

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

## **Annual Meeting**

**Thursday, September 19, 2019  
1:00 pm to 4:00 pm**

**The Great Hall  
Hubert H. Humphrey Building  
200 Independence Avenue, SW  
Washington, DC 20201**

## Agenda

### Thursday, September 19, 2019

1:00 pm	Call to Order and Welcome	<a href="#">pg 6</a>	Jennifer Anne Bishop, Sc.D., MPH <i>Designated Federal Officer, PCSFN</i>
1:02 pm	FACA Roll Call and Introduction of Assistant Secretary for Health (ASH)	<a href="#">pg 6</a>	Kristina Harder, <i>Acting Executive Director, PCSFN</i>
1:10 pm	HHS Welcome	<a href="#">pg 7</a>	ADM Brett P. Giroir, <i>Assistant Secretary for Health, U.S. Department of Health and Human Services (HHS)</i>
1:25 pm	Executive Director Update	<a href="#">pg 9</a>	Kristina Harder, <i>Acting Executive Director, PCSFN</i>
1:35 pm	National Youth Sports Strategy (NYSS) Overview	<a href="#">pg 11</a>	Carter Blakey, <i>Deputy Director</i> , and Katrina Piercy, <i>NYSS Lead, HHS Office of Disease Prevention and Health Promotion</i>
2:00 pm	Introduction of Youth Empowerment in Sports Initiative and Grantees	<a href="#">pg 15</a>	CAPT Felicia Collins, M.D., <i>Deputy Assistant Secretary for Minority Health</i> , and Dorothy Fink, M.D., <i>Deputy Assistant Secretary for Women's Health</i>
2:15 pm	Reflection on the Importance of Youth Sports	<a href="#">pg 18</a>	Anovia Craven, <i>Ambassador, Special Olympics</i>
2:25 pm	Break	<a href="#">pg 20</a>	
2:40 pm	Introduction of Surgeon General	<a href="#">pg 20</a>	Anovia Craven, <i>Ambassador, Special Olympics</i>
2:42 pm	SG Remarks from the Surgeon General	<a href="#">pg 20</a>	VADM Jerome Adams, M.D., MPH, <i>U.S. Surgeon General</i>
2:50 pm	Council Member Deliberation on the Implementation of the NYSS	<a href="#">pg 21</a>	PCSFN Members
3:40 pm	National Fitness Foundation Update	<a href="#">pg 31</a>	Clay Walker, <i>NFF Executive Director</i>
3:50 pm	Closing Remarks	<a href="#">pg 35</a>	Kristina Harder, <i>PCSFN Acting Executive Director</i>
4:00 pm	Adjourn	<a href="#">pg 35</a>	Jennifer Bishop, <i>PCSFN Designated Federal Officer</i>

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

### **Co-Chairs**

#### **Misty May-Treanor**

Three-time beach volleyball Olympic gold medalist

#### **Mariano Rivera**

Major League Baseball (MLB) World Series champion

#### **Herschel Walker**

National Football League (NFL) player and entrepreneur

### **Members**

#### **Brenda Becker**

Business executive and former political strategist

#### **Bill Belichick**

Six-time Super Bowl-winning NFL head coach

#### **Johnny Damon**

MLB World Series champion

#### **Trevor Drinkwater**

Corporate CEO and film producer

#### **Dr. Robert Goldman**

Physician and martial arts expert

#### **Natalie Gulbis**

Ladies Professional Golf Association player

#### **Dr. Nan Hayworth**

Physician and former U.S. Congresswoman

#### **Matthew Hesse**

Corporate CEO and U.S. Army veteran

#### **Ashlee Lundvall**

Former Ms. Wheelchair USA and outdoor recreation enthusiast

#### **Jacob Olson**

Former University of Southern California football player

**[Dr. Mehmet Oz](#)**

Television personality and cardiac surgeon

**[Shauna Rohbock](#)**

Olympic Silver Medalist in bobsled and U.S. Army National Guard soldier

**[Kyle Snyder](#)**

Olympic Gold Medalist and two-time World Champion in wrestling

**[Julie Teer](#)**

Non-profit executive and former political strategist

**[Christopher Tisi](#)**

Corporate CEO and entrepreneur

**[Master Sgt. Robert Wilkins](#)**

Retired U.S. Air Force Master Sergeant

**[Jim Worthington](#)**

Corporate executive and athletic club owner

**[Linda Yaccarino](#)**

Corporate media executive

**Acting Executive Director**

**[Kristina Harder, M.P.P.](#)**

PCSFN Acting Executive Director

**Presenters**

**[ADM Brett P. Giroir, M.D.](#)**

Assistant Secretary for Health , U.S Department of Health and Human Services (HHS)

**[Carter R. Blakey](#)**

Deputy Director, Office of Disease Prevention and Health Promotion (ODPHP), Office of the Assistant Secretary for Health (OASH), HHS

**[LCDR Katrina L. Piercy, Ph.D., R.D., ACSM-CEP](#)**

Physical Activity and Nutrition Advisor, ODPHP

**[CAPT Felicia Collins, M.D., M.P.H.](#)**

Deputy Assistant Secretary for Minority Health Director, Office of Minority Health, OASH

**Dorothy Fink, M.D.**

Deputy Assistant Secretary for Women's Health  
Director, Office on Women's Health, OASH

**Anovia "Novie" Craven**

Ambassador, Special Olympics

**VADM Jerome M. Adams, M.D., M.P.H.**

U.S. Surgeon General, HHS

**Clay Walker, M.B.A., M.S.**

Executive Director, National Fitness Foundation

## **Thursday, September 19, 2019**

*The following document contains highlights of the President's Council on Sports, Fitness & Nutrition (PCSFN) Annual Meeting held on September 19, 2019.*

### **Call to Order and Welcome**

**Jennifer Anne Bishop, PCSFN Designated Federal Officer (DFO)**

- Due to a packed agenda, the Council cannot entertain questions from the audience. People who have questions or want to seek clarification are encouraged to send their concerns to [fitness@hhs.gov](mailto:fitness@hhs.gov).
- Building security restrictions require that attendees who leave the room during the meeting be accompanied by a PCSFN volunteer staff escort.

**Dr. Bishop called the meeting to order.**

### **FACA Roll Call and Introduction of Assistant Secretary for Health Kristina Harder, Acting Executive Director, PCSFN**

Ms. Harder welcomed attendees in the meeting room, as well as those tuning in via live web stream, and conducted roll call:

#### **Council members present:**

Brenda Becker  
Johnny Damon  
Trevor Drinkwater  
Dr. Robert Goldman  
Dr. Nan Hayworth (via phone)  
Ashlee Lundvall  
Shauna Rohbock  
Julie Teer  
Christopher Tisi (via phone)  
Robert Wilkins  
Jim Worthington

#### **Council members absent:**

Misty May-Treanor  
Mariano Rivera  
Herschel Walker  
Bill Belichick  
Natalie Gulbis  
Matthew Hesse (expected later via phone)  
Jacob Olson

Mehmet Oz (expected later via phone)  
Kyle Snyder  
Linda Yaccarino

**Ms. Harder introduced ADM Giroir:**

- 16<sup>th</sup> HHS Assistant Secretary for Health.
- HHS Secretary's principal public health and science advisor.
- Oversees programs on: disease prevention and health promotion, infectious disease and vaccine policy, minority health, human subject protection, three presidential and 11 secretarial advisory committees, the Surgeon General's office, and the fight against America's opioid crisis.

**HHS Welcome**

**ADM Brett P. Giroir, M.D., *Assistant Secretary for Health, HHS***

**ADM Giroir briefed PCSFN members on the state of the science:**

He expressed his passion for fitness as a remedy for so much that is going on with Americans' health. He commented that PCSFN members can have as much to do with making America healthy as anyone else on the planet.

**ADM Giroir then made the following remarks:**

- The U.S. currently spends almost 18% of its gross national product on healthcare (\$3.6 trillion) and is on the way to spending \$6 trillion by 2027. Yet life expectancy is lower compared with peer countries. U.S. life expectancy went down in 2015 and 2017. We are the first generation in more than two centuries where our children have the possibility of living shorter lives than we will. That is not acceptable to any of us.
- The U.S. spends about 90% of healthcare expenditures on chronic conditions.
- About three-quarters of American youth aged 17 to 24 would not qualify for military service. The reasons: obesity and poor fitness, substance use issues, lack of education requirements.
- 62% of today's two-year-olds will be clinically obese by the time they are 35 unless we reverse the trend.
- The silver bullet that can fix so many of these issues is physical activity.

## **HHS released the 2<sup>nd</sup> edition of the Physical Activity Guidelines for Americans in November 2018:**

Less than 23% of American adults meet the Physical Activities Guidelines. If adults were meeting the guidelines, it would save \$117 billion in annual U.S. health care costs and avoid 10% of all premature mortality.

Only about 30% of high school boys and less than 15% of high school girls met the guidelines between 2011-2015.

**Guidelines for Pre-School-Aged Children** – Be active throughout the day.

**Guidelines for Youth Ages 6-17** – At least 60 minutes each day of moderate-to-vigorous activity (e.g., fast walking, running, dancing, playing basketball) combined with muscle or bone strengthening activities (e.g., jumping, lifting weights, pushups, playing basketball).

**Guidelines for Adults** – At least 150-300 minutes of moderate-intensity aerobic activity each week (e.g., fast walking, gardening, walking up stairs). Muscle strengthening activity on at least two days each week. Every second you engage in these activities counts toward the total.

### **Long Term Benefits for Adults**

- Helps prevent eight types of cancer, dramatically reduces the risk of dementia.
- Helps reduce injuries from falls.
- Reduces postpartum depression.
- Helps with weight control.

### **Disease Management**

- Decreases arthritis pain.
- Decreases hypertension and Type 2 diabetes.
- Reduces anxiety and depression and improves cognition.

There are currently 4-5 million people with Alzheimer's. By 2050, it will cost about \$1.3 trillion per year to care for people with Alzheimer's.

Any individual can reduce his/her risk of Alzheimer's by 60% through adopting at least four of the following behaviors:

- High quality diet (whole foods).
- Cognitive activities (e.g. chess, reading).
- Regular physical activity.
- Light or moderate alcohol intake and no smoking.

If there was a pill that got these results, it would be the blockbuster of all blockbusters.



## **Benefits of Physical Activities for Youth**

Better growth (bone, weight, cardiorespiratory and muscular, cardiometabolic); better school performance; better test scores; better cognitive ability.

## **Additional Benefits of Youth Sports Participation**

Sports participation provides feelings of competence and independence and knowledge of how to work on a team.

Right now, sports participation is low, at 54% overall. That trend has gone down slightly over the years. Not all people are affected equally – girls have less opportunity than boys, Latinos and blacks have less opportunity than whites, and poor youth have less opportunity than others.

## **National Youth Sports Strategy**

My office has provided \$6.7 million in grant funding to 18 organizations across the country.

## **President's Council on Sports, Fitness & Nutrition Science Board**

The board has been restarted to work in concert with the PCSFN to provide the Council with the best evidence and science. We want to make sure that what we're doing is based on true medicine and science and that we are at the highest level of efficiency.

Call for nominations to the board will close at midnight, October 11, 2019.

Many are discouraged about how much money we spend on health and how poor the outcomes are. The best thing we can do—better than any pill or surgery—is regular physical activity. If we can start that as youth, it sets a pattern for our entire lives and we can turn this health crisis around.

## **Executive Director Update**

**Kristina Harder, *Acting PCSFN Executive Director***

- Announced the release of the first National Youth Sports Strategy (NYSS), a roadmap for youth to have the access, opportunity, and motivation to play sports regardless of their race, ethnicity, gender, ability, or ZIP code. The strategy is an important first step in fulfilling President Donald Trump's February 2018 Executive Order to increase youth sports participation.
- Thanked Council members for their comments during the strategy's development process. Noted the morning's NYSS launch activities that took place on an ice hockey rink and a baseball field to get the word out about the strategy and

included HHS Secretary Alex Azar, Advisor to the President Ivanka Trump, and members local professional sports teams.

### Highlights of PCSFN's Work Over the Past Year

- **November 2018** – Council member Dr. Mehmet Oz helped launch the 2nd edition of the Physical Activity Guidelines during an interview on the TODAY Show and on his website.
- **March 2019** – Co-Chair Mariano Rivera attended the opening ceremony of the 2019 Special Olympics in Abu Dhabi as part of the U.S. delegation.
- **April 2019** – Co-Chair Herschel Walker gave a keynote speech at the American Medical Society for Sports Medicine annual meeting, sharing information about the NYSS.
- **May 2019** – In celebration of National Physical Fitness and Sports Month, PCSFN collaborated with James Madison University to host an Inclusive Youth Sports Festival with more than 100 local youth. Council member Rob Wilkins participated in the activities.
- **July 2019** – Council member Linda Yaccarino, in her role at NBCUniversal, hosted the Peacock Games in New York City to mark the one-year countdown to the 2020 Tokyo Olympic Games. Council members Ashlee Lundvall and Rob Wilkins attended the games along with Ms. Harder to help inspire the next generation of Olympians.
- The Council reinstated the Community Leadership and Lifetime Achievement Awards. Ms. Harder announced the 2019 Lifetime Achievement Award winners, whose careers have greatly contributed to the advancement or promotion of physical activity, fitness, sports, or nutrition nationwide: James R. Andrews, M.D.; Donna de Varona; Dean Karnazes; Debra Kibbe; and Jill Vialet. Ms. Harder noted that the Council website at [www.fitness.gov](http://www.fitness.gov) has more information about the Lifetime Achievement Award recipients and a list of the 31 Community Leadership Award winners.
- Scott Turner will be joining the PCSFN as a special advisor on youth sports. Mr. Turner has made his mark in the worlds of politics and sports, most recently serving for four years as Texas State Representative for the 33<sup>rd</sup> District. He was an NFL cornerback for nine seasons and played for the Washington Redskins, San Diego Chargers, and Denver Broncos. Mr. Turner currently serves as Executive Director of the White House Opportunity and Revitalization Council and will be on detail to the PCSFN to help implement the NYSS. Ms. Harder played a video message from Mr. Turner that emphasized sports as a way to invest in youth and encourage their health and achievement.

- **June 2019** – As part of ReImagine HHS, the Office of Disease Prevention and Health Promotion (ODPHP) joined forces with PCSFN to support the Council.

**Ms. Harder introduced Carter Blakey, Deputy Director of ODPHP.**

## **National Youth Sports Strategy (NYSS) Overview**

**Carter R. Blakey, Deputy Director, Office of Disease Prevention and Health Promotion (ODPHP)**

**LCDR Katrina Piercy, NYSS Lead, ODPHP**

**Ms. Blakey gave a brief overview of ODPHP and its reorganization:**

- ODPHP has provided leadership in disease prevention and health promotion on behalf of the HHS Secretary since 1976 when Congress created the office.
- ODPHP is part of the Office of the Assistant Secretary of Health (OASH). ODPHP works closely with sister agencies within OASH, particularly the Office on Women’s Health (OWH) and Office of Minority Health (OMH).
- ODPHP works with national partners and stakeholders (e.g., independent federal advisory committees and national stakeholders in public health and health care). The office also works with other agencies within HHS and across other federal departments to ensure ODPHP programs are consistent with national policy.
- ODPHP has a broad mission and portfolio. Examples include:
  - The Healthy People initiative, which each decade delivers a set of national disease prevention and health promotion objectives with ten-year targets. ODPHP is set to release the fifth iteration—Healthy People 2030—in March 2020.
  - The National Clinical Care Commission federal advisory committee, which is developing a report with recommendations for federal programs related to diabetes.
  - Two National Action Plans, one on prevention of health care-associated infections and one on adverse drug events.
- The office encourages Americans to adopt healthy lifestyle practices and seek preventative care through ODPHP’s consumer website, [healthfinder.gov](http://healthfinder.gov). The site presents science and medical information in a consumer-friendly format.
- ODPHP produces the science-based Dietary Guidelines for Americans every five years in partnership with USDA. The office also produces the Physical Activity Guidelines for Americans.

- ODPHP now embraces the PCSFN as part of its portfolio to ensure the Council's work is supported by a larger office.

## **HHS Reimagined**

This reorganization process identified organizational changes to improve HHS' public health portfolio and streamline and strengthen its structure. As a result, the PCSFN, now a part of ODPHP, has access to ODPHP's staff of close to 30 people to support the Council's work.

## **NYSS**

ODPHP was asked about a year ago to take the lead on NYSS development:

- The office established an Executive Committee made up of representatives from OASH, the Centers for Disease Control and Prevention, and the National Institutes of Health. ODPHP also created a Federal Steering Committee with representatives from across HHS. The PCSFN provided input on the draft NYSS strategy.
- ODPHP followed its tried and tested model for developing guidance by seeking input on science from stakeholders and the public. The office also conducted a literature and environmental scan and found that the information for youth sports is different than for a typical project. Practitioners in the youth sports community are doing good work but are not necessarily the type of people to publish in peer review journals.
- To make sure ODPHP captured this information, the office put out a call for input on the NYSS and received more than 100 comments. The office also convened a public listening session in 2019 where it heard from 16 organizations on such topics as coach recruitment and training, best practices, and strategies for engaging underserved populations.
- The Executive Committee then developed the NYSS draft strategy that went out for public comment over the summer of 2019. The draft was also peer reviewed by seven subject matter experts on youth sports and reviewed by members of the Council.
- The last step was final departmental clearance, in which agencies across HHS reviewed the NYSS draft to ensure its alignment with departmental priorities.

**Ms. Blakey introduced Katrina Piercy, project lead for NYSS, who made the following remarks:**

### **Four Pillars of the NYSS**

1. Increase awareness of the benefits of youth sports, regular physical activity, and good nutrition.
2. Promote public and private sector strategies to increase participation in youth sports, regular physical activity, and good nutrition.
3. Develop metrics that gauge youth sports participation and physical activity.
4. Establish a strategy to recruit volunteers to encourage participation in sports and physical activity.

- NYSS emphasizes underserved populations and those with lower achievement rates for the Physical Activity Guidelines or lower participation in youth sports.
- Since the Move Your Way campaign addresses regular physical activity and ChooseMyPlate.gov covers nutrition, the NYSS' emphasis is on youth sports.
- The U.S. culture cannot be changed overnight, but there is a lot that can be done. The goal is to unite everybody around a shared vision:

“One day, all youth will have the opportunity, motivation, and access to play sports – regardless of their race, ethnicity, sex, ability, or ZIP code.”

### **Developing the NYSS**

- ODPHP located the science base in communities that already had tried and trusted strategies to increase youth sports participation.
- Everyone has a role to play in supporting youth sports: kids; parents; those who interact with kids (coaches, volunteers); organizations; communities; and public policymakers.
- The NYSS draft includes more than 50 strategies to address youth sports participation. All strategies are already being implemented successfully in communities.

### **Action Steps for Youth**

- Talk to youth about the benefits of playing sports and make them aware of the opportunities to play.
- Provide information for parents and caregivers to sign kids up for activities.
- Encourage sports sampling (playing more than one sport over a 12-month period) to build physical literacy (the competence and confidence to try different activities) and find enjoyable recreation.

### **Action Steps for Adults**

- Get involved with youth sports. Sign up to be a coach, official, or volunteer.
- Be a role model and show good behavior when interacting with parents, coaches, officials, or volunteers. Let kids see you playing sports.
- Focus on fun, including modeling the fun aspects of sports.

- Promote learning over competition. Whether a team wins or loses, did the kids learn new approaches or skills?

### **Action Steps for Organizations**

- Make sure programs are accessible and inclusive.
- Recruit and train effective coaches and volunteers. When coaches reflect the community demographics, kids do well in sports.
- Encourage youth to play a variety of sports throughout the year.
- Promote sports as a way for youth to build confidence.

### **Action Steps for Communities**

- Make sports facilities safe and easy to reach by walking, biking, and public transit.
- Build diverse coalitions within communities to collaborate to advance a youth sports program. How can businesses and community groups pool resources?

### **Action Steps for Public Agencies**

- Promote collaboration on youth sports across neighborhoods, communities, tribal areas, cities, and states.
- Identify grants and other funding and resources to support youth sports programs.
- Spread the word about youth sports benefits and opportunities to participate.
- Support policies that increase access and participation for all in youth sports.

LCDR Piercy described the Bright Spots features in the NYSS. Bright Spots highlight creative programs that combine several of the 50 different strategies to work for a community's youth population.

### **Available Promotional Resources**

LCDR Piercy listed promotional resources to support youth sports available on health.gov:

- Bright Spots blogs and handouts.
- Partner Promotion Toolkit – Includes social media and other messages to promote youth sports.
- Top 10 Things to Know About the National Youth Sports Strategy – “Quick and dirty” facts about NYSS.
- NYSS Executive Summary – Provides concise descriptions of each strategy.
- NYSS Frequently Asked Questions.

## **HHS Implementation of NYSS**

Communication and Promotion of Youth Sports – This is a perfect area for participation by the PCSFN and Move Your Way communications campaign. The campaign already promotes regular activity and will be expanded to include youth sports during National Physical Fitness and Sports Month in May 2020. The messaging will emphasize how sports can help kids meet the Physical Activity Guidelines.

Measuring Youth Sports Participation – Sports data is being collected at both the federal and non-federal levels. We are working to standardize the questions when gathering data. Additionally, Healthy People 2030 has a component to track youth sports participation.

Partnership and Stakeholder Engagement – How can HHS work with the groups and organizations that are already involved in youth sports—including the National Fitness Foundation, the PCSFN Science Board, and external organizations—to translate information for public dissemination?

Federal Government Coordination – Collaboration with ODPHP expands the resources available to the Council. The office is also looking to collaborate across HHS and among other federal departments. In coordination with OWH and OMH, what can ODPHP learn from previous grantees about funding for communities and organizations?

**LCDR. Piercy thanked those involved in producing the NYSS and introduced Drs. Felicia Collins and Dorothy Fink.**

**Introduction of Youth Empowerment in Sports Initiative and Grantees**  
**CAPT Felicia Collins, M.D., *Deputy Assistant Secretary for Minority Health, Office of Minority Health (OMH)***  
**Dorothy Fink, M.D., *Deputy Assistant Secretary for Women’s Health, Office on Women’s Health (OWH)***

Dr. Fink introduced the program called Youth Engagement in Sports: Collaborations to Improve Adolescent Physical Activity and Nutrition, also known as the YES Initiative.

Both OMH and OWH are part of OASH, led by ADM Giroir. His vision for leading America to healthier lives has three pillars—Health For All, Health By All, and Health In All. Health For All is directly aligned with activities that support women’s health and the health of racial and ethnic populations and communities.

## **OWH**

- OWH was established in 1991 to improve the health of U.S. women by advancing a comprehensive women’s health agenda.
- OWH’s vision is for all women and girls to achieve the best possible health.

- OWH's mission is to provide national leadership and coordinate to improve the health of women and girls through policy, education, and innovative programs.
- Ms. Fink highlighted OASH partners that significantly contributed to the Yes Initiative: PCSFN, OMH, and ODPHP. She noted that the new physical activity guidelines are an underpinning of the Yes Initiative.
- Ms. Fink noted that both she and CAPT Collins are pediatricians who love teaming up to think about how the health of youth impacts the health of the entire nation.

### **CAPT Collins provided an overview of OMH:**

- Federal efforts to improve the health of racial and ethnic minorities date back to at least 1985 and the release of the report of the HHS Secretary's Task Force on Black and Minority Health, also known as the Heckler Report. It was the first national report on the status of racial and ethnic minority populations within the United States. A year later, OMH was established.
- The OMH mission is to improve the health of racial and ethnic minority populations through the development of policies and programs that eliminate health disparities.
- CAPT Collins echoed Dr. Fink's point about the importance of partnerships within HHS and across government in a setting of limited resources. The YES Initiative is emblematic of how cross-collaboration within HHS enhances development of grants and other activities that support the OASH pillar of Health for All.
- CAPT Collins noted that OMH adopted an Active and Healthy theme for the 2019 and 2020 National Minority Health Month, celebrated annually in April. The focus is to encourage children, youth, and adults to engage in some kind of physical activity every day consistent with the Physical Activity Guidelines and the Move Your Way campaign developed by ODPHP.
- OASH believes in data-driven activity. The YES Initiative is supported by data from The Aspen Institute's 2018 State of Play report that shows the impact of income and gender on sports participation:
  - 33% of parents making less than \$50,000/year say that youth participation in sports is too costly, compared with 17% of parents making more than \$50,000,
  - 75% of children in households with incomes at 400% of the poverty level are in team sports or lessons. Only 42% of children in households at less than 100% of the federal poverty level participate in sports or activities.
  - 60% of boys are engaged in a sports team or lesson compared with 49% of girls.
- The YES Initiative seeks to identify best practices to address these gender and income differences in support of the NYSS. OMH and OWH developed the YES



Initiative in consultation with the PCSFN, ODPHP, and the Office of Adolescent Health.

- OASH is providing \$6.7 million in grants for the YES Initiative to support grantees in developing programs that expose 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> graders to a variety of sports activities. This will include traditional sports such as basketball and softball and, potentially, exposure to other activities such as hiking or mountain biking. These grants will spotlight strategies for reducing barriers to participation in organized sports by promoting sports clubs and leagues for children and youth, particularly among racial and ethnic minority communities, girls, and other disadvantaged youth.
- ODPHP anticipates that grantees will involve a variety of partnerships with various local organizations, such as community recreation centers, sports organizations, public health organizations, local schools and higher education institutions, and tribal organizations.
- YES grantees will move youth towards achieving the Physical Activity Guidelines (at least 60 minutes of physical activity daily).
- YES grantees will also be promoting healthy eating by encouraging increased consumption of vegetables and reduced consumption of sugar-sweetened beverages.

**Dr. Fink announced the grant recipients:**

Carrie Steele-Pitts Home, Inc., Atlanta, GA  
City of Pine Bluff, AR  
Florida Introduces Physical Activity and Nutrition to Youth, Fort Lauderdale  
Hayward Unified School District, CA  
Herbert Hoover Boys and Girls Club of St. Louis Inc., MO  
I Challenge Myself, New York, NY  
Lindsay Unified School District, CA  
Native American Community Academy Foundation, Albuquerque, NM  
Philadelphia Youth Sports Collaborative, PA  
Rural America Initiatives, Rapid City, SD  
Seattle Children's Hospital, WA  
Texas Health Research & Education Institute, Arlington, TX  
The Curators of the University of Missouri on behalf of the University of Missouri,  
Kansas City  
The Skills Center, Inc., Tampa, FL  
University of Alabama at Birmingham  
UP2US INC, New York, NY  
YMCA of Greater Louisville, KY  
Yurok Tribe of the Yurok Reservation, Klamath, CA

Recipients will develop and implement sports fitness programs based on successful, evidence-based practices for youth engagement and identify model sustainable strategies that increase participation in a range of sports and activities that support a healthy lifestyle and improve overall health.

### **Chris Bence of Special Olympics International introduced Anovia “Novie” Craven:**

Mr. Bence noted that HHS and PCSFN activities have goals similar to the Special Olympics’ inclusive health, sports, and nutrition work, including unified sports where people with and without disabilities play together on the same field. He met Novie eight years ago on the sports fields of Washington, D.C.

He made the following remarks:

- Novie works in the marketing department of Special Olympics International. She plays bocce ball, basketball, flag football, tennis, bowling, volleyball, and track and field. I am her track and field coach.
- She was one of the faces for United Airlines Superheroes Campaign.
- Novie was chosen for the bocce ball team for Special Olympics D.C, at the 2018 USA Games in Seattle, WA. She won a gold medal.
- Novie is one of my best friends.

### **Reflection on the Importance of Youth Sports Anovia Craven, *Ambassador, Special Olympics***

Ms. Craven made the following remarks:

- The work being done by the PCSFN to promote healthy lifestyles and inclusive sports participation is so important. I do not know where I would be without sports in my life.
- I was born premature and have cerebral palsy, serious food allergies, and asthma. I am also very ADHD. I spent the first 22 months of my life in Howard University Hospital. When I was three years old, my mother started getting me involved with sports and dance programs in the recreation department near my home. I was receiving a lot of physical and occupational therapy and she thought sports would help me make progress, make friends, and burn off some energy.
- Basketball was my first sport and is still my favorite in Special Olympics. I did every sport I could except tackle football, because my mom refused to let me play. I got so strong playing sports that I busted out of my knee-high leg braces. The doctors and physical therapists were amazed at my progress.
- Sports helped me focus, get rid of my extra energy, and be free of people telling me to sit still.

- Sports gave me something to look forward to after school and a place to learn appropriate social skills with kids my age. I play sports because I have a competitive nature and am very social. I enjoy the teamwork and building relationships on and off the field.
- I struggled with learning disabilities and school was hard for me. I went to a school exclusively for kids with learning challenges and other disabilities. Sports was unifying for me because one of the things I wanted most was to be like other kids my age. Sports gave me a place to feel good about myself.
- Sports also gave me valuable mentors in my life. I grew up in Takoma, D.C., and was raised by a single mom. Sports gave me positive role models.
- I was the only girl who played in the YES: Youth Exposed to Success League. I was smaller than anyone, but that did not stop me from participating. I felt so included, and won several awards.
- Another positive experience I had as a middle schooler was the 4D Police Boys and Girls Club. There I had police officers to mentor me, help me with my homework, and coach us in football, cheerleading, basketball, and baseball. I still see some of the police officers. The kids I played sports with are now grown up and working at jobs such as Metro bus drivers and aids to people with disabilities. I always knew that the police in my neighborhood were caring people because of the relationships I had with them when they coached me in my sports.
- Sports are still a huge part of my life. After graduating from high school, I found it hard to get enough exercise and meet people who were like me. I was sad and felt alone. A family friend suggested I contact Special Olympics. I still remember going to my first sport, bocce ball. I felt so welcomed, even though I didn't know anyone. One of the things I love best about Special Olympics unified sports is that we come together as one. Athletes who have challenges work and socialize with partners who do not. We learn to help each other.
- I now play seven sports with Special Olympics D.C. I was invited to Seattle to compete in the national games and brought home a gold and bronze medal and a fourth-place ribbon. The last two years, my unified basketball team won the gold medal.
- I am one of 200 trained health messengers for Special Olympics. I promote health and inspire others to be fit and healthy. In my 10 years in Special Olympics, I have met friends and mentors and learned valuable skills. Special Olympics has even turned into a career for me. I am passionate about sports and Special Olympics and want to help get the message out to people with

intellectual differences that Special Olympics is a free program where they can play sports and work on staying healthy.

- I am here speaking to you today because of sports. I believe that all children deserve low-cost or free opportunities to play sports. We need more funding for programs like Special Olympics, Boys and Girls Club, and recreation departments. We need more opportunities for kids to get exercise and have a healthier lifestyle. Sports promote peace and social justice. Sports saved me, and everyone deserves to play sports. Thank you for inviting me. I hope I changed your idea of what people with intellectual differences can do.

## **Break**

### **Introduction of Surgeon General Anovia Craven, *Ambassador, Special Olympics***

- 20<sup>th</sup> U.S. Surgeon General and board certified in anesthesiology.
- Served as Indiana Health Commissioner from 2014-2017.
- As Surgeon General, oversees the U.S. Public Health Service Commissioned Corps, with 6,700 uniformed health officers who promote, protect, and advance the health and safety of the nation. Dr. Adams' motto is "better health through better partnerships." He is committed to strengthening relationships with all members of the health community and forging new partnerships, particularly with non-traditional partners.
- Dr. Adams is the father of three children and coaches on his days off.

### **Remarks from the Surgeon General VADM Jerome Adams, M.D., MPH, *U.S. Surgeon General***

Dr. Adams thanked Council members for their commitment despite their busy agendas, Council staff for their efforts toward a successful meeting, and all those at HHS involved in launching the NYSS.

He recalled the honor of being part of the U.S. delegation to the international Special Olympics games in Abu Dhabi. He said that as a dad, coach, and brother of a person with an intellectual difference, he saw inclusivity in a new light at the Special Olympics. Dr. Adams said that his brother did not have the opportunity to participate in sports during his upbringing. Dr. Adams said that he saw the power of youth sports to uplift communities and nations at the Special Olympics.

Dr. Adams continued with the following remarks:

- Sports and the Special Olympics can empower those who have been downtrodden and stigmatized. I got to meet thousands of people like Anovia who are not only great people, but great athletes. I am a pretty good athlete myself, but I could not hang with them. They were mind blowing.
- I've also seen how the youth sports strategy intersects with and lifts up my priorities as Surgeon General, including conferring lifetime health benefits and lowering healthcare costs, the #2 expense for most employers.
- Sports can also teach teamwork and leadership skills that are important as youth transition into the workforce. That is why it is important to engage the business community and economic policymakers.
- Studies show that youth who participate in sports are more resilient and less likely to experiment with substances. Another of my brothers is in jail due to crimes he committed to support his substance issues. I often think if we had been able to keep him more involved in youth sports, perhaps he would have had a different outcome. Youth sports has got to be part of the overall plan to address vaping, marijuana use, and the opioid epidemic.
- We know youth sports tie in directly to my priority of health and national security. Today's 8<sup>th</sup> grader is the soldier, seaman, or airman of 2025. But 70% of our country's 18 to 24-year-olds are ineligible for military service because they cannot pass the physical, cannot meet the educational requirements, or have a criminal record. We know that youth sports involvement leads to healthier young adults, both mentally and physically. It also leads to increased military recruitment and retention and a safer nation.
- The NYSS is really, at its core, about forging new partnerships and strengthening those partnerships that already exist in communities—partnerships with kids and parents, teachers and soldiers, policymakers and business people. This is not about HHS or the PCSFN. It is about coming together to achieve better health through better partnerships that lift up youth sports.

## **Council Member Deliberation on the Implementation of the NYSS PCSFN Members**

**Ms. Harder** opened the Council deliberation based on a Q&A format.

**Q: HHS is reinstating the Science Board as a subcommittee of the PCSFN. What topic areas do you think the Science Board should focus on to help implement the NYSS?**

**Ms. Becker:** One reason that kids are not engaged in sports is because they are sitting in front of an Xbox or the internet. There are some games that get kids out hiking and

doing other activities. It might be interesting to see if there is a way to use technology to get kids to do the same things they are seeing on a video.

**Dr. Goldman:** One area that is concerning to me and has been for some time is the nutrition aspect. Companies are supported for offering bad foods and punished for offering good foods. If you do not put the right fuel in the engine, you are going to have a deficient machine. Our kids are being pushed bad food and bad substances. When you combine inactivity with bad fuel, you have a broken machine—childhood obesity, childhood diabetes, and other deficiencies in the United States and internationally. We are going to see these chronic conditions increasing if we do not change the fuel that is going in and increase activities.

**Ms. Rohbock:** There is a huge lack of knowledge when it comes to nutrition. My sister did not realize that her fiber bar contained basically the same ingredients as a candy bar. Educating youth on nutrition is important.

**Ms. Teer:** The data available to us is startling. 71% of young adults would not qualify for military service. There is so much information. The Science Board can help us consolidate the data into key points that can sharpen our case, both about the problems and the solutions. We do know there are solutions out there that work. We need to present the information so that youth-serving organizations can help the PCSFN solve the problem.

**Mr. Drinkwater:** The Science Board can be the convening agent of all the health and wellness information so we can have that one set of facts that we can all rely on. It is hard to refute facts. When you show facts, people typically move things forward.

**Mr. Worthington:** Delivery of those facts to the parents and the schools is key. How do you filter it down to them so they know there is a national crisis and how to deal with it?

**Mr. Damon:** As the father of eight kids, I can tell the difference between the 20-year-old and the three-year-old. The younger kids are definitely trying to get on their iPads more and I am pushing them outside to play. Any device is taking their time away from playing sports. If you do play a video game, I suggest Xbox Kinect. Kids need safe places to play in order to get outside and play multiple sports. Parents need to be there to push them in the right direction.

**Master Sgt. Wilkins:** Nutrition information can be complex. We need to make it simple so people can understand. Many kids eat at fast food restaurants because it costs a dollar to have a hamburger. They don't have two dollars to buy bananas and apples. The price of good food is restrictive. The schools also have to have a part in this where they are teaching about nutrition. Maybe the kids will go back and teach their parents, who are so stressed and working so hard. We must break it down so everyone can understand it.

**Q: When we have a data set, how can we increase awareness of the problems, solutions, and benefits of youth sports?**

**Ms. Lundvall:** Whether we like technology or not, it is not going anywhere anytime soon. If we want to reach kids, whether we like it or not, we have to use social media. It is where they are and what they are checking. It is a great way to reach them. It is a platform that everyone has access to.

**Q: If we are reaching kids on social media, how can we encourage them to come out from behind the screen into the great outdoors?**

**Mr. Drinkwater:** Kids see 4,000 media impressions a day. The challenge is to make sure the media impressions inspire them to do the right thing, not the wrong thing. More companies are focused on corporate responsibility initiatives because consumers reward those companies. How do we leverage these big companies and their desire to communicate a more positive message on nutrition, fitness, and mental wellness to influence those impressions that our kids and parents are seeing? There are PCSFN members with large social media followings as well. There is a big opportunity as a Council and through our networks to be able to communicate positively what we are trying to accomplish.

**Mr. Damon:** There could be competition among schools or cities with prizes awarded. We need to reach out to these big corporations with money to fund these efforts. Sports sign up fees are unaffordable for many kids. It would be great to develop an app for local, state, and/or national competitions.

**Mr. Worthington:** Finding people who relate to youth is key to delivering the message that being active and healthy is cool and fun. Right now at my health club outside Philadelphia, Zumba is what attracts teenage girls. Whether it is sports or other participation, moving is what we are all about. We need to identify the role models and solicit that help.

**Ms. Rohbock:** Sports participation is expensive. There are a lot of parents out there who do not want to put their money towards it. They do not realize the benefits that go along with sports. Educating parents may get them to push their children to get out on the field.

**Master Sgt. Wilkins:** We should encourage parents to be the example for their children. Children may look at the person in their household as their prime role model; the person they want to emulate the most. If you are a parent, maybe you do not have to go to the gym, but you walk around the block or throw the ball and start building on that foundation. A child's number one role model should be the parents.

**Q: If PCSFN members put on the hats of your different industries, what kind of audiences do you think you can target to help increase awareness?**

**Ms. Becker:** Corporate sustainability and responsibility is really starting to take form in this country. Youth sports would be a good topic to put in front of CEOs, whether through the Business Roundtable or another type of CEO group. This is a crisis and corporate America needs to be a part of the solution. One example: Companies could open up the gyms on their campuses. How can we get them more involved?

**Dr. Goldman:** There are a lot of great sports festivals where we need a PCSFN presence. Some of them are double the size of the Olympics in terms of competing athletes. I am involved in a number of festivals and other Council members are as well.

We all knew the President's Council when we were growing up. From age 12, we wanted our badge and we did our pushups and sit-ups to get it. We need to get that level of exposure to this next generation at the actual sports festivals they attend—where there are 100,000 or 200,000 people showing up and 22,000 athletes competing.

We almost need to rebirth the Council because many of this generation do not know about it to the extent we did. It was part of our lives. We do not have physical education in the schools as a requirement, so it is a different world.

**Master Sgt. Wilkins:** I think corporate America is going to get behind this. I recently saw a statistic that 94% of female CEOs and 75% of all CEOs have a sports background. That is where many business leaders learned lessons about teamwork, had friends with diverse backgrounds, and learned about dedication and pushing through hardships and pain. Once we engage corporate America in the proper way, the leaders will be on board because they are all familiar with the importance sports have played in their lives.

**Mr. Damon:** It was pretty amazing to see the Washington Nationals' youth baseball facility today. I played on seven different teams and no one thought about doing a similar thing. Hopefully one day, every team will decide to do it, and not just baseball. Even colleges can uplift their communities.

We talk about paying college players. This is a good way for them to make extra money—go to high schools and middle schools to talk to kids about getting good grades to get a scholarship.

Even if you're not a great athlete, you can get a job taking tours around the stadium, become an agent, become a general manager. There are so many other avenues besides being great in sports, but you have to find your love. We have to get kids out to participate.

**Mr. Worthington:** I represent the global health club industry through the International Health, Racquet & Sportsclub Association (IHRSA). In the United States alone, there are tens of thousands of health clubs. They have been slow to the party in that they have tried to market to adults. They are now starting to change and realize that youth programming in their clubs reaches the customers of the future.



You typically will not attract someone who is 40 years old and who has not worked out for 30 years. But if you can get kids to create healthy lifestyle activities, they will stay with it. More and more clubs are providing those opportunities for kids. The adult penetration for participation has remained the same for the last five years, even with all the new clubs. We are hoping the new focus will bring more participation not just from kids, but from adults as well.

**Q: How might you use public/private partnerships, and who are you working with who might be interested in helping the Council to implement the NYSS?**

**Mr. Worthington:** I just mentioned IHRSA. Domestically, we started working with the Council last year. Things slowed down since then, but I would like to reengage. I spoke at the United Nations eight months ago about inclusivity and fitness. We should be talking about opening our doors to youth, providing them an opportunity to use our clubs for free—come up with a program where we introduce kids to fitness. Those kids who are fit typically play sports. They become part of a tribe or team that works out together. If we started out with the 40,000 health clubs that are in the United States, we would have a good step up to provide something that would be unique. The YMCA actually has a program where all 7<sup>th</sup> graders get memberships. We need the private sector to step up and do their best.

**Ms. Lundvall:** As I travel and talk to people about adaptive sports, I see that one of the huge barriers that people with disabilities face is adaptive equipment. A lot of times insurance companies do not consider that a necessity, so it is not covered. I would love to be able to work with insurance companies and get them to understand that if they will help us cover adaptive equipment, it is going to make people healthier. A lot of times the funding is not there. Smaller schools can get intimidated by that extra cost.

**Ms. Becker:** My golf club and others donate used equipment. Maybe that is happening elsewhere and I am not aware of it. I just did a purge of sports equipment in my garage when my kids left the house. I donated to Goodwill, but could I have donated to a sports program? We have to start thinking about how we can get organizations to reach out to communities to collect equipment and distribute it to those in need.

**Mr. Damon:** The old equipment is often still very good. We do have to find a way to get it to the right people.

**Mr. Drinkwater:** There is opportunity to provide incentives for public/private groups to work together. In my wellness business, we have more than 100 sponsors that are big consumer product companies with more than 700,000 employees and \$300 billion in product sales in the United States. Those products get marketed to millions of consumers. There is a lot of power partnering with these organizations that want to have a healthier workforce and lower their healthcare costs. There is a tremendous opportunity to work with these companies in a more direct fashion to build incentives for healthier lifestyles.

For every dollar spent on prevention, there is a \$3 to \$4 payment on the back end. We have not pounded that through to corporations to make them understand that it is a tremendous value. There is state and federal legislation out there now that could help defray some of the costs. We need to look at all the different things that make sports more affordable.

If you have three kids and one is on a travel team at a cost of \$300/month, who suffers? The other two kids who are not as “good.” To have to make that choice is sad. People with limited income are faced with those choices. I have a sports training facility that kids come to every year. A third of them are on scholarship because I can do that. But most businesses cannot, so those kids are turned away. There are choices being made in families about what kid can play which sport. That should not have to happen.

**Q: An important part of this strategy is volunteerism. Where are we finding volunteers and how are we getting them involved? How are we providing them incentives to be mentors to kids? How are we mobilizing this untapped resource?**

**Ms. Becker:** When I signed up to coach, it was a little daunting. I had played basketball but I didn’t know how to coach basketball. One of the things I wanted the school to do was build a model program so a coach would know what to teach. It does not come naturally to everybody. We could build some programs that schools could adopt and get it out to them. Communities could also reach out to the aging population that has more time to coach.

**Major Sgt. Wilkins:** I do know the impact of coaches. Many times you ask children why they quit a sport and they say the coach was not good; the coach was mean. Coaches have impacts on people that they remember 50 and 60 years later. I was recently at the Pentagon speaking to military leaders. They said that the military is now speaking to coaches because the coaches are having more of an impact on kids than some of the teachers and parents. Coaches can have a dramatic and positive impact or a negative impact. It is important to find ways to educate coaches.

Many are parents. They coach because their kids are involved. That does not mean these coaches are the best qualified. We need to educate, find the right qualified people, and let the coaches know that they are going to be making an impact on a child that can last 50 years, so it is important that the coach does the right thing.

**Ms. Becker:** When I became a coach, I called George Mason University, which is close by, and got one of the coaches to talk about coaching to the parents who were volunteering. We could partner with college and high school coaches who do it for a living. Maybe we could even do a video to send out to schools.

**Mr. Damon:** Sometimes when the coaches are trying to teach kids, the parents can interfere. Parents need to understand that coaches are trying to help out as much as possible and calm down sometimes.

**Q: If we were able to snap our fingers and change the culture, what would be the ideal roles for parents and coaches to play in creating a space where kids are not just playing to compete but are also learning skills and building character?**

**Mr. Worthington:** Never let a person coach his/her own kid. If there are 15 kids on a team, one or two are the best and the rest are less accomplished. We have got to invert the pyramid and start worrying about the kids who are not quite as accomplished. My facilities do sports training for kids and we had to ban the parents from watching their kids work out.

**Ms. Becker:** Many organizations have a code of conduct. I think schools and organizations are starting to implement codes of conduct because of parents being so unbearable. You almost want to ban them, but they want to come watch their kids. Maybe the Council can put together a code of conduct about what is appropriate sports behavior. I am sure there are models out there all over the place. We could put them on social media channels as examples for schools and organizations.

**Mr. Damon:** I'm going to coach, but I'm going to make sure the parents volunteer—get out there and kick the ball with your kid and coach for a day. I intend to let every kid play every position and hit everywhere in the lineup. I will not necessarily play the best kid all the time. I think it is going to be tough to get everyone across America to follow that philosophy. I am personally going to get all the parents involved.

**Mr. Worthington:** Seventy percent of kids at the age of 13 start to drop out of youth sports. That is when it starts to get really competitive. Once you get to the junior/senior high school level, it is about making a team. What can we do so those kids to continue to participate? Suddenly they do not make the team. That is where the big drop off is. That is something we need to look at as a Council. Even schools now make kids pay to play. There is not money in the budget to have kids play intramurals or B team sports.

**Ms. Lundvall:** I know our focus is sports, but we have to understand that not every kid is going to want to play sports. If we have kids who are dropping off at the age of 13, in some cases, yes, they need the support to get back in. But in some cases, they do not want to play sports. Let's maybe give them another alternative to stay active that does not necessarily have to be team sports. We have to be careful not to make it an all or nothing statement—either you are going to play on a team or you have no physical activity at all. Instead of just cutting those kids loose, maybe we give them some other ideas to stay active.

**Mr. Worthington:** Do we have the ability to expand the role of the PCSFN to include kids who are not interested in sports to keep them active?

**Ms. Harding:** Absolutely. I know the NYSS focuses mainly on sports participation, but the bottom line is the long-term health benefits for kids and how we are helping kids be active.

I wanted to mention that if anyone on the phone wants to jump in and share thoughts, please feel free to do so.

**Q: What is—in the area of your expertise—the poignant problem you see in youth sports participation and what is the proposed solution?**

**Major Sgt Wilkins:** One of the problems I see is that the coaches, the parents, and the children often do not have the same goals. According to the Aspen Institute study, the number one attribute that kids want from sports is to have fun. Having fun is number forty eight for the coaches. The number one attribute for the coaches is to win. The parents fall in between.

On my son's football team, the parents, coaches, and kids have a meeting in the beginning of the season. We talk about what the goals are for the team. The first goal is to have fun, then to become unified as a family, and to learn different attributes of sports. The parents and the coaches meet weekly on Thursday, because after a Saturday football game, the coaches have heard parents screaming things that they should not be screaming during the game. We try to clean it up.

I think constant communication is the key. The coaches, the kids, and the parents all have a role in this. They all might not have the same goal, but the bottom line is, we want these kids to have a great experience because sports mean so much to them. It also means a lot to parents, who often have to get up early. They are sacrificing so many of their resources. And no one wants to have a bad time. Having constant communication and being engaged in the team is really, really important to having a good experience for the families, the coaches, and most importantly, the athletes.

**Ms. Rohbock:** I have parents ask me how they can get involved, but they can be intimidated by coaching. When I started transitioning from an athlete to a coach, it took me a couple of years to feel comfortable. We need some type of mentorship program that includes quality coaches in the area. At the least, there needs to be some kind of pamphlet to teach new coaches about the sport and what they should try to accomplish with the kids. The quality of coaches is a problem.

**Ms. Becker:** One of the things I heard a lot about today and that we have talked about in the past is the fact that cost is a problem. We have talked about facilities and teams getting involved. A lot of people have health savings accounts (HSAs), and right now, we only use them for doctor bills. It would be great if we could use HSAs for activities that promote health. It would not even have to be a sport. There are some initiatives being considered, because it has to be passed by Congress under the tax laws. It would be helpful to families if they could use those pre-tax dollars to pay for health-promoting activities.

**Mr. Worthington:** Norway somehow gets eight out of 10 kids to participate in sports. They fund it through gaming and some other initiatives. Money is an issue. Maybe Norway's model is one we need to look at to get some ideas.

**Q: We have talked about parents, coaches, and kids. Are there any other groups we can target?**

**Dr. Goldman:** Why not target Congress and get them to kick more money into this?

**Ms. Becker:** Make it permanent with an endowment.

**Mr. Worthington:** In my city, they now tax soda. It has been controversial. You would think the city could turn around and use that money for healthy lifestyle activities—give it back, put it into things like parks and fields. If we are going to discourage unhealthy activities, why not encourage healthy activities? You cannot get out of this healthcare crisis with a pill. We have to find a way to get people active. It is alarming that 70% of kids cannot serve in the military. Can you imagine 40 years from now when they are adults? What will it cost to maintain them and keep them healthy? We have to find a way to put a halt to this crisis and get people moving.

**Dr. Goldman:** I lectured in China on a number of occasions. Its cities have become toxic due to so much pollution and the way the country gets rid of waste. No country in the world can afford to be a nation of nursing homes. You cannot afford to maintain the chronic diseases of aging. When people have chronic diseases, they spend their entire fortunes that they have worked their whole lives for in their last two years of life. Instead of staying at their peak their whole lives, then dropping off, they have a gradual decline and spend all of their money. We as a country definitely cannot afford to be a nation of nursing homes and of people who are chronically ill. If we do not retrain the minds and bodies of these young people, it is an unsustainable situation in terms of healthcare.

**Q: The government can only do so much. What can HHS do to support the PCSFN in implementation of the NYSS?**

**Master Sgt. Wilkins:** We need to get teachers involved. I live in Loudoun County, VA. I spoke to some physical education and English teachers recently. I proposed a program where kids work out, then write about why they like exercise, basketball, or football. The teachers with whom I spoke loved the idea, because besides the physical fitness part, the program would give children confidence in their writing and speaking ability.

We are going to have an event at a local gym where children will perform sit ups, pushups, and jumping jacks and then describe what exercise means to them or what their sport has brought to them. They will be graded for this. It is giving them the benefits of communication, the ability to think on their feet, and some health benefits. I am trying to find different ways to engage kids in exercise and so far there is lots of interest. We will see how successful it will be.

**Ms. Becker:** For those who have not read the NYSS yet, it is great. It covers everything. But we cannot do everything. I would recommend that the PCSFN, with the team at HHS, choose three things that we can focus on in the first six months of the strategy. If we try to do it all, we will accomplish nothing. The HHS team can come back to the PCSFN and say, “Here is what we recommend we focus on” and suggest how the Council can be helpful and engaged. We are all motivated and ready to go, but we cannot all be out there going every which way.

**Mr. Worthington:** Creating public/private partnerships would be a good way to do it. I go back to my industry, where there are 40,000 health clubs in America. If you could get a quarter of them to buy into providing something, it would be a big thing. And then there are all the other possible partnerships. The work that the National Fitness Foundation is going to do will be key to providing opportunities for low income communities and rural locations that do not get the funding they need to provide programs. The more we get partners to buy in, the quicker we can advance.

**Q: To end with a bright spot of hope, describe from your personal experience an inspirational success story or positive statistic.**

**Ms. Lundvall:** When I became a mom nine years ago, I never in a million years dreamed about what would happen when I took my daughter to the playground for the first time. She had a blast but I could not participate properly because I was chasing her all over the place in my wheelchair in gravel, sawdust, and other things that were supposed to be “accessible.” I realized right off the bat that starting our kids at such a young age and keeping them active is vitally important, but I could not participate with her. I realized that there are kids out there with physical disabilities who are not able to go to a playground and start that journey of being active.

A couple of us got together in my small town in Wyoming and decided to bring an all-inclusive playground to the state. It took about four years to raise all the money. It was fascinating to me that when we got out in front of parents and grandparents, they understood that we are all heading toward an aging population. One day, any of us may want to play with our kids on a playground and not be able to do it. It was fascinating to get personal with people and reach out to them in that way.

Two years ago, we were able to open Wyoming’s first all-inclusive playground. A lot of people did not even know what that meant. It was cool to educate people. A second playground popped up in Wyoming and a third is coming. When you find something that is personal to you, it is going to be personal to someone else, too. If you can reach out to people about something you are passionate about and get them excited about it, it is neat to see how that spreads. Who does not want to get on board with helping kids? No idea is too small. One person really can make a difference. Find what you are passionate about to help kids stay active, no matter how crazy the idea may seem. Do not give up on it. Little ideas can turn into big things and impact a lot of people.

**Mr. Drinkwater:** Matt Hesse started an organization called FitOps Foundation. It focuses on getting veterans back into being physically active and certifies them to be personal trainers. It has had a profound impact on veterans and their families. I personally have been able to see some of the impact this year. I think organizations like this, that focus on people being physically fit, also get their families to be inspired as well and are important programs.

**Dr. Goldman:** I think it would be neat if we could identify some social media stars. We just had a big sports festival with 70,000 people. Thousands of people lined up to meet a social media fitness YouTube star with millions of followers. We had a Mixed Martial Arts Ultimate Fighting Champion with a line of only a hundred people. Maybe if we identify some of these individuals with massive followings, we can enlist them to influence kids to exercise.

**Master Sgt. Wilkins:** A simple idea that I did in my own neighborhood was to ask my neighbors to start exercising. They knew that I was on the Council. I told them they did not have to power walk. Exercise is also mowing the lawn or walking to Starbucks instead of driving. When I saw many of them exercising, I decided to make a certificate. I put the PCSFN logo on it along with my name. It encouraged people to keep moving and become fitness advocates. I posted the challenge on my own Facebook and Instagram accounts and now many people in the neighborhood want the certificate. They want to be recognized. They want to be thanked for exercising. It was a simple idea that did not cost much. Now it is a challenge in the neighborhood.

**Ms. Harder ended the deliberation session and thanked Council members for sharing their ideas and insights.**

**Dr. Bishop introduced National Fitness Foundation Executive Director Clay Walker:**

A few moments ago, Mr. Worthington identified the National Fitness Foundation (NFF) as a potential partner. We invite Clay Walker to the podium to tell us what the NFF has been doing in the last few years and how they will help us with the sports strategy.

### **National Fitness Foundation Update** **Clay Walker, *NFF Executive Director***

- NFF is the only congressionally chartered nonprofit in the country that is focused on youth sports, health, and fitness. We are the PCSFN's charity—the opportunity for the Council to extend your work.
- Today we are announcing that we are launching the National Endowment for Youth Sports (NEYS) to support the work of the Council and the NYSS and make resources for this policy permanent. When a PCSFN member's term ends, he or she automatically becomes an honorary NFF board member.

- Why an endowment? This is a national mechanism that supports the PCSFN's work as well as the NYSS. Kids, families, local communities, and all Americans will benefit.
- We must have a partnership framework that brings stakeholders to the table, including:
  - Corporate America
  - State Foundations
  - National Collegiate Athletic Association, which includes 2,000 universities (and their sports facilities) in Divisions 1, 2, and 3. Ohio State University alone has more than a billion dollars in athletic facilities. I need the PCSFN to help open more doors to college facilities.
  - National Federation of State High Schools (27,000 high schools). We need them to get on board with sharing their facilities. I spoke with the YMCA, which already puts in place shared use agreements.
  - Media and tech companies – We discuss whether they are the enemy. We at the NFF do not think so. We think they need to have a seat at the table. I used to work for the NFL players' association. We did a lot of research and we know for a fact that kids who play Madden Football are twice as likely to play real football.
  - National Council of Youth Sports – It represents 50-60 million kids and needs to have a seat at the table.
  - Hall of Fame organizations – NFF is already working with the Pro Football Hall of Fame.
  - Minor leagues – NFF just signed a partnership agreement with minor league baseball, with 160 stadiums throughout the country. In July 2020, we are launching a program called Youth Baseball Week in America.
  - United States Olympic and Paralympic Committee and National Governing Bodies.
  - Pro sports leagues – The Los Angeles Chargers are the first professional sports team to endorse the NYSS. They are repurposing this weekend, which is the 60<sup>th</sup> anniversary of the Chargers and the 100<sup>th</sup> anniversary of the NFL, to make a third pillar—the NYSS. The team is holding an event on Friday, Saturday, and Sunday.



## **Pledge Signers – Organizations**

Mr. Walker presented a slide with the organizations that have signed a pledge to support the NYSS. He highlighted the Amateur Athletic Union (AAU) as the first youth sports organization to sign a pledge. AAU also now runs the Presidential Youth Fitness Program.

- The Florida Sports Foundation (FSF) is the first state to pledge. FSF is launching its own effort in the state, including an endowment. Money raised will support Florida youth sports programs.
- Players Philanthropy Fund, co-founded by NFL player Matt Stover, includes 125 current and former coaches, athletes, and entertainers and their foundations.
- Potomac Soccer – A lot has been said about club sports being too expensive. Potomac Soccer has gone out of its way to create scholarships. Kids are not turned away due to cost.
- NBC Sports is our first media partner. Its technology company, Sports Engine, has tens of millions of families in its system. The company has said it will convey NYSS messages to their audience and expand the message beyond the people in its system.

## **Other First Pledge Signers**

- First professional athlete to sign the American Youth Sports Pledge: Max Scherzer, Washington Nationals
- First professional coach to sign the American Youth Sports Pledge: John Harbaugh, Baltimore Ravens
- First professional athlete charitable foundation to support NYSS/NEYS: Players Philanthropy Fund
- First college coach to sign the American Youth Sports Pledge: Rob Sgarlata, Georgetown University
- First high school sports coach to sign the American Youth Sports Pledge: Andy Stefanelli, Good Counsel
- First member of Congress to sign the American Youth Sports Pledge: Madeleine Dean (D-PA)
- First state governor to sign the American Youth Sports Pledge: Ron DeSantis (R-FL)
- First PCSFN member to sign the American Youth Sports Pledge (tie): Herschel Walker and Jim Worthington
- First NYSS/NEYS fundraiser: Dallas: Co-hosted by Herschel Walker, Jim Worthington, and Mary Owen from the Ralph C. Wilson, Jr. Foundation.
- First professional sports league to support the NYSS/NEYS: Minor League Baseball
- First professional sports team to support the NYSS/NEYS: Los Angeles Chargers

- First Fortune 500 company to support NYSS/NEYS: Boston Scientific
- First youth sports organization to sign the American Youth Sports Pledge and support PYFP: AAU

## **National Fitness Foundation Program Focus Areas**

National Youth Sports/Coaches Volunteer Program – Coaches and volunteers are the backbone of youth sports programs. Without them, sports participation opportunities are going to decrease. YMCA, AAU, and Boys and Girls Clubs have millions of volunteers. We are inviting them to have a seat at the table because they are experts.

Girls Youth Sports Programs/Women’s Leadership Council – Ninety four percent of female CEOs participated in youth sports. If we know that, why aren’t we making this more of an emphasis in our country? The Women’s Leadership Council will be made up of female business leaders, athletes, and influencers who have benefitted from youth sport participation.

National Youth Sports Facility Program – Without fields, gyms, and fitness centers, there can be no youth fitness activities. We had a conversation with IHRSA about how to make their facilities available. IHRSA is not just looking to do it for their members, it is looking to impact the community. That is the type of organization that we want to partner with.

National Youth Sports Equipment Program – We are making a presentation to the Sports Fitness Industry Association board of directors next week. We want to get their used equipment—things that would end up in the discount bin or the outlets. Let’s make sure these organizations have a chance to participate.

Presidential Youth Fitness Program (PYFP) – Youth sport is our main focus, but we want to make sure that kids have in-school physical education programs. PYFP emphasizes student health and goal setting. We have a great partner in AAU. We need more support for that.

I would say to this group that this is a big invitation. We are inviting everyone who is a stakeholder—everyone who wants to contribute and be part of this initiative. This is a big, bold, sweeping public policy change. We are inviting corporations, institutions, and nonprofits to stand up and help us. Let’s not make villains of the fast food and soft drink companies. Let’s ask them to come to the table. I ask the Council to work with us and get out there. When we are making these presentations, we want to make sure your voice is heard.

My youngest brother was born with cerebral palsy and could not play because systems were not in place to support him. I am determined to make sure that all kids have access regardless of ethnicity, sex, or zip code. Youth sports for all is what we are all about.

## **Closing Remarks**

**Kristina Harder, *Acting Executive Director, PCSFN***

Ms. Harder thanked those who took the time to participate – speakers; volunteers from OMH, OWH, and ODPHP; attendees watching online and in the room; and PCSFN members, for their inspiring insights.

## **Adjourn**

**Jennifer Anne Bishop, *PCSFN Designated Federal Officer***

Dr. Bishop adjourned the meeting.