

Becoming a Catalyst for Change: Moving Toward One Fit America

October 20, 2011

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President's Council on Fitness, Sports & Nutrition (PCFSN)
United States of America



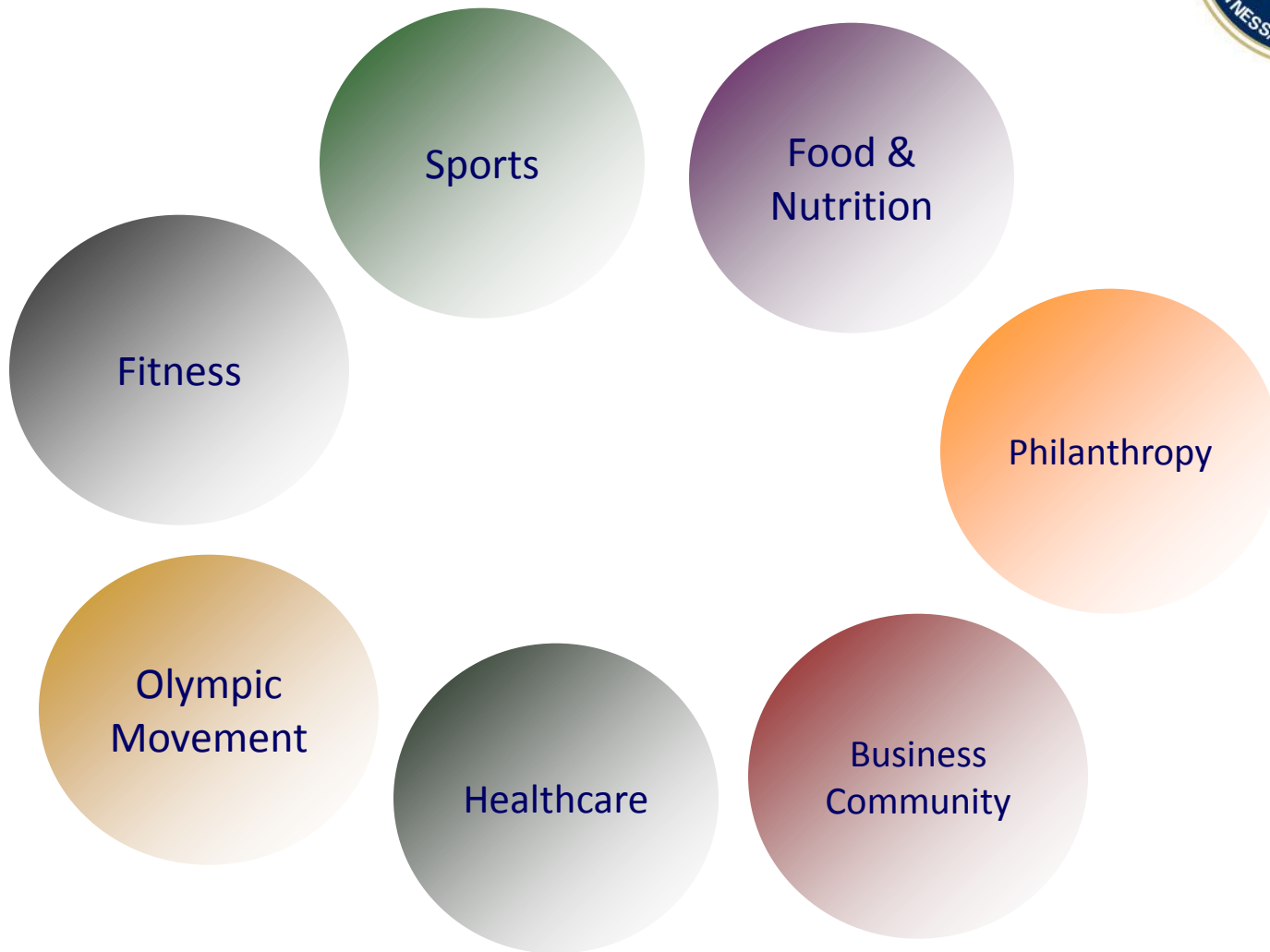


PCFSN

Who We Are. What We Do.



Council Members





Facing the Challenge Worldwide.

Global Obesity Epidemic



- According to 2008 data from the World Health Organization– of adults 20 and older, 30.2% of males are obese and 33.2% of women are obese
- In 2008, 34% of adults (1.46 billion) globally were overweight
- The increase in mean body mass index (BMI) in high-income countries was greatest in the United States
- Nauru in the Oceania reported the greatest gain in BMI globally
- By 2030 China is expected to have the largest number of overweight and obese individuals

Global Physical Activity Facts



- Physical inactivity is now identified as the fourth leading risk factor for global mortality causing an estimated 3.2 million deaths globally.
- Physical inactivity is estimated to be the main cause for approximately 21–25% of breast and colon cancers, 27% of diabetes and approximately 30% of ischemic heart disease burden.
- Physical inactivity levels are rising in many countries with major implications for the prevalence of non-communicable diseases and the general health of the population worldwide.

Global Nutrition Facts



- Approximately 1.7 million (2.8%) of deaths worldwide are attributable to low fruit and vegetable consumption.
- Low fruit and vegetable intake is among the top 10 selected risk factors for global mortality.
- Worldwide, insufficient intake of fruit and vegetables is estimated to cause around 14% of gastrointestinal cancer deaths, about 11% of ischemic heart disease deaths and about 9% of stroke deaths.

Source: World Health Organization



Facing the Challenge in the U.S.

The Obesity Epidemic Continues to Grow



- Childhood obesity has more than tripled in the last 30 years.¹
- 1 in 3 kids in the U.S. are overweight or obese.¹
- Less than one-third of all children ages 6-17 engage in vigorous activity.²
- 34% of U.S. adults 20 years and older are overweight, 34% are obese, and 6% are extremely obese.³

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Health Costs

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Economic Costs

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Health Costs



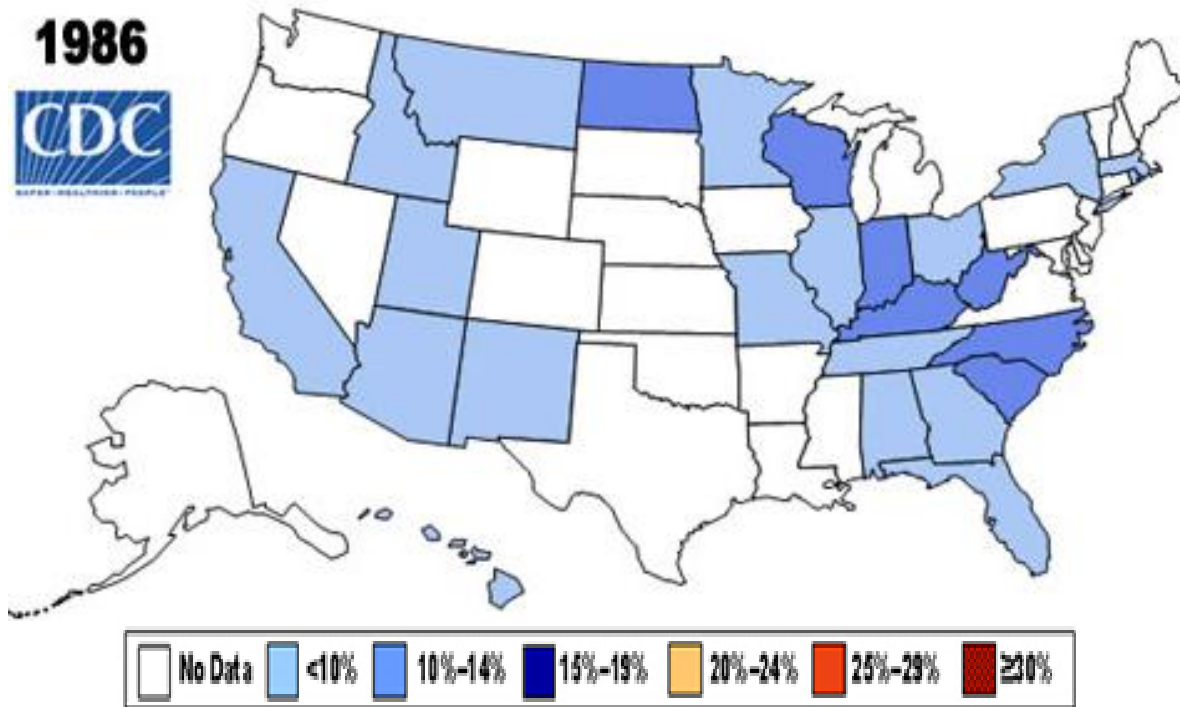
Economic Costs



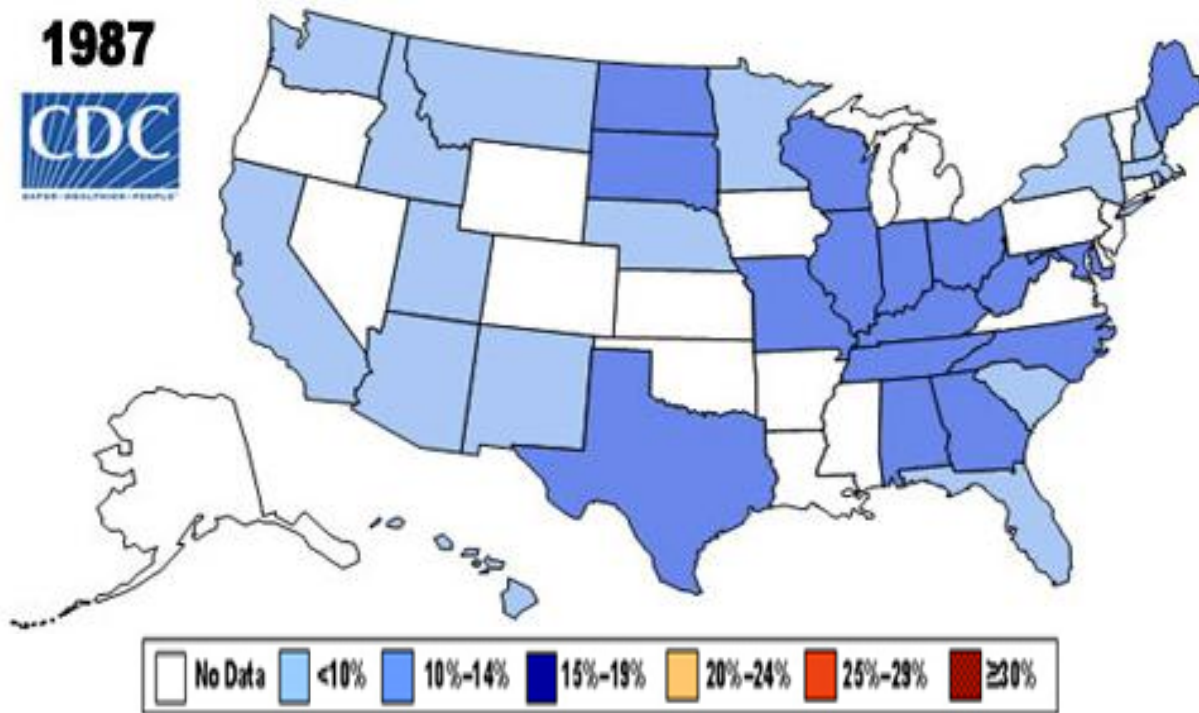
National Security
Costs



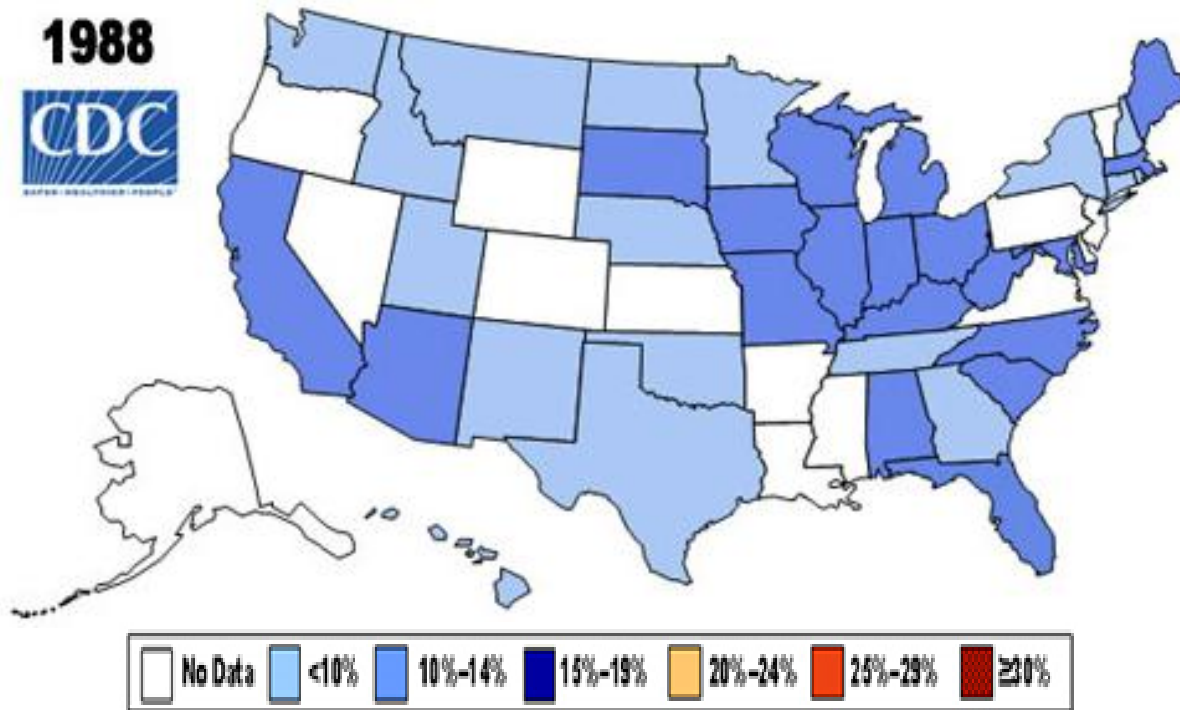
Obesity Rates by State – 1986



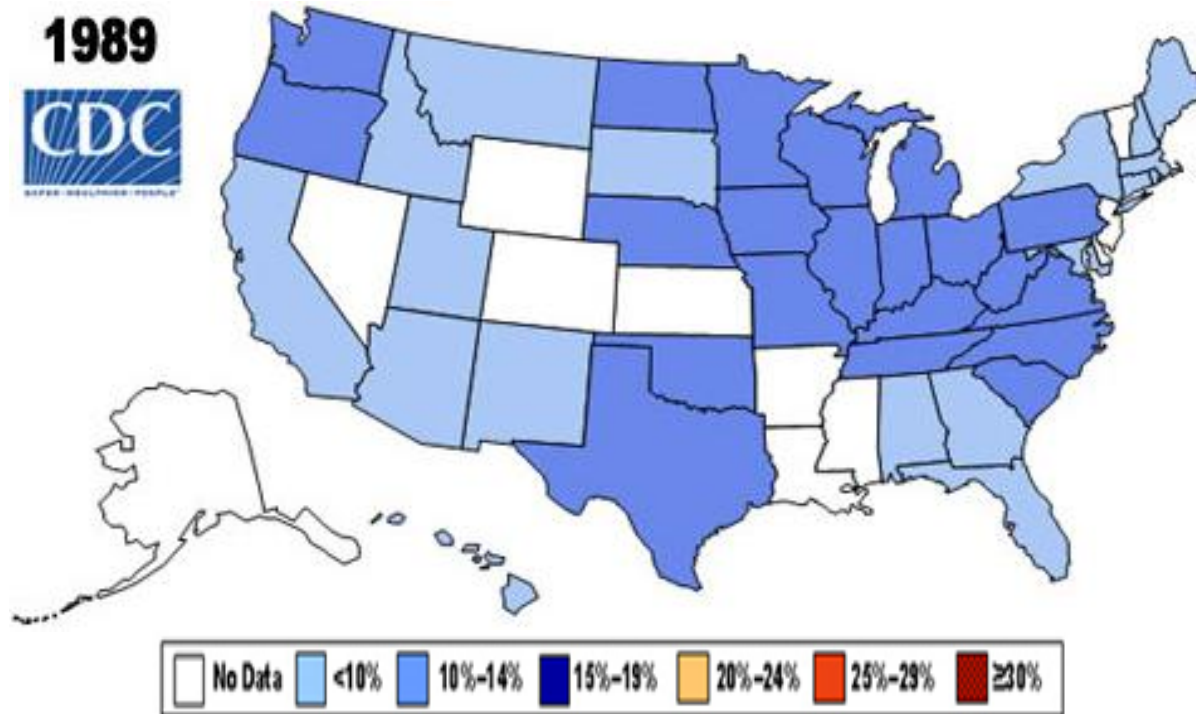
Obesity Rates by State – 1987



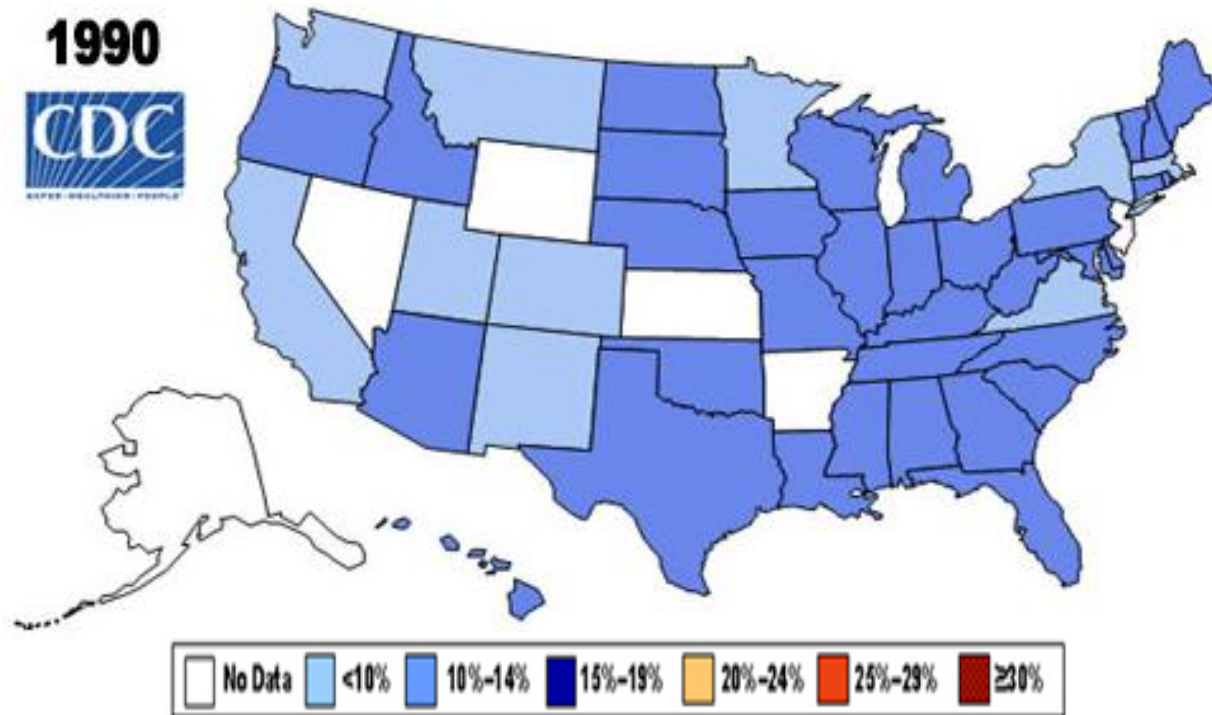
Obesity Rates by State – 1988



Obesity Rates by State – 1989

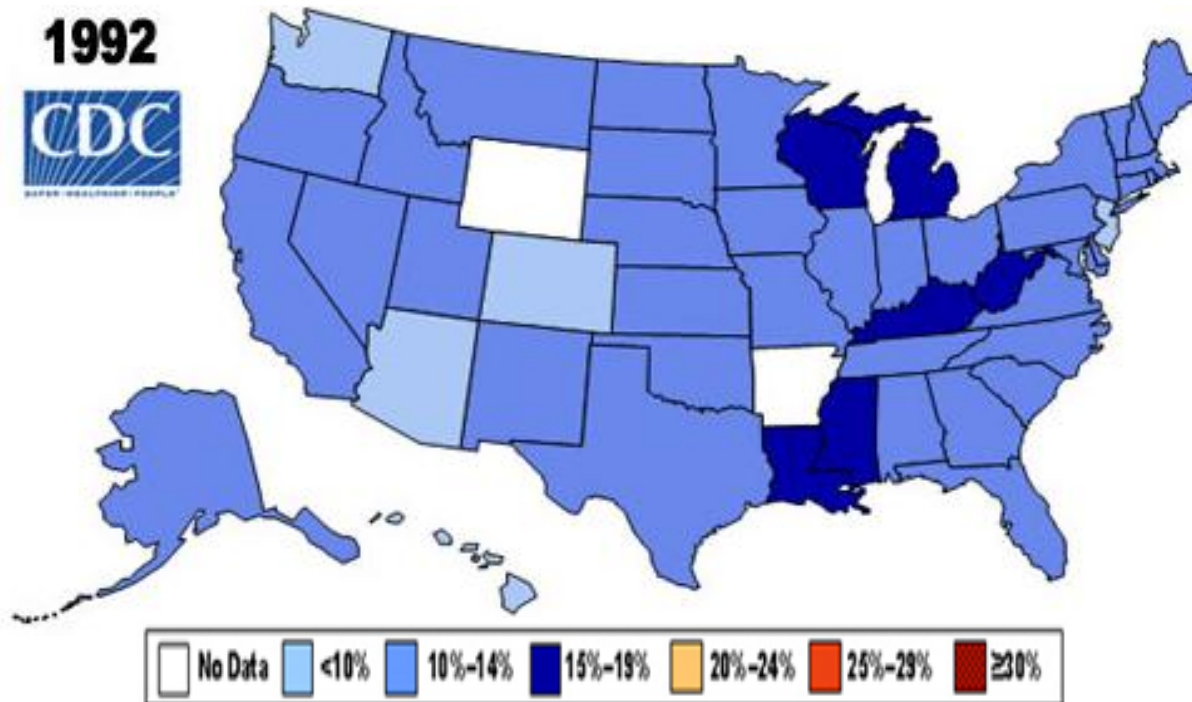


Obesity Rates by State – 1990

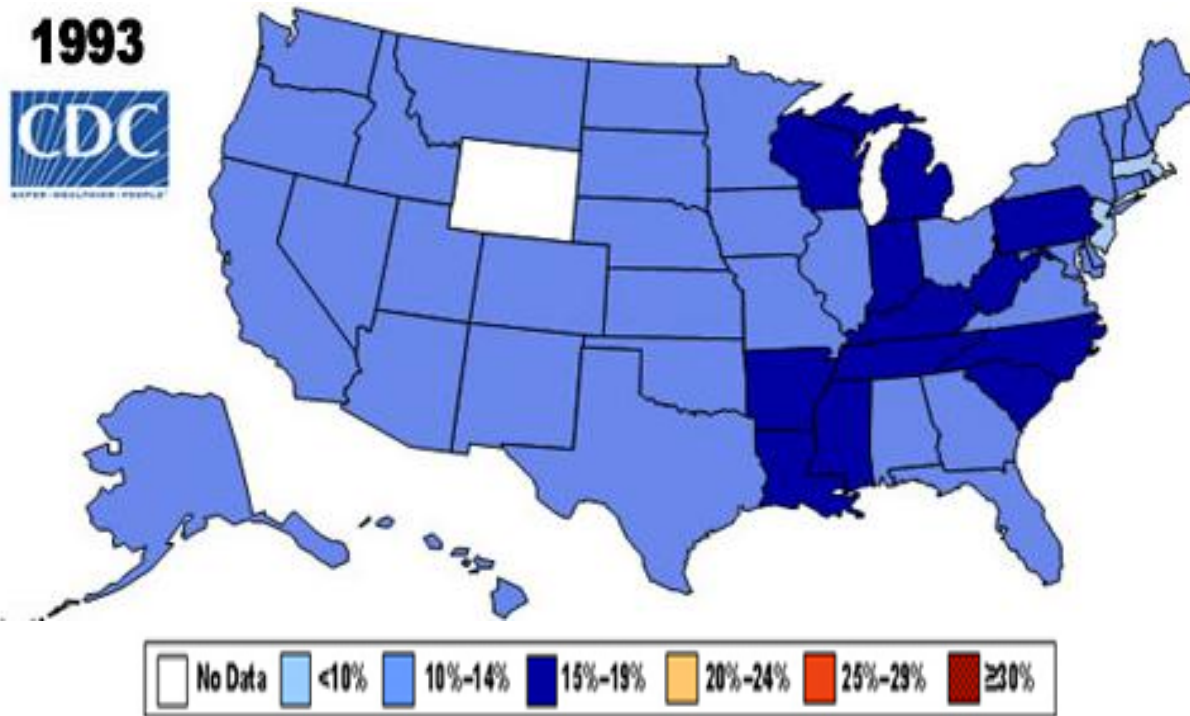




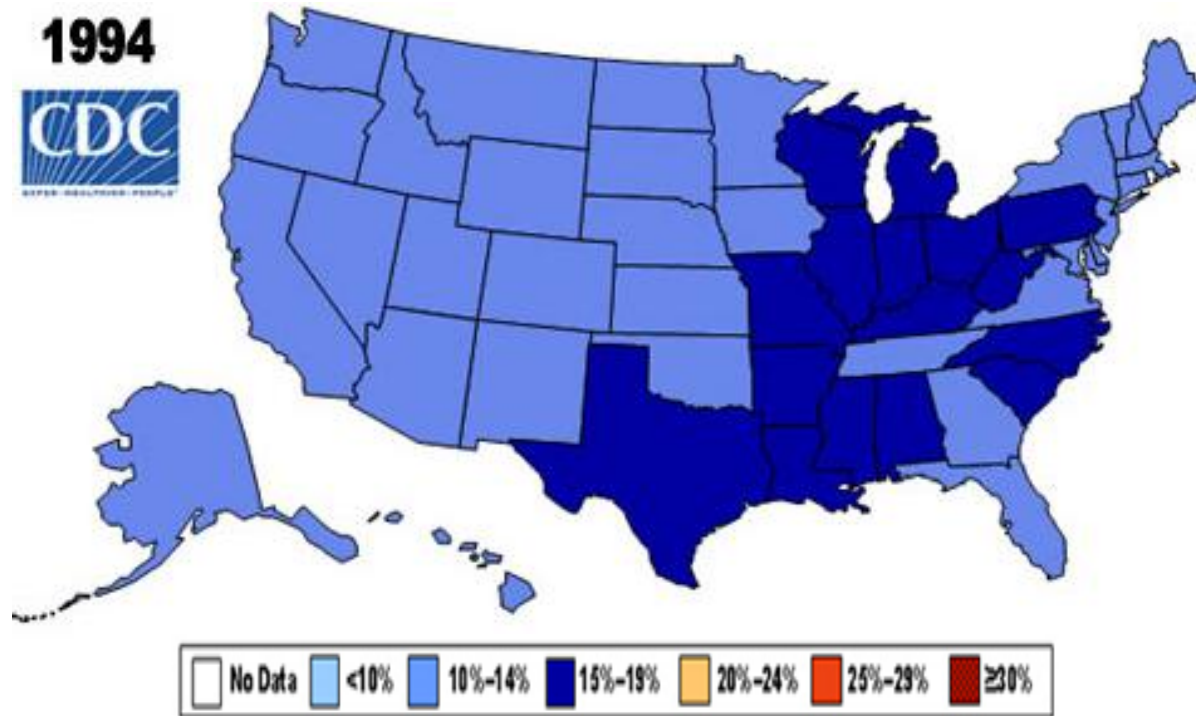
Obesity Rates by State – 1992



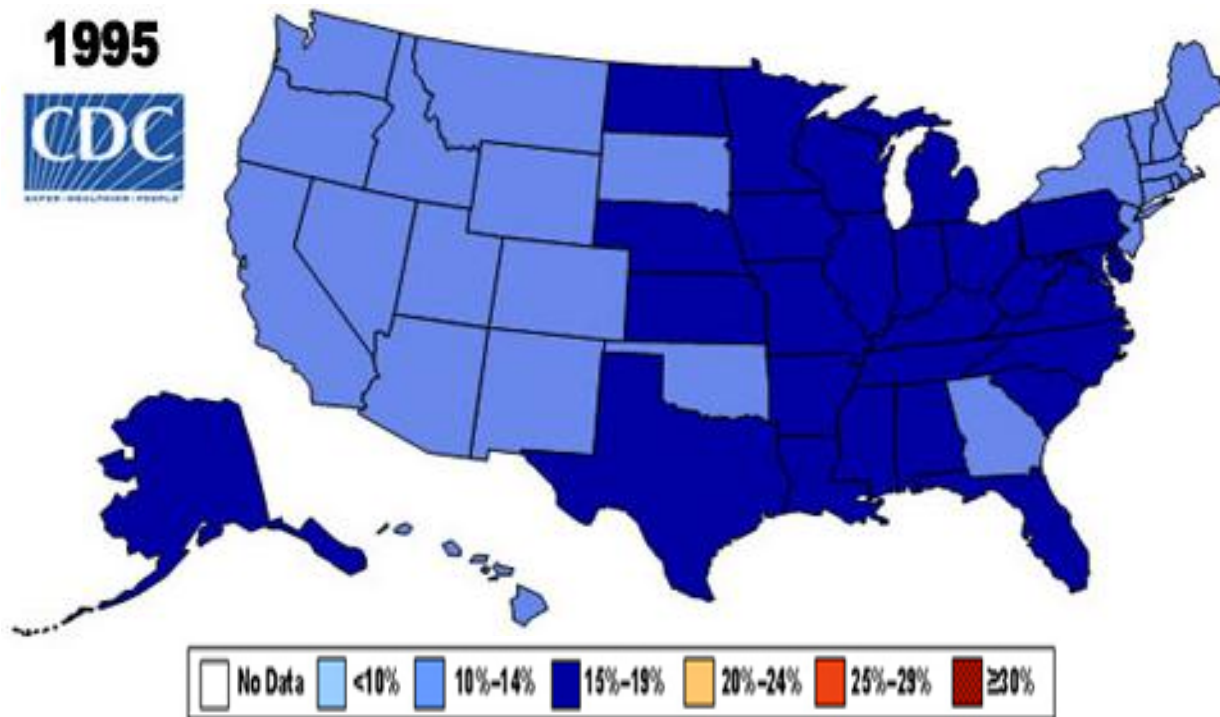
Obesity Rates by State – 1993



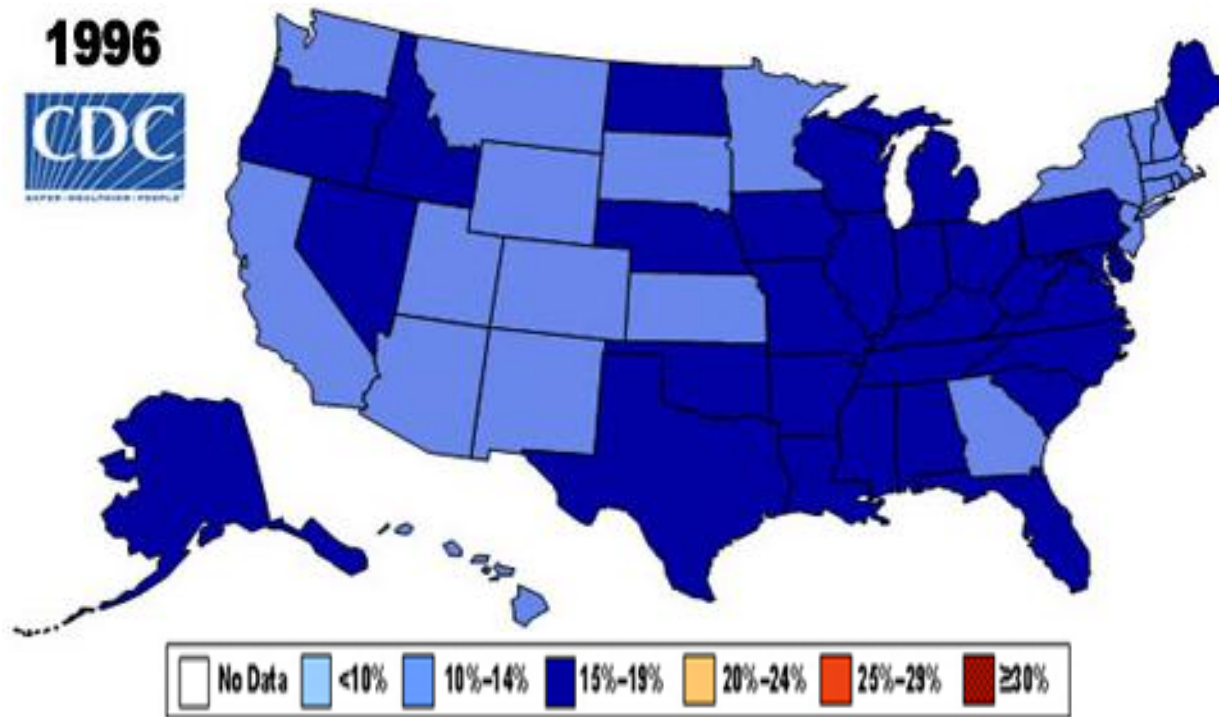
Obesity Rates by State – 1994



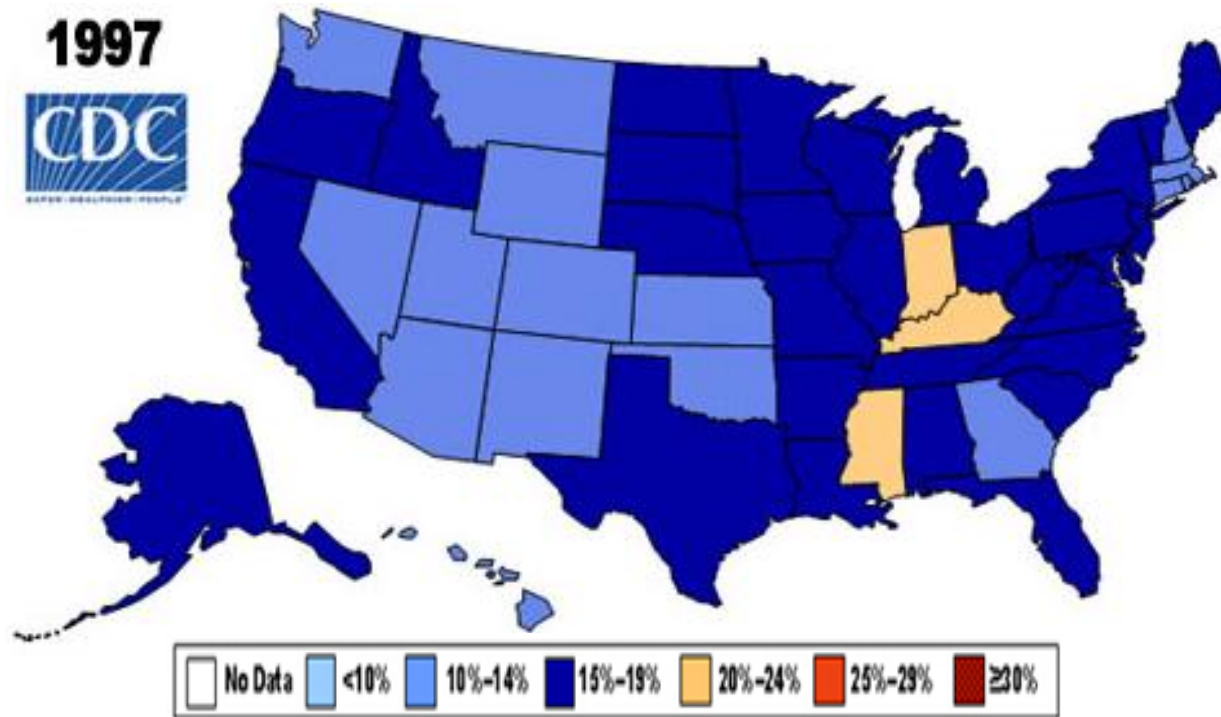
Obesity Rates by State – 1995



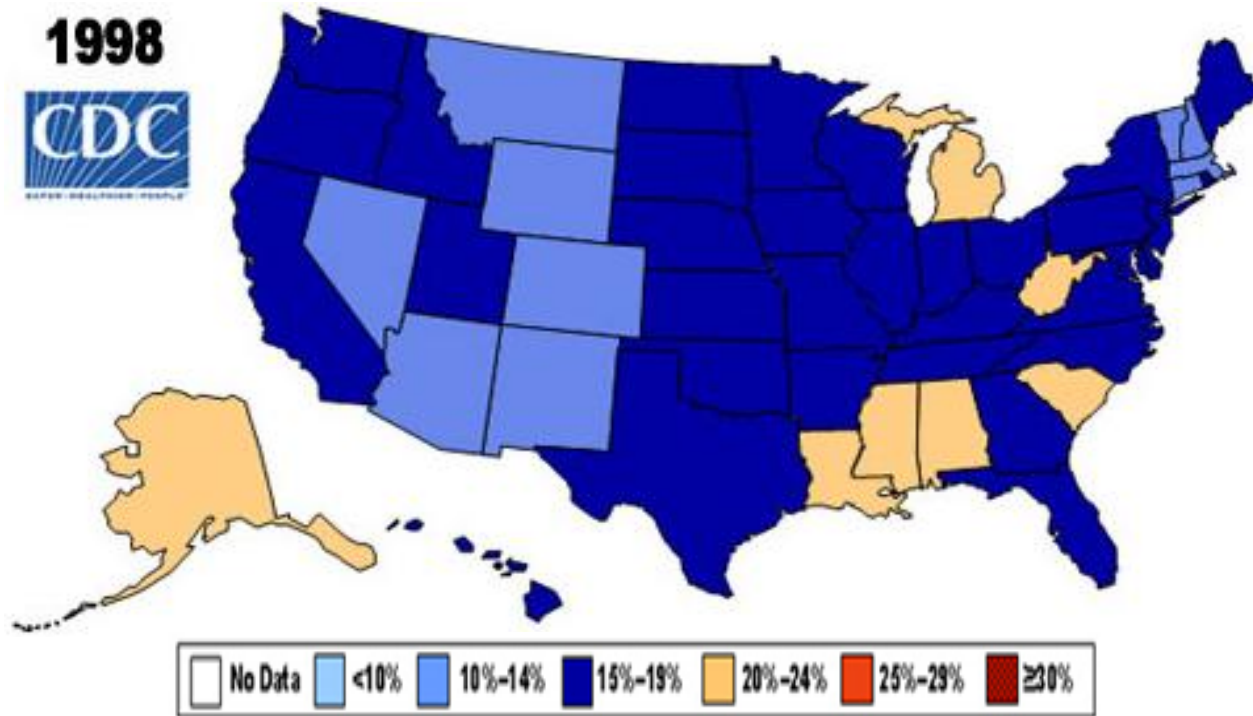
Obesity Rates by State – 1996



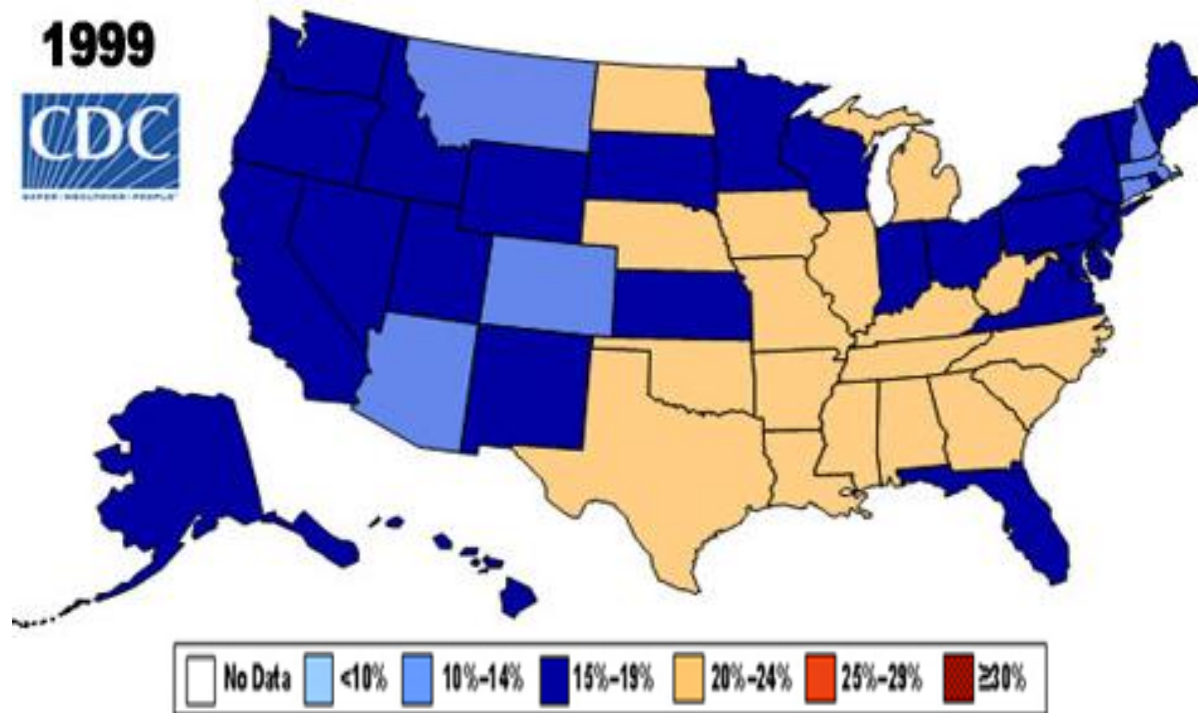
Obesity Rates by State – 1997



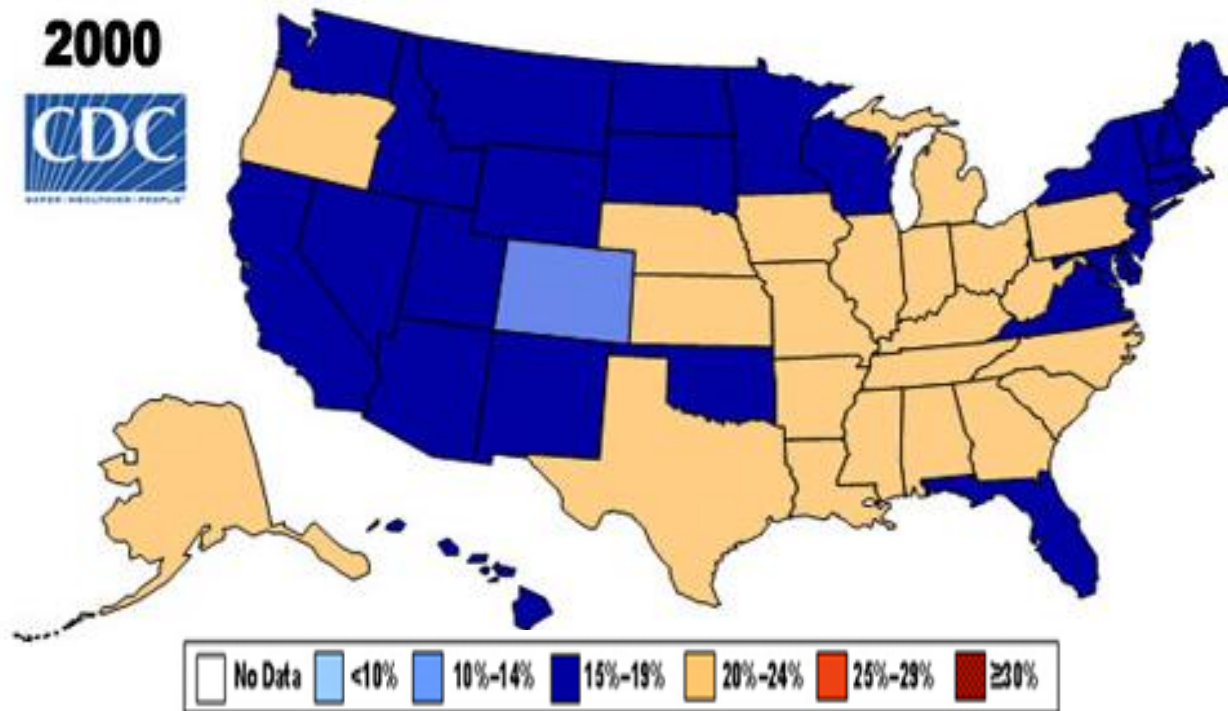
Obesity Rates by State – 1998



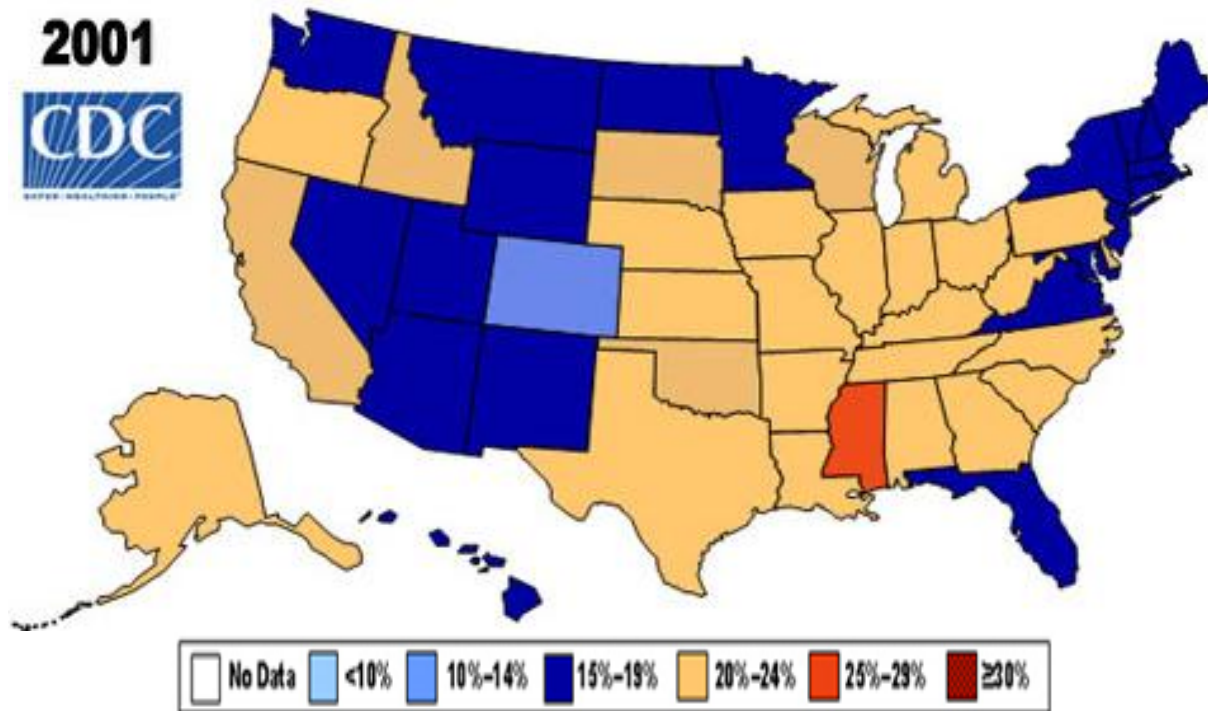
Obesity Rates by State – 1999



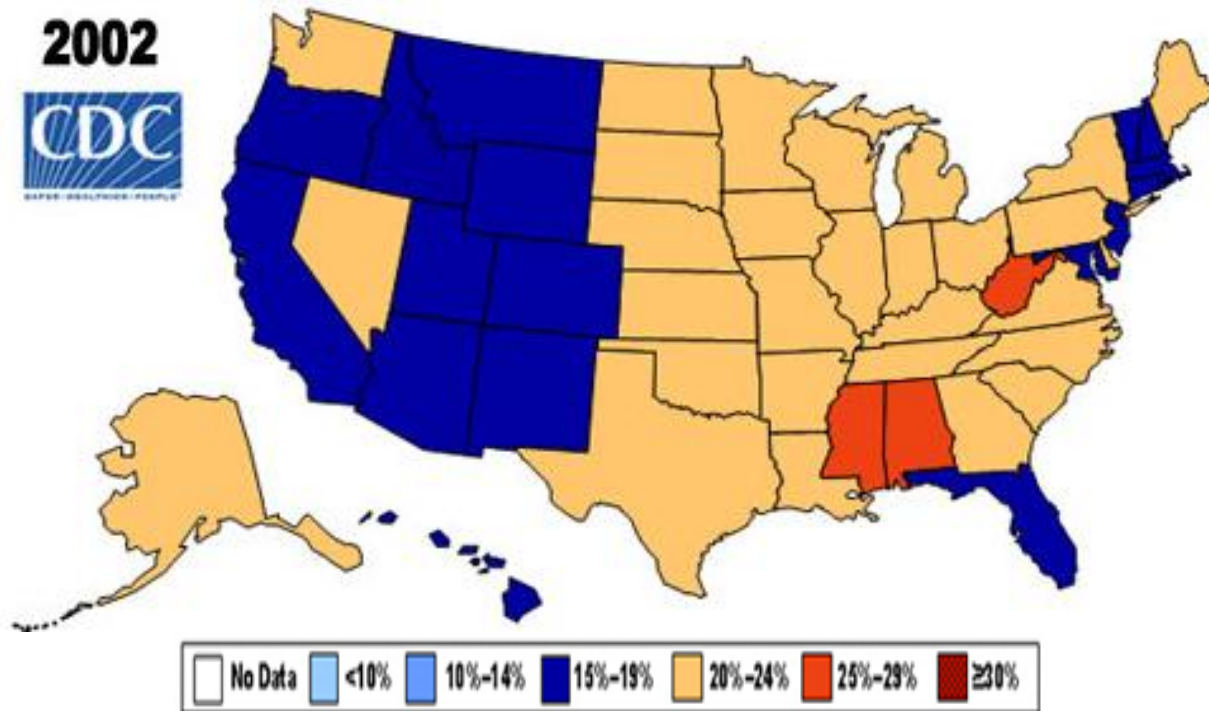
Obesity Rates by State – 2000



Obesity Rates by State – 2001



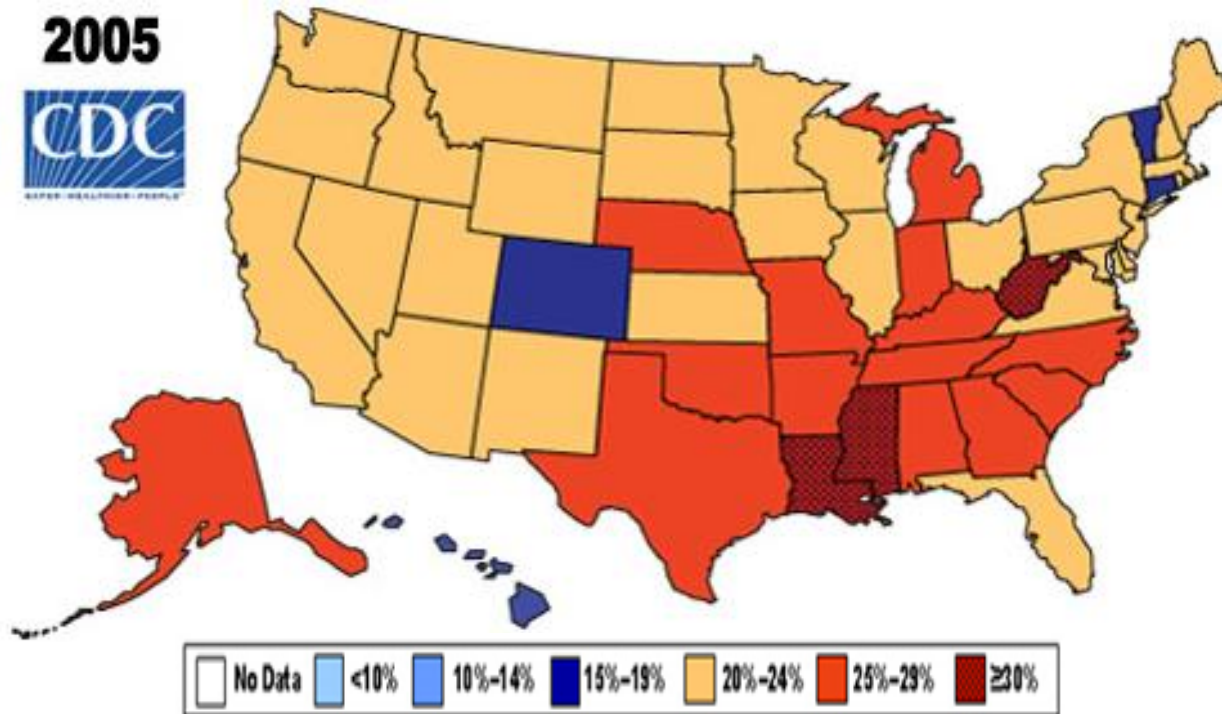
Obesity Rates by State – 2002



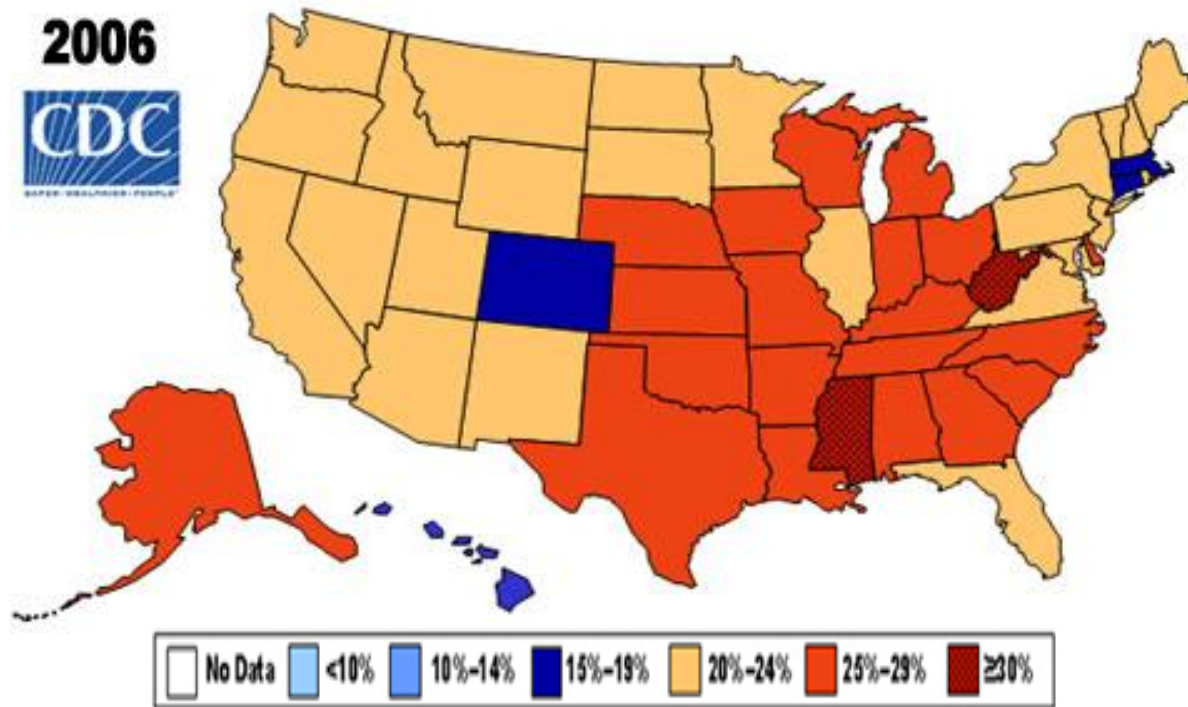




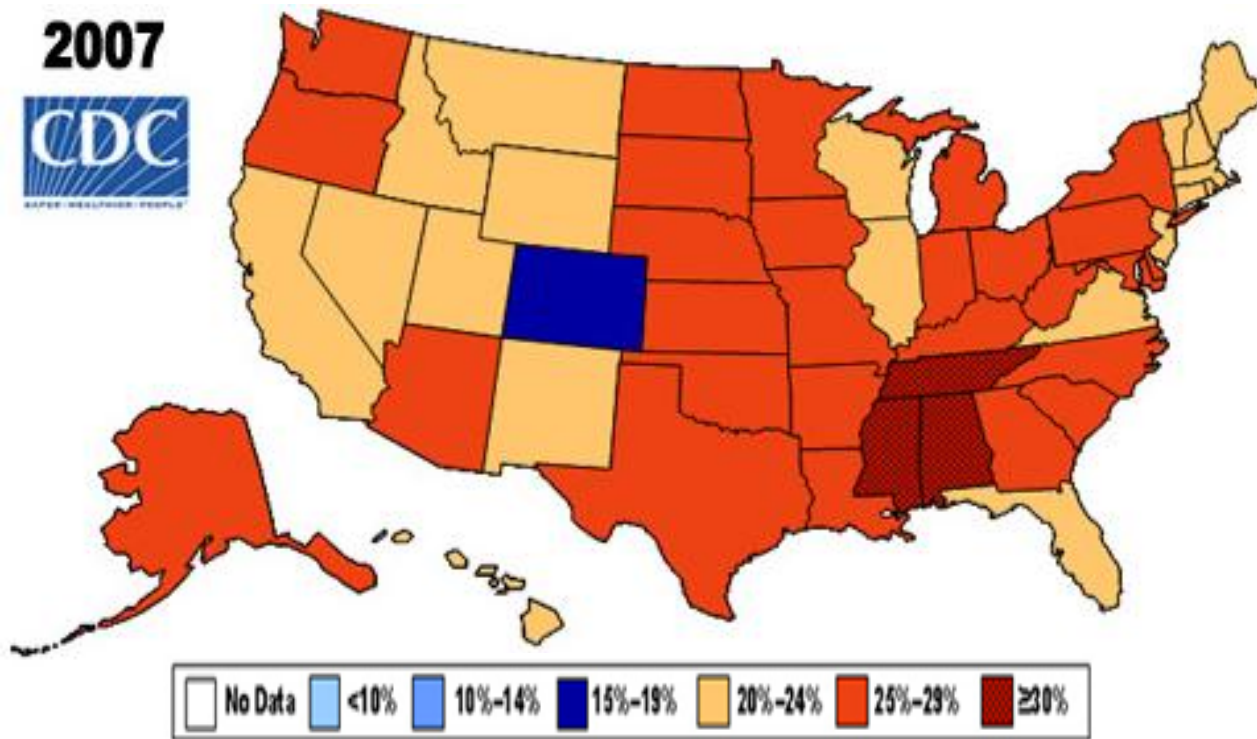
Obesity Rates by State – 2005



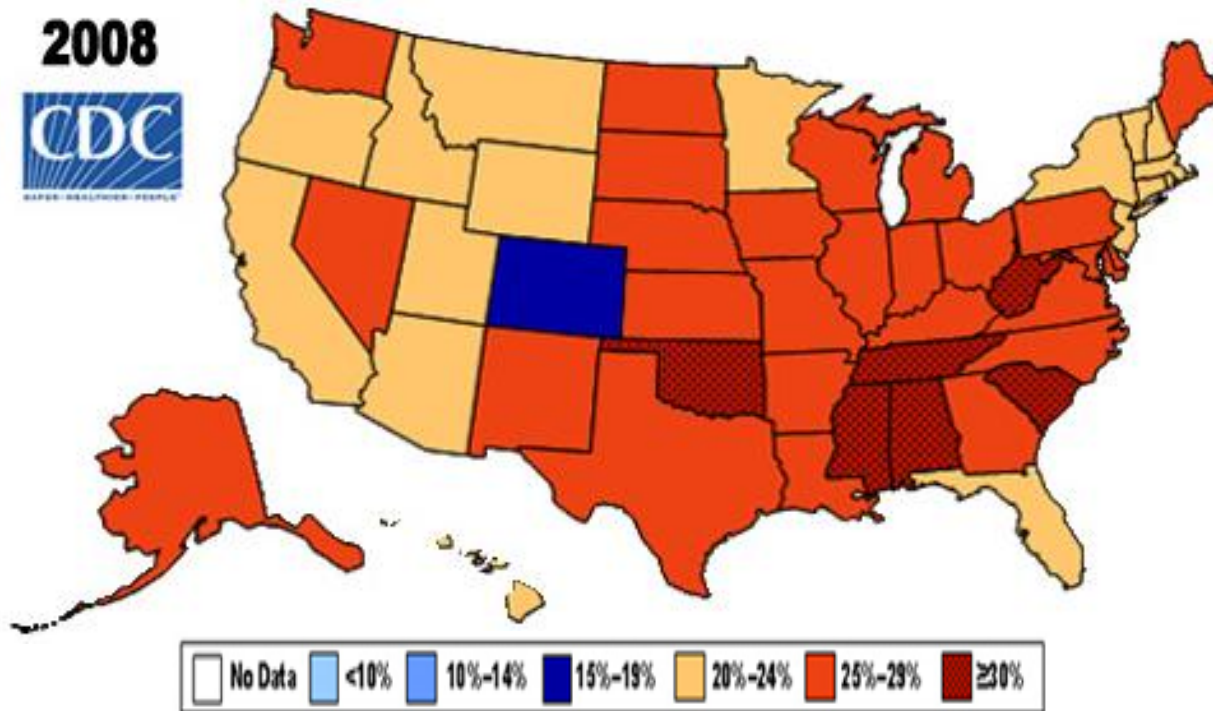
Obesity Rates by State – 2006



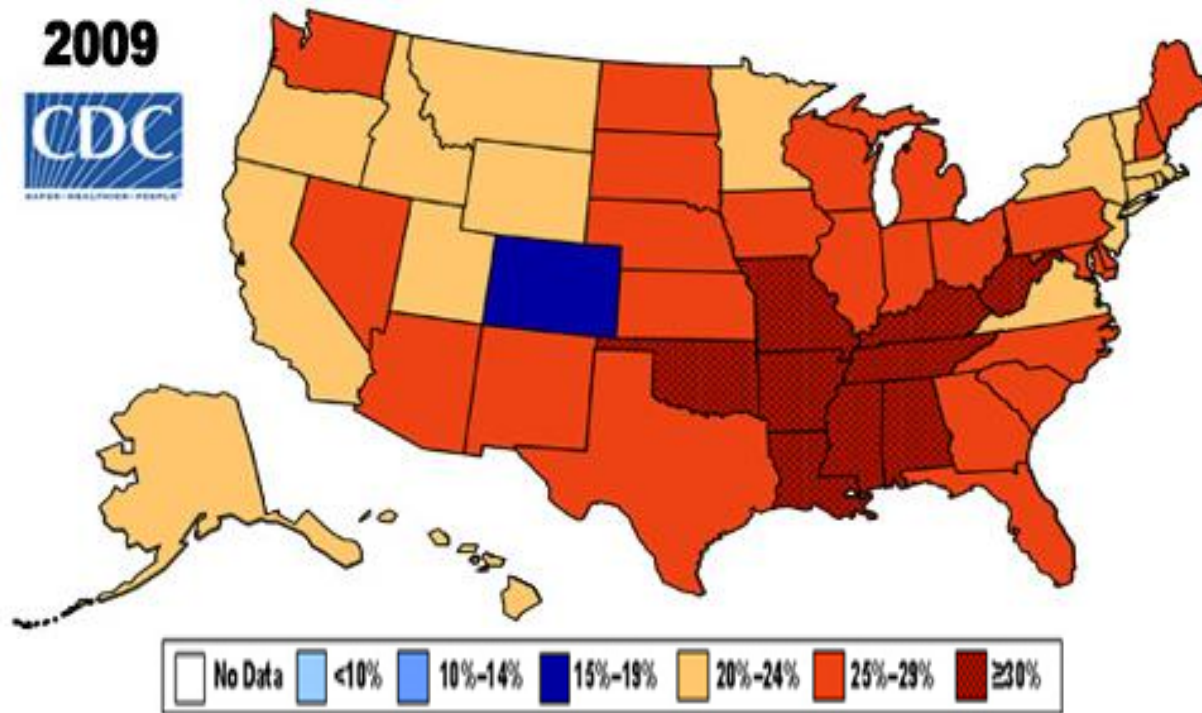
Obesity Rates by State – 2007



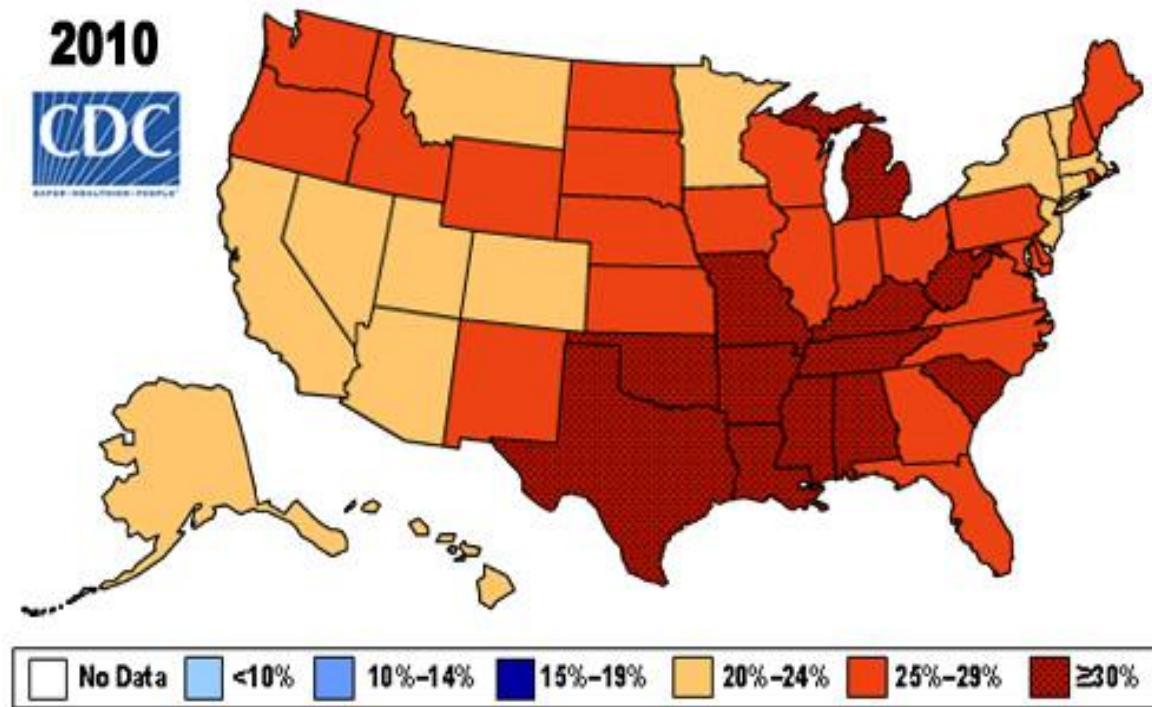
Obesity Rates by State – 2008



Obesity Rates by State – 2009



Obesity Rates by State – 2010





**UNFORTUNATELY significant
to physical activity, BARRIERS
physical education,
and nutrition STILL REMAIN.**

Limited Access to Physical Activity Resources



- In the U.S. only 1 in 5 homes have parks within a half-mile
- Not every community has access to a sports field, gym, or ice skating rink
- Limited investments in walking and bicycling trails

Access and Affordability of Healthy Foods





Solutions.

Let's Move!



Launched February 9, 2010 at the White House by First Lady Michelle Obama

Goal: To solve the challenge of childhood obesity within a generation so that children born today will reach adulthood at a healthy weight.



Let's Move! Pillars



Five Pillars:

- Creating a healthy start for children
- Empowering parents and caregivers
- Providing healthy food in schools
- Improving access to healthy, affordable foods
- Increasing physical activity



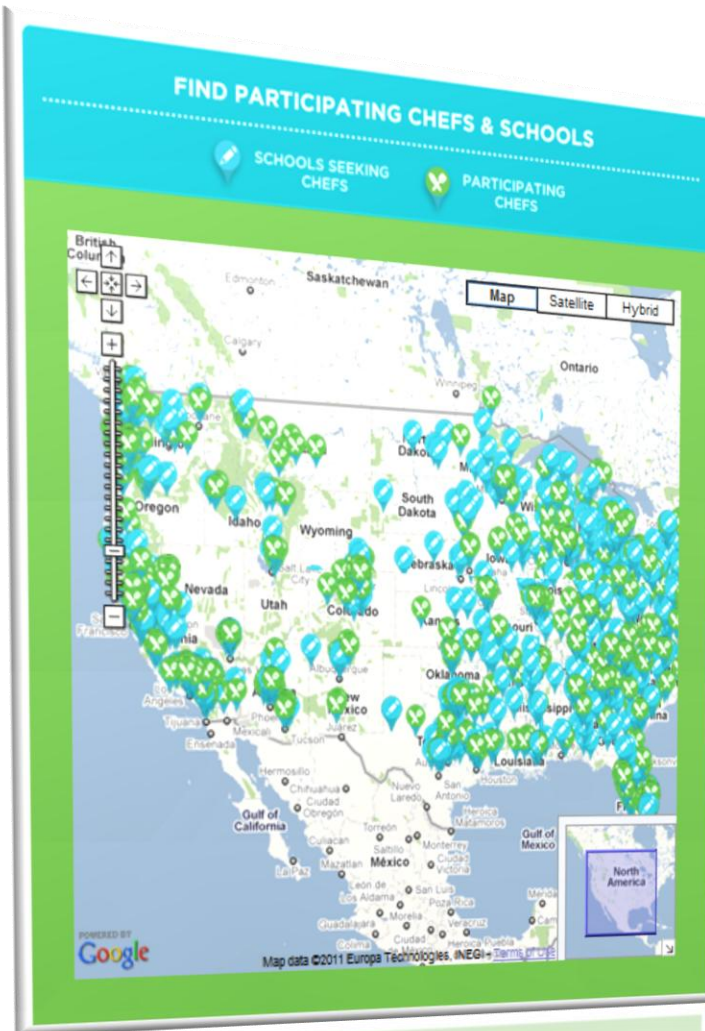
Let's Move! Programs



- Let's Move Cities, Towns and Counties
- Let's Move Faith and Communities
- Let's Move in School
- Let's Move Outside
- Chefs Move to Schools
- Let's Move! in the Clinic
- Let's Move! Museums and Gardens
- Let's Move! Child Care



Let's Move! Resources



- Online maps and locators – for example, Let's Move Chefs to Schools
- Let's Move Cities and Towns listings
- Tool Kits for leaders
- Sign up for the email updates!

HHS Communities Putting Prevention to Work Initiative



Goal: To reduce risk factors and prevent/delay chronic disease and promote wellness in both children and adults



Healthy People



- Provides science-based, 10-year national objectives for promoting health and preventing disease.
- PCFSN co-leads physical activity focus area with the Centers for Disease Control & Prevention (CDC)
- More information: www.healthypeople.gov



Childhood Overweight and Obesity Prevention Initiative: Healthy Youth for a Healthy Future



- Promotes the importance of healthy eating and physical activity at a young age to help prevent overweight and obesity in America
- Includes the President's Council on Fitness, Sports and Nutrition's President's Challenge program
- More information:
www.surgeongeneral.gov/obesityprevention



VICE ADMIRAL
REGINA M. BENJAMIN, M.D., M.P.A.
SURGEON GENERAL
OF THE UNITED STATES



Success Stories



Photo courtesy of Challenged Athletes Foundation.

People across the country are actively working every day to reverse these trends.



President's Council Programs & Initiatives.

A Catalyst for Fitness & Health



Better health
through physical
activity and quality
physical education

A Catalyst for Fitness & Health



Better health
through physical
activity and quality
physical education

Sports as social
change agent

A Catalyst for Fitness & Health



Better health
through physical
activity and quality
physical education

Sports as social
change agent

Better access to
and understanding
of proper nutrition

Presidential Active Lifestyle Award (PALA)



PALA+



**First Lady & Secretary
Sebelius Launch**





with the President's Council

PALA+ includes Activity AND Nutrition because it takes both to lead a healthy lifestyle.

PALA+ Log



Week 1	Day	Physical Activities	# of Minutes or Pedometer Steps
	Mon		
	Tues		
	Wed		
	Thurs		
	Fri		
	Sat		
	Sun		
Healthy Eating—Select a goal for this week.			
       			

Joining Forces



Supporting military families.
Free fitness benefits and more.



www.whitehouse.gov/joiningforces

Joining Forces and the President's Council on Fitness, Sports & Nutrition are proud to offer free personal training and gym memberships to Reserve and National Guard service members and their families. These opportunities are being donated by the American Council on Exercise® and The International Health, Racquet and Sportsclub Association.

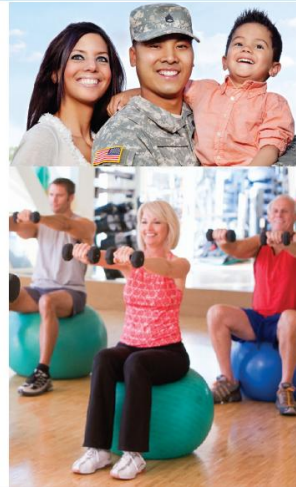
By combining personal training with time in the gym, Joining Forces offers service members and their families the opportunity to get fit the right way. To stay on track and meet your fitness goals, take the Presidential Active Lifestyle Award (PALA) challenge.



To find fitness professionals offering free personal training and fitness instruction, visit www.acefitness.org/joiningforces.



For participating health clubs in your area, visit www.healthclubs.com/joiningforces.



Find out more at:
www.presidentschallenge.org

Our Joining Forces initiative with *Let's Move!* offers U.S. military service members and their families support and opportunities for physical activity through free personal training and gym memberships.

I Can Do It, You Can Do It





Resources.

2008 Physical Activity Guidelines



2008 Physical Activity Guidelines for Americans



Be Active, Healthy, and Happy!

www.health.gov/paguidelines



2008 Physical Activity Guidelines for Americans Toolkit



Be Active, Healthy, and Happy!

www.health.gov/paguidelines



Be Active Your Way

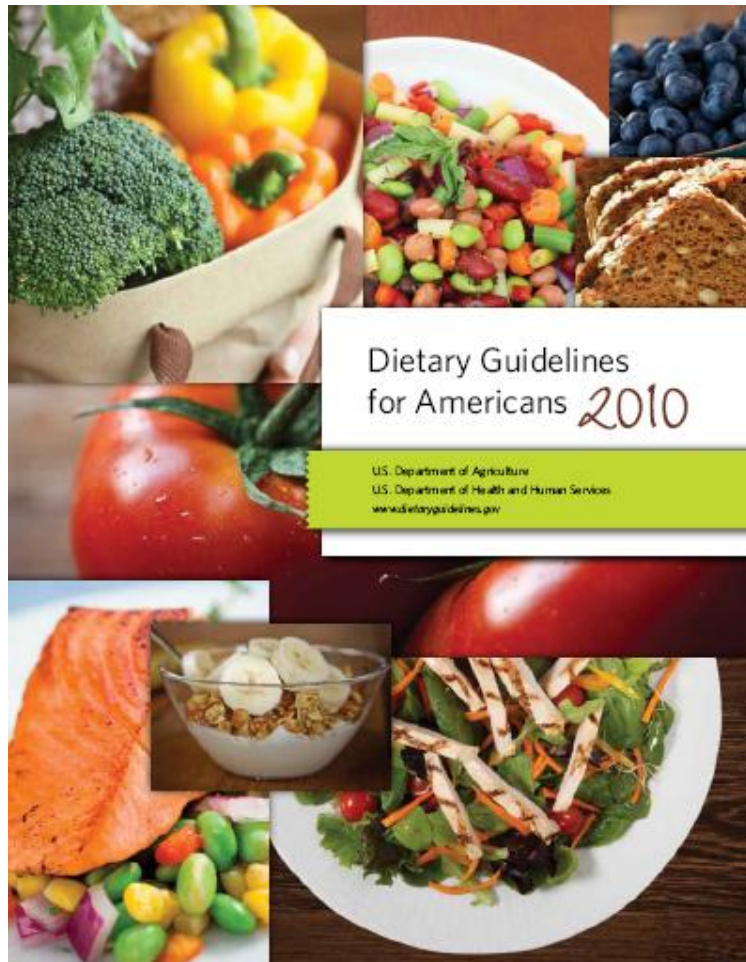
A Guide for Adults

Based on the 2008 Physical Activity Guidelines for Americans

Be Active, Healthy, and Happy!



Dietary Guidelines for Americans 2010



- *Dietary Guidelines for Americans is reviewed, updated if necessary, and published every 5 years.*
- The U.S. Department of Agriculture (USDA) and the U.S. Department of Health and Human Services (HHS) jointly create each edition.

Nutrition Locator Websites



Food Desert Locator

Get a spatial overview of low-income neighborhoods with high concentrations of people who are far from a grocery store.

Map food deserts and view census tract-level statistics on population groups with low access to healthy food.

Enter Locator

U.S. Department of Agriculture
Economic Research Service

Food Desert Locator

For more information about the Locator, contact Vince Breneman (Breneman@ers.usda.gov) or Michele Ver Ploeg (sverp@ers.usda.gov).
ERS Home | USDA.gov | Site Map | Policies | What's New | E-Mail Updates | RSS | Translate | Text Only | FOIA | Accessibility Statement | Privacy Policy | Non-Discrimination Statement | Information Quality | USA.gov

USDA
United States Department of Agriculture

USDA People's Garden Initiative Garden Locations

Select a Garden Location
☐ All Locations
☐ At a USDA Facility
☐ At a School
☐ Within the Community
☐ Within the Community At a church, place of worship or faith-based center

City
(Leave Blank For All)

Select a State
(Leave Blank For All)

GO Reset

THESE GARDENS ARE MAKING A BIG IMPACT IN THE COMMUNITY

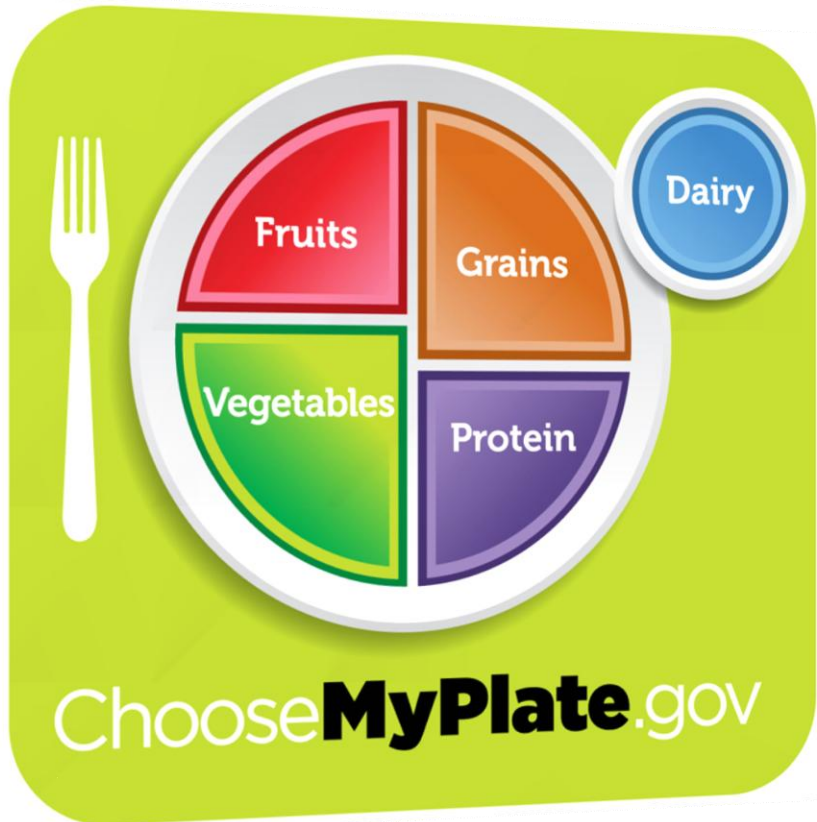
THE COMMUNITY IS MAKING A SUSTAINABLE DIFFERENCE BY GROWING THEIR OWN FOOD. Register your garden with us so your efforts can be recognized along with others across the country.

Map Satellite Hybrid Terrain

Map data ©2011 Europa Technologies, INC.

People's Garden Locator

MyPlate



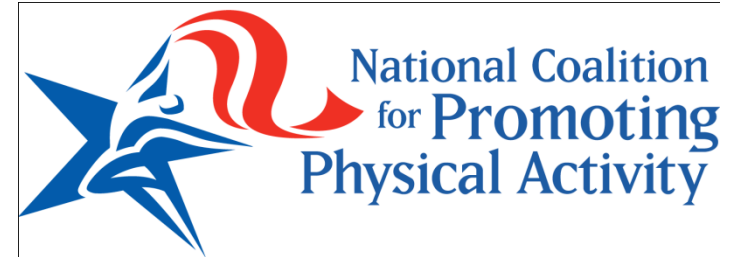
Focus of MyPlate:

- Balance calories— portion control
- Increase fruits and veggies
- Switch to whole grains and low-fat dairy products
- Reduce sodium and drink water instead of soda

Additional MyPlate Resources:

- Sample Menus for a Week
- Food Group Based Recipes
- Historical Development of Food Guidance

Improving Physical Activity Choices for All Americans



HealthierUS School Challenge



Search FNS

- Search all USDA
- Search Tips
- Topics A-Z

Email Updates

 Sign-up to receive free email updates

Browse by Audience

Information For ...

Browse by Subject

- ▶ Join the Team
- ▶ **HealthierUS Schools**
- ▶ Local Wellness Policy
- ▶ Training Grants
- ▶ Resource Library
- ▶ MyPyramid for Kids
- ▶ Eat Smart. Play Hard.

You are here: [Home](#) > [HealthierUS Schools](#)

HealthierUS School Challenge

Recognizing Excellence in Nutrition and Physical Activity



The HealthierUS School Challenge (HUSC) is a voluntary initiative established in 2004 to recognize those schools participating in the National School Lunch Program that have created healthier school environments through promotion of nutrition and physical activity.

In February 2010, First Lady Michelle Obama introduced **Let's Move!**, incorporating the HealthierUS School Challenge into her campaign to raise a healthier generation of kids. At that time, monetary **incentive awards** became available for each HUSC award level: Bronze, Silver, Gold, and Gold Award of Distinction.

Schools may **submit applications** for the HealthierUS School Challenge by US mail or online. A **simplified district application process** is available if there are two or more schools applying from one school district.

HUSC

- **Vision**
- **Application Materials**
- **Competitive Foods Calculator**
- **Promotional Materials**
- **Training and Technical Assistance**
- **Award Winning Schools**
- **Tips from Award Winners**

See Also

- **Let's Move!**
- **Chefs Move to Schools**
- **Healthy Meals Resource System (HMRS)**

Safe Routes to School Program



It's a New Day



LET'S
MOVE!



Websites/Social Media



- www.fitness.gov – Twitter: @FitnessGov
- www.presidentschallenge.org
- www.letsmove.gov – Twitter: @LetsMove
- www.choosemyplate.gov
- www.health.gov/paguidelines
- www.healthfinder.gov

Questions?



For More Information



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www.fitness.gov



@FitnessGov