

# August 2001

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## SURGEON GENERAL PROMOTES KIDSWALK

View a video of the Surgeon General promoting KidsWalk by visiting: <http://www.cdc.gov/nccdphp/dnpa/kidswalk/pr-kidswalk.htm>. You can use the transcript of the video to promote KidsWalk in your community!

## AMERICA WALKS

America Walks is a non-profit national coalition of local advocacy Groups dedicated to promoting walkable communities. The mission is to foster the development of community-based pedestrian advocacy groups and to educate the public about the benefits of walking. A meeting will convene August 16-18 in Oakland, CA.

Visit: <http://www.americawalks.org/congress/index.htm>

## BIKES BELONG

The Bikes Belong Coalition is sponsored by the American Bicycle Industry, with the goal of putting more people on bikes more often. The Coalition assists local organizations, agencies, and communities in developing bicycle facilities projects. Bikes Belong will accept applications for grants of up to \$10,000 each. For more information call 619.734.2111, e-mail [tim@bikesbelong.org](mailto:tim@bikesbelong.org) or visit <http://www.bikesbelong.org>.

## MICRO GRANTS

Money is expected to become available, through micro grants, to Community organizations for activities that support the goals of Healthy People 2010, the nation's public health agenda for the next decade. The grants will be distributed through intermediary sites. Applications are currently being sought for these sites, which will be designated in September of 2001. For more information, call Amandeep Matharu at 202.401.7682 or visit the Healthy People website at: <http://www.health.gov/healthypeople/>.

For intermediary site application materials write to:  
Ms. Karen Campbell, Grants Management Officer

Division of Management Operations, Office of Minority Health  
Rockwall II Building, Suite 1000  
5515 Security Lane  
Rockville, MD 20852

or call Ms. Karen Campbell at 301.594.0758

BRIGHT FUTURES

This past spring the National Center for Education in Maternal and Child Health (NCEMCH) published a new physical activity guide, Bright Futures in Practice: Physical Activity. It provides information that health professionals can use to screen and assess the physical activity levels of infants, children, and adolescents. It also has information Concerning anticipatory guidance on physical activity to families. The publication can be ordered or downloaded as a PDF file at: <http://www.brightfutures.org/physicalactivity/resources.html>  
Check out the other great resources linked there!

PCPFS DIGEST

The PCPFS Digest is available online to view at <http://www.indiana.edu/~preschal/digests/digest.html>. This quarterly publication of the President's Council offers research articles on all topics of health and fitness. To receive an email reminder when the most recent issue is available to view simply follow these instructions:  
Send an email to majordomo@indiana.edu  
Leave the subject line blank  
In the text of the message type the following:  
subscribe pcpfsdigest

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NEW PRESIDENT'S CHALLENGE INFORMATION

The 2001-2002 version of the President's Challenge program packet is currently in publication. Mailing of the packets should be completed by the end of August. With many new and exciting changes t his brochure is a must for anyone administering the President's Challenge! If you do not receive a brochure by the end of August you can request one from our website at <http://www.indiana.edu/~preschal>.

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NEW! PRESIDENTIAL ACTIVE LIFESTYLE AWARD (PALA)

Speaking of new information, beginning this school year the President's Challenge will offer the Presidential Active Lifestyle Award (PALA). This new award recognizes youth for maintaining an active lifestyle for an hour a day, at least five days a week for six weeks. Administrators can reward participants with an Active Lifestyle emblem, certificate, stickers for multiple awards or many other great options. Look for details on this award in the 2001-2002 program packet and on the website.

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FUN WITH PEDOMETERS

One of the latest trends in fitness has been the use of pedometers. Beginning September 1 we will begin offering the President's Challenge pedometer bearing our logo and website address. Keeping track of the number of steps that a child takes in a day is a great way to track activity levels. Experts currently recommend approximately 11,000 steps per day and this number will also qualify participants for the Presidential Active Lifestyle Award (PALA). More information will be found on our website after Sept. 1 and in our new 2001-2002 brochure.

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DON'T FORGET THE FUN!

Noting that physical activity should be fun, the National Recreation and Park Association (<http://www.activeparks.org>) suggests the following tips, among others, in a section of their Jump Start program entitled, "Turning Kids On To Physical Activity" -

-Be enthusiastic about physical activity and life. Tell them, "We're going to have fun today!"

-Make instructions short and to the point, and get kids moving quickly.

-Music is a great motivator. You can start and stop an activity using music as a cue, or have music waiting for those who finish early. Use upbeat music for a high-intensity activity and soothing music for warm-ups and cool-downs. Let children offer music suggestions or bring their own.

-Use "magic" numbers to challenge children and help set goals. Say, "Today, the magic number for sit-ups is 30. Let's see how many of you can reach the magic number."

-Use low-competition tournaments and special events to keep activities fresh.

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ENCOURAGING EFFORTS AGAINST YOUTH SMOKING

In the constant struggle to encourage youth to make healthy decisions about cigarettes, there are some exciting initiatives out there. We came across a list of some that are underway in Florida that might be helpful as blueprints for you. If you have a successful program in place, CONGRATULATIONS! Your work is so very important, your efforts commendable.

Check out what we found at: <http://www.fsu.edu/~ctl/Tobacco2.htm>  
(Click on 2000-2001 Project Descriptions)

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MORE ON CHILDHOOD OBESITY

The Gatorade Sports Science Institute names childhood obesity one of their hot topics. For more information visit their website at <http://www.gssiweb.com/news/whatsnew/hottopic.cfm>.

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UP-COMING CONVENTIONS EXHIBITING THE PRESIDENT'S CHALLENGE:

National Recreation and Park Association (NRPA)  
Visit: <http://www.activeparks.org>  
Denver, CO 03-06 Oct

Marine Corps Marathon and Kids Run For Health  
<http://www.marinemarathon.com/>  
Kids Run: October 27, 2001  
Marathon: October 28, 2001  
Washington, DC

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FEEDBACK

We would love to hear from you. If you have any topics that you would like to see addressed in fitnessisfun or any comments on this list please let us know. You can provide them by emailing us at [preschal@indiana.edu](mailto:preschal@indiana.edu).