



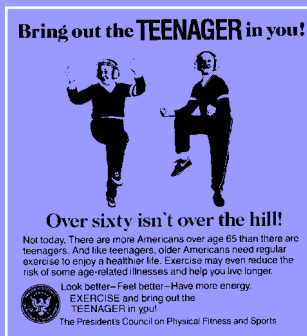
Getting America MOVING





“We do not want in the United States a nation of spectators. We want a nation of participants in the vigorous life.”

—*President John F. Kennedy*



These words capture the driving force behind the creation of the President's Council on Physical Fitness and Sports (PCPFS) and the spirit which still moves it forward today. Physical activity and fitness are important parts of a healthy, happy, and successful individual and society. Leading the nation toward these goals has been the Council's mission from the start and continues to be as the PCPFS motivates Americans to become — and stay — active.



THE PRESIDENT'S COUNCIL

The creation of the PCPFS brought concern for Americans' health and fitness to the highest level of government. Through its Executive Order, the PCPFS is charged with promoting the benefits of sports, fitness, and physical activity and motivating all Americans to become and stay active and fit.

From its beginning, the President's Council has had a special focus on the nation's youth, encouraging them to lay the foundation for an active, healthy adult life. While scientific knowledge about the health benefits of physical activity has increased over the years, the PCPFS has long recognized the personal benefits of sports participation and an active lifestyle — character development, discipline, improved confidence, self-esteem, and well-being.

The President's Council serves as a catalyst, generating ideas and administering programs, frequently in partnership with other organizations, that reach people in schools, homes, workplaces, and communities. The PCPFS is committed to breaking any perceived barriers — be they disabilities, race, gender, age, or lack of knowledge or opportunity — that impede any individual's access to and enjoyment of fitness and sports activities.

PROGRAMS & INITIATIVES

The President's Council strives to reach people of all ages and backgrounds. Its varied programs and initiatives help to educate and motivate the public and recognize those who participate in a fit and active lifestyle. These efforts include:

The President's Challenge Physical Fitness Awards Program

More than 55 million awards have been earned by students via the President's Challenge since this school-based program was established in 1966. Students receive awards reflecting their abilities in a series of

activities designed to motivate youngsters to build strength, endurance, flexibility, and other fitness components. The program encourages modified activities for physically-challenged students and recognizes all participants for their achievements.



Presidential Sports Award

The Presidential Sports Award (PSA) was created in 1972 to encourage long-term commitment to regular sports or fitness activity participation. Working with

national sports organizations, the PSA gives presidential recognition to individuals, ages six and up, who fulfill the qualifying standards in one of more than 65 different sports categories.

Healthy People 2000

The PCPFS tracks the progress made toward achieving 13 physical activity and fitness objectives contained in the Department of Health and Human Services's Healthy People 2000 initiative. The goal of this nationwide program is to improve the health status of all Americans by the year 2000.

Surgeon General's Report on Physical Activity and Health

The President's Council was a key player in the development and release of the first Surgeon General's report linking physical activity to health benefits and educating Americans that regular, moderate physical activity brings substantial health benefits.

Public Service Campaigns

The President's Council uses many vehicles, including The Advertising Council and the National Association of Broadcasters, to spread its physical fitness and health message. Using donated media space, it has conducted radio, print, and television advertising campaigns aimed at people of all ages.

PARTNERSHIPS

The President's Council has always been innovative in matching its resources to its mission. Lacking grant-making and regulatory powers, the PCPFS has worked to create a broad network of partners with whom it can team up to run everything from activity and recognition programs to exhibits and public information efforts.

Creative partnerships with a wide variety of private and public organizations allow the President's Council to reach a much broader audience. Some partners include: 4-H Clubs; the YMCA; the U.S. military; the Sporting Goods Manufacturers Association; USA Today; Time Warner and HBO Sports; the U.S. Olympic Committee; the Paralympic Organizing Committee; the Indian Health Service; the Advil Forum on Health Education; the American College of Sports Medicine; the U.S. Postal Service; the American Association of Retired Persons; and the International Health, Racquet, and Sportsclub Association.

COUNCIL MEMBERS

Members of the PCPFS are appointed by the president for voluntary service. Originally composed of members of the president's cabinet, the President's Council now seats 20 distinguished citizens from all walks of life, ranging from celebrated athletes to academics to active citizens who want to serve their country.

Council members bring a wealth of experience and knowledge to their service. They set PCPFS priorities and direction, but their primary duty is to serve as inspiration for a more active lifestyle through personal and professional example.

Council members take an active and participatory interest in promoting sports and fitness throughout the country. They speak at and participate in sporting events, organize community fitness activities, visit schools, and, in general, serve as ambassadors of the PCPFS and the president to spotlight the benefits of physical activity, fitness, and sports.

Well-known chairs have included Arnold Schwarzenegger, George Allen, James A. Lovell, Jr., and Stan Musial. The first woman to lead the PCPFS was Florence Griffith Joyner, who was appointed co-chair in 1993 and served with former U.S. Representative and professional basketball player Tom McMillen. Well-known members have included Roger Staubach, Calvin Hill, Zina Garrison-Jackson, and Pam Shriver.

The PCPFS is led by an executive director, appointed by the president and Secretary of Health and Human Services, who oversees a staff of federal employees in handling day-to-day operations, management, and communications.

1956

President Eisenhower decides to attack a lack of physical fitness among nation's youth at highest federal level after study shows American children are less fit than their European counterparts. Creates President's Council on Youth Fitness.



1960

President Kennedy, a promoter of fitness through his 50-mile hikes, expands Council's reach to all ages and clarifies its mission, changing the name to President's Council on Physical Fitness.

1966

President Johnson establishes Presidential Physical Fitness Award.

1968

President Johnson recognizes the importance of sports participation and changes Council's name to President's Council on Physical Fitness and Sports.

1972

Presidential Sports Award Program created.



1983

Congress declares May National Physical Fitness and Sports Month.

1986

President's Challenge Youth Physical Fitness Awards Program established.



1990

The first Great American Workout, a fitness and sports expo, is held at the U.S. Capitol to officially open National Physical Fitness and Sports Month. In 1991, the event moved to the White House.



1993

The PCPFS holds a strategic planning forum with the nation's top health and fitness leaders to develop recommendations to help Americans make physical activity and fitness a lifetime habit.



1996

Release of *Surgeon General's Report on Physical Activity and Health*; Opening of PCPFS national traveling exhibition with the National Archives, "Flexing the Nation's Muscle: Presidents, Physical Fitness, and Sports in the American Century."

1997

Youth Fitness Campaign, the PCPFS's three-year public service advertising initiative, begins.



Learn about the
President's Challenge

at

400 E. 7th Street
Bloomington, IN 47405

1-800-258-8146

<http://www.indiana.edu/~preschal>

E-mail: preschal@indiana.edu

To earn a
**Presidential
Sports Award**

write to

PSA/AAU

P.O. Box 10,000

Lake Buena Vista, FL

32830-1000

**President's Council on
Physical Fitness and Sports**

200 Independence Ave., SW

Room 738H

Washington, DC 20201

202-272-3421

