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## 2002-2003 PRESIDENT'S CHALLENGE PROGRAM PACKET

The 2002-2003 President's Challenge Physical Activity and Fitness Awards Program packet will be available in the early part of September. Detailed descriptions of all of the President's Challenge award programs, including the newest award, the Presidential Adult Active Lifestyle Award (PAAL to the PALA) are outlined within. Now teachers, principals, parents and all adults can become role models for youth by earning their own award. To request this new information packet, please visit the President's Challenge website at <http://www.indiana.edu/~preschal>.

## ACTIVE LIFESTYLE UPDATE: GOAL SETTING OPTIONS FOR THE PEDOMETER

A new goal setting option will now be available for both youth and adults to earn the Presidential Active Lifestyle Awards. This new option is for those who may not currently be able to perform the required number of steps to earn their respective award. A graduated scale increases the number of steps over time so that anyone can earn one of these awards. This new option will be detailed in the new program packet and on our website at <http://www.indiana.edu/~preschal>.

## ONLINE ACTIVITY LOG COMING SOON!

Beginning September 1, both youth and adults participating in the Active Lifestyle Program will be able to keep track of their physical activity, or pedometer steps, on our website. This new activity locker is a great way to log your progress toward earning either the PALA, or the PAAL to the PALA. To open your locker just visit our website at <http://www.indiana.edu/~preschal> and click on the Active Lifestyle section after September 1. Another exciting change to the PALA is the required number of steps for girls and boys using the pedometer option. This change is based on the most recent data available on youth pedometer research. Boys will now be required to have 13,000 pedometer steps per day and girls will be required to make 11,000 steps. These new requirements should challenge and motivate all different fitness abilities of youth to be physically active.

## LYNN SWANN TO PRESENT AT CLUB INDUSTRY, 2002

Recently appointed chair to the President's Council on Physical Fitness and Sports and former football all-star, Lynn Swann is scheduled to present the keynote address this October at Club Industry, 2002. Club Industry is a conference and exhibition for health and fitness facility management and will take place in Chicago IL, this October 9-12. Lynn Swann's presentation, titled Uprooting the Couch Potato: How Fitness Facilities Can Motivate Inactive Americans, will be Thursday, October 10 at 10 a.m. To find out more about Club Industry and Lynn Swann, please visit <http://2002.clubindustryshow.com/home/index.htm>.

## VERB: IT'S WHAT YOU DO

VERB: It's What You Do is a new multi-media campaign sponsored by HHS that encourages children to pick a verb, any verb, and become active. The VERB program has been implemented in an attempt to combat the growing inactivity and deteriorating health of today's children. Diabetes, obesity, heart disease and high blood pressure, diseases commonly associated with adults, are becoming increasingly common among young populations. Physical activity is a proven preventative tool for these diseases and is promoted through this campaign. To learn more about the VERB program, please visit <http://www.verbnow.com/>

## PRESIDENT BUSH EARNS RAVES FOR HEALTH

President Bush's dedication to fitness has allowed him to pass his recent physical with flying colors. President Bush weighed in at 189 pounds with 14.5% body fat. His resting heart rate was 44 beats per minute and blood pressure 106/70. President Bush regularly runs, lifts weights and cross trains placing his fitness level in the top one percent of men his age. The President is capable of running a sub seven-minute timed mile, recently finished a 5K (3.1 miles) race in just under 21 minutes and lifts weights regularly. To learn more about President Bush's physical fitness routine and initiative to encourage Americans to get more exercise, eat healthier and stop smoking, please visit <http://www.whitehouse.gov>. In addition to his excellent health, President Bush will be the featured interview in the October issue of Runner's World. Author Bob Wischnia and new PCPFS council member Paul Corroza recently paced the President at June's Fitness Challenge. Wischnia was featured this morning on NBC's Today Show to talk about the article and running with the President. For more information visit <http://www.runnersworld.com>

## OBESITY IN CHILDREN

Overweight children have a much greater chance of becoming overweight adolescents and adults than other children the same age within the normal weight range. Consequently, instances of chronic diseases, such as diabetes, hypertension, and heart disease, later in life are greater in these overweight children. The American Obesity Association (<http://www.obesity.org>) addresses the problem of increasing numbers of overweight and obese children through their online fact sheet. This sheet defines the terms overweight and obese, identifies trends and prevalence across genders and populations, and outlines potential health concerns. To read fact sheet specifics as well as other information from the American Obesity Association, please visit their website at <http://www.obesity.org>.

### SCHOOL SPORT SURVEY FINDS PARENTS TO BE ROLE MODELS

A study conducted by the Sporting Goods Manufacturers Association (SGMA) has identified parents as having the most important role in instilling love and appreciation for physical activity in the lives of children.

Over 50% of children surveyed identified their parents as primary role models for sports and fitness activities. This same survey also investigated the impact of physical education classes and physical activity later in life. Nearly three times as many respondents were encouraged through physical education classes than those discouraged. To read more about this survey, please visit <http://www.sportlink.com>.

### CDC: ONLY A QUARTER OF U.S. CHILDREN REGULARLY WALK OR BIKE TO SCHOOL

A recent national survey conducted by the Center for Disease Control and Prevention (CDC) found that only a quarter of American children regularly walk or bike to school. The CDC links this trend with the increasing number of inactive, overweight and obese children in the United States today. In an effort to combat this trend, the CDC has established a nationwide objective to get at least 50 percent of all children who live less than one mile from school to walk or bike daily. This objective is to be met by the year 2010. To read more about this objective, please visit [http://www.cdc.gov/nccdphp/dnpa/kidswalk/fact\\_sheet.htm](http://www.cdc.gov/nccdphp/dnpa/kidswalk/fact_sheet.htm).

### CHALLENGE WEBSITE SURVEY

In order to better service the needs of our users and viewers, we are offering a survey on the President's Challenge website. Information from this survey will be used to enhance our website design to offer items that you find valuable about our program and fitness in general. You can take our brief survey at <http://www.indiana.edu/~preschal/survey.shtml>. We thank you for your input!

### EXHIBITING THE PRESIDENT'S CHALLENGE:

Club Industry Show Presentation

<http://2002.clubindustryshow.com/>

Chicago, IL

October 9-12, 2002

National Recreation and Park Association Exhibit

<http://www.nrpa.org>

Tampa, FL

October 16-19, 2002

Illinois Association for Health, Physical Education, Recreation and Dance Exhibit

<http://www.iahperd.org/>

St. Charles, IL

November 21-23, 2002

## 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)