate in the Annual Peachtree Road Race in July.

PCPFS Executive Director Sandra Perlmutter joined President Clinton on his second trip to the Olympics and cheered U.S. teams in women's gymnastics and men's baseball. She also addressed the "In Celebration of Women" Festival, held just before the Olympic Games opened.

Back in Washington, all Council Members were invited to celebrations at the White House for the Olympic and Paralympic Torch Runs and the honoring of the U.S. Olympians.

PCPFS Celebrates 40 Years of Promoting Fitness

With its focus on staying fit, the President's Council reached its 40th birthday somewhat leaner but in otherwise great shape, with a solid record of accomplishments

Bring out the TEENAGER in you!



Over sixty isn't over the hill!

Not today. There are more Americans over age 65 than there are teenagers. And like teenagers, older Americans need regular exercise to enjoy a healthier life. Exercise may even reduce the risk of some age-related illnesses and help you live longer.



Look better—Feel better—Have more energy.
EXERCISE and bring out the
TEENAGER in you!

The President's Council on Physical Fitness and Sports

The PCPFS has a long tradition of promoting regular activity and fitness for seniors as shown in this 1989 public service ad.

behind it and great promise for a long and productive life ahead.

Established by President Eisenhower on July 16, 1956, the Council has since evolved a great deal both in composition and its message.

The first Council—known as the President's Council on Youth Fitness—was prompted by a report that children in the United States were less fit than their European counterparts. It was composed of members of the President's Cabinet.

President Kennedy expanded the name and focus to physical fitness and all age groups in 1961 with the President's Council on Physical Fitness. President Johnson added the sports component in 1968.

Johnson also shepherded in the Presidential Physical Fitness Award in 1966. The program was rolled into the President's Challenge Youth Physical Fitness Awards Program in 1986, which was established to demonstrate that every student can be a winner in fitness. The President's Challenge currently is undergoing review by scientific and physical activity experts to strengthen and enhance the program (see story on page 7).

In 1972, the Council premiered the Presidential Sports Award which participants age six and older can earn through a long-term commitment to regular sports participation.

In recent years, the Council has been delivering its pro-activity message in new forums, including public service television ads, work on the *Surgeon General's Report on Physical Activity and Health*, and an exhibit on the role of U.S. presidents in promoting fitness and sports.

The National Association for Sport and Physical Education honored the Council's efforts with its "National Recognition Award" at its 1996 spring annual conference. The award, accepted by Co-Chair Tom McMillen, acknowledged PCPFS's longstanding efforts to support physical activity programs for people of all ages.



President Eisenhower, an avid golfer himself, established the forerunner to the President's Council 40 years ago this July.

Kids on the Court



Houston-area children get tennis tips from PCPFS Member Zina Garrison-Jackson (right) and Pam Shriver (center). The two pros serve as honorary co-chairs of the U.S. Professional Tennis Association's "Tennis Across America" program, which offers free instruction at multi-cultural clinics to groups who otherwise might not have the opportunity to play. The Houston children are part of Garrison-Jackson's All-Court Tennis Academy, a free, nonprofit program held at Houston public parks.

Youth Fitness Ads in Production

Production began this summer on the first of the Council's Youth Fitness Campaign public service advertisements. The cutting-edge spot is timed to begin airing as kids head back to school this fall, a time when their level of physical activity often decreases.

The ad will encourage teenagers to "Get Off Their Butts" and will point out that regular activity can help them achieve the success and social skills they desire.

The first spot in the three-year campaign is sponsored by the International Health, Racquet and Sportsclubs Association. The second year's ads will be sponsored by the Sporting Goods Manufacturers Association. The Youth Fitness Campaign is a collaboration with the Advertising Council.

President's Challenge Is On for 1996-97 School Year

The 1996-97 President's Challenge program is underway. Materials for the upcoming school year will be mailed in September to more than 160,000 educators, as well as recreation and community leaders.

Backed by the scientific evidence of the Surgeon General's Report, this year's material emphasizes that physical activity and fitness help students meet the rest of life's challenges.

A colorful poster illustrates the many activities young people can participate in if they are fit. It also shows how the five components of the President's Challenge can help them achieve their goals in life.

New this year is the Health Fitness Award, which measures health criteria to give youngsters an additional means of earning a fitness award. It is designed to motivate youngsters to continue to build their strength, endurance, flexibility, and other performance measures of the President's Challenge.

"The goal of the program is to

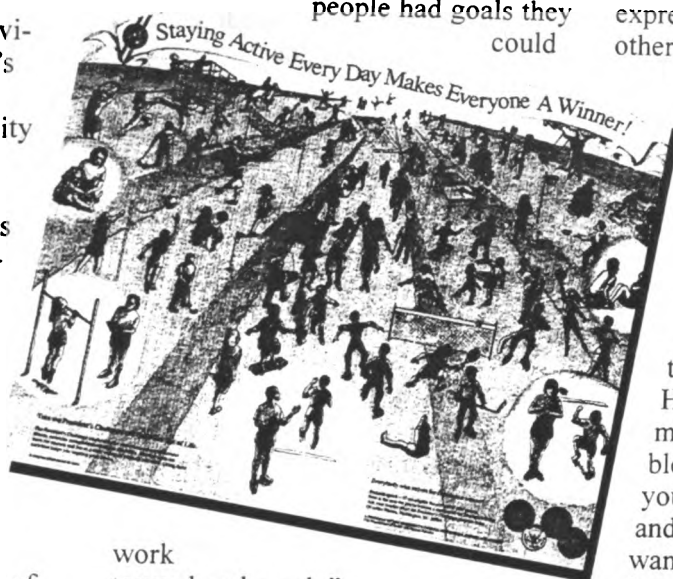
Mills Honored as 'Most Influential'

The state of South Carolina has named Council Member Jack Mills as one of its "Most Influential Sports Figures."

The honor recognized Mills' role in building the tennis site for the Atlanta Games from his post as vice president of the U.S. Tennis Association (USTA). Mills also oversaw the planning and construction of the USTA facility in Flushing Meadows, N.Y., home of the U.S. Open.

Designated the state's "major mover and shaker in tennis," Mills also was cited for his work on the President's Council.

make everyone a winner by being fit," explained Christine Spain, PCPFS director of research, planning and special projects. "The program hasn't been modified since 1985. We wanted to make sure that all young people had goals they could



work toward and reach."

A working group of council members and fitness experts is con-

tinuing to study ways to strengthen and enhance the President's Challenge program; however, the Council felt it was important to begin to respond within the existing program to some of the concerns expressed by physical educators and other youth leaders, Spain explained.

Part of that response is including alternative activities to some of the components, such as partial curl-ups for the curl-ups, right angle push-ups and flexed-arm hang for pull-ups, and the sit and reach for the V-sit reach.

"These options, along with the normative standards of the Health Fitness Award criteria, make the program more accessible, while still encouraging youngsters to pursue an active and fit lifestyle," Spain said. "We want to give everyone a place in the program and to help all children feel good about improving their fitness level."

Freitas Promotes Youth Programs

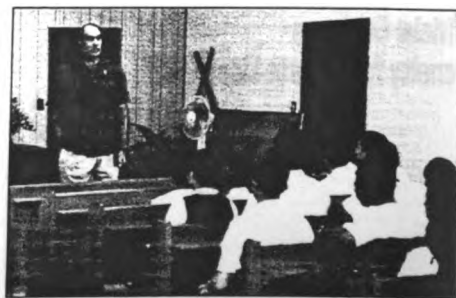
Council Member Rockne Freitas spent seven days touring the Northern Mariana Islands in an effort to help the U.S. commonwealth develop support for an interscholastic physical activity program.

Freitas was invited to make the trip by the government's Division of Youth Affairs so he could share his experience and insight into the benefits of interscholastic sports. In addition to his work on the President's Council, Freitas currently serves as vice president for the Kamehameha Schools on Honolulu.

Speaking before groups from more than 15 organizations and schools, Freitas tried to build enthusiasm among both those who would administer the program and those who would participate. He spoke to students from elementary school to college, as well as with government representatives—

including Gov. Gregorio T. Camacho—and members of community organizations such as the Rotary Club.

"In the current system, once students reach a certain age they no longer are exposed to regular physical activity during the school day," explained Freitas, who termed his visit "challenging and fulfilling."



Rockne Freitas explains the value of regular physical activity to students on the Northern Mariana Islands.

PCPFS Council Members

Members of the President's Council on Physical Fitness and Sports

Florence Griffith Joyner, Rancho Santa Margarita, CA
Tom McMillen, Crofton, MD
Elizabeth Arendt, M.D., St. Paul, MN
Jeff Blatnick, Halfmoon, NY
Ralph Boston, Knoxville, TN
Don Casey, San Diego, CA
Timothy Finchem, Ponte Vedra Beach, FL
Rockne Freitas, Ed.D., Honolulu, HI
Zina Garrison-Jackson, Houston, TX
Veronica Goldberg, Westfield, NJ
Jimmie Henga, Avon, CO
Calvin Hill, Great Falls, VA
Jim Kelly, Buffalo, NY
Judith Pinero Kieffer, Los Angeles, CA
Deborah Slaner Larkin, Pelham, NY
Ira Leesfield, Coral Gables, FL
Al Mead, Atlanta, GA
Jack Mills, Columbia, SC
Kevin Saunders, Haleyville, AL
Amber Travsky, Laramie, WY
Executive Director—**Sandra Perlmutter**

Surgeon General's Report Released

continued from page 1

Unfortunately, the Report revealed that most Americans are not active enough to reap the health benefits of physical activity. More than 60 percent of American adults are not physically active on a regular basis, the Report documented, including 25 percent who are not physically active at all.

"The good news is that you don't have to train like an Olympic athlete to enjoy the benefits of a healthy lifestyle," Shalala said. "Walking, bicycling, or even gardening for at least 30 minutes per day most days of the week is good for your health and good for your future."

Inactive Have Most to Gain

The Report concluded that people who are sedentary have the most to gain by adding some physical activity to their daily routine. It recommended moderate activity for at least 30 minutes a day for those who are now minimally active or inactive.

Those who already are active can gain additional benefits by increasing the duration, frequency, or intensity of their physical activity, the Report said.

Moderate physical activity is

defined as physical activity that uses 150 calories of energy per day. Examples of moderate physical activity include walking briskly for 30 minutes, swimming laps for 20 minutes, washing and waxing a car for 45-60 minutes, and pushing a stroller 1 1/2 miles in 30 minutes.

In addition to reducing the risk of developing chronic illnesses, the Report noted that regular participation in physical activity appears to reduce symptoms of depression and anxiety, improve mood, and enhance one's ability to perform daily tasks throughout life.

"As the Report's call to action clearly applies to all Americans, the PCPFS will continue its grassroots programs and initiatives that for 40 years have touched the lives of millions of school-aged children, educators, physically-challenged individuals, ethnic and racial minorities, and seniors," pledged PCPFS Executive Director Sandra Perlmutter.

To receive more information on the Surgeon General's Report call 1-888-232-4674 (toll free) or access the material on the Internet at <http://www.cdc.gov>.

**DEPARTMENT OF
HEALTH AND HUMAN SERVICES**

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