

**Governor's Council on Physical Fitness**

**Wednesday, May 28, 2008**

10:00 am – 3:00 pm

The Buena Vista Palace Hotel

***Meeting Minutes***

**Council Members Present**

Shannon Miller, Co-Chair  
Joshua Butler  
Charles Castevens  
Carlos Castresana  
Karen Dowd  
Robert Keiser  
William Montford  
Don Rapp  
Mary Rumberger  
Judith Schaechter  
Sheila Sheridan  
Ana Viamonte Ros  
Amy Young

**Council Members Absent**

Dave Andreychuck  
Derrick Brooks, Chair  
Rocco Baldelli  
Jennifer Capriati  
Thomas Epsky  
Javier Garcia-Bengochea  
Bob Griese  
Ken Griffey, Jr.  
Nancy Hogshead-Makar  
Kezarrick McCorvey  
Shaquille O'Neal  
Dorothy Richardson  
Julie Ryczek  
Corey Simon  
Kelly Slater

**Call to Order**

Shannon Miller, Council Co-Chair, called the meeting to order at 10:15 am. Mrs. Miller welcomed everyone and thanked them for coming. She also thanked the Buena Vista Palace Hotel for providing the meeting space.

**Roll Call and Housekeeping**

Roll was taken by Ali Jaglowski, Executive Director. Ms. Jaglowski addressed housekeeping issues. She asked everyone to place their cell phones on silent. Ms. Jaglowski asked members to submit travel reimbursements in a timely manner since it is nearing the end of the fiscal year. She noted there was a sign-in sheet in the back for anyone interested in providing public comment. She informed the group that the meeting complies with Government in the Sunshine and all meeting materials will be available at [www.healthyfloridians.com](http://www.healthyfloridians.com).

**Recommendation Implementation**

***Speaker:*** Kimberly Berfield, Deputy Secretary for Legislative Affairs, Florida Department of Health

Ms. Berfield provided an overview of legislative activities. Two bills have been passed that support the Council's recommendations:

1. *Breakfast Bill*, HB 623: Requires each district school board, beginning with the 2010-2011 school year, to expand the School Breakfast Program (currently required in elementary schools) to all middle and high schools. Directs each school district, beginning with the 2009-2010 school year, to annually set prices for breakfast meals which cover the costs of the breakfast meals, except if the district school board sets lower prices. Each school district is also required to annually provide students and parents with information about the district's School

- Breakfast Program. Each school is directed, to the maximum extent practicable, to serve breakfast at alternative sites (e.g., "Grab 'n' Go Breakfast").
2. *PE Bill SB 610*: Cites this act as the "Don Davis Physical Education Act." Requires physical education for students in grade 6 through grade 8. Students in grade 6 who are enrolled in a school that contains one or more elementary grades so that on any day during which physical education instruction is conducted there are at least 30 consecutive minutes per day. Beginning with the 2009-2010 school year, the equivalent of one class period per day of physical education for one semester of each year is required for students enrolled in grades 6 through 8. Provides for waivers under certain circumstances. Requires school districts to notify parents of the waiver.

### **Council Member Questions and Answers**

Karen Dowd commented the PE bill was not funded but is a wonderful first step. However, it provides many opportunities for students to opt out and in elementary schools, certified PE teachers are not required to teach the class.

**Question:** Dr. Viamonte Ros questioned how the schools would comply and what measures are being put in place to ensure they will be monitored.

**Answer:** Bill Montford responded that the school day is not being extended and it will be up to the school districts to address.

Ms. Berfield then discussed non legislative programs addressing the council's recommendations. Current programming is as follows:

- *Worksite Wellness Policy Workgroup*: DOH Worksite Wellness Workgroup - Team of DOH employees (CHD administrators, Healthy Communities Healthy People Coordinators, Nurses, HR, legal, facilities) from across the state working towards developing a policy for worksite wellness for DOH. The group is divided into two subcommittees - policy and barriers. The barriers group will look at those barriers found to worksite wellness at the state and work to find solutions. The workgroup hopes to release a draft policy at the Summer Wellness Institute in June.
- *DMS Wellness Council*: DMS Wellness Council - Last meeting was held January 10, 2008. Dr. Karen Chapman, is the new chair. At this meeting, Ali gave an update on the Governor's Council on Physical Fitness State Plan of Action and the council gave a report on their work/goals to secretary south. The next meeting for the SOF Employee Wellness Council is June 10th from 2:30 p.m. - 4:30 p.m. by conference call. The number to call in is (888)808-6959 and the conference code is 1214504.
- *Reinstatement of Breastfeeding Coalition*: The Florida Breastfeeding Coalition (FBC) is a statewide multidisciplinary group of individuals, businesses, and organizations with the following mission: to improve the health of Floridians by working collaboratively to protect, promote, and support breastfeeding. The inaugural meeting of key individuals supporting the formation of a statewide breastfeeding coalition was held on April 11, 2008. The attendees included three physicians from three teaching hospitals/state universities, International Board Certified Lactation Consultants, Registered Dietitians, WIC Breastfeeding Coordinators, Registered Nurses and a PhD. They traveled to meet together in Maitland, FL

from Miami, Pensacola, Tallahassee, Tampa, Cocoa Beach, Jacksonville and other Florida cities. The Florida Breastfeeding Coalition is in the process of developing by-laws, objects and this website as well as incorporating and soliciting donations for financial sustainability. The Center for Disease Control is tracking state breastfeeding rates and promotion activities and has encouraged the formation of statewide coalitions. The CDC reports information about coalitions and coalition websites in the [CDC Breastfeeding Report Card](#). The [United States Breastfeeding Committee](#) has also been involved in the interface with the state breastfeeding coalitions. As a statewide coalition, the Florida Breastfeeding Coalition will be registered with the CDC and with the USBC and will be able to participate in national training seminars and meetings to assist our state in legislative advocacy, minimizing barriers to breastfeeding, and supporting breastfeeding for healthy mothers and babies/children.

- *FIFNC Breakfast Campaign: The Florida Interagency Food and Nutrition Committee (FIFNC) was founded over 30 years ago to coordinate the delivery of effective nutrition, food security, and food safety programs and services to the public. FIFNC—whose membership consists primarily of representatives of agencies that administer USDA/FNS food and nutrition programs—meets three times a year to share ideas, coordinate resources, and partner on multi-agency food security and nutrition education projects. FIFNC is the catalyst for the State Nutrition Action Plan (SNAP) which is a directive of USDA/FNS for States to identify common nutrition goals and formulate a plan for working together to achieve those goals. The primary purpose of SNAP is to strengthen collaboration on nutrition education and promotion efforts among the FNS programs within the States. Agencies represented on FIFNC include the Florida Department of Agriculture and Consumer Services; Florida Department of Children and Families; Florida Department of Education; Florida Department of Elder Affairs; Florida Department of Health; University of Florida IFAS Extension; U.S. Food and Drug Administration, Florida District; and the Florida Area Health Education Centers (AHEC) Network. One primary focus of FIFNC is to work together to produce and conduct statewide nutrition education campaigns that deliver consistent behavior-focused nutrition messages. The purpose of these campaigns is to foster public awareness regarding the importance of good nutrition and physical activity, and to promote lifestyle behavior changes that lead to positive nutrition status, healthy body weights, and fitness. FIFNC's upcoming campaign promotes eating a healthy breakfast to jump start the day. Many sections will focus on school breakfast and making healthy choices. The manual should be available late 2008/early 2009.*
- *Step Up Florida! Transition to Healthy Floridians: “Step Up, Florida - On Our Way to Healthy Living!” is a statewide initiative that promotes physical activity and healthy nutrition for all Floridians, highlights local and state level opportunities for people of all abilities to be physically active, and provides an opportunity to create partnerships on a state and local level among healthy lifestyle stakeholders. This initiative started in 2004, reaching over 13,000 participants across 37 counties. Since its inception Step Up, Florida! has seen continued growth and in 2007 reached over 300,000 participants with the message of daily physical activity and healthy nutrition. In keeping with*

council recommendations, Step Up, Florida! was expanded to include healthy nutrition in 2008 and both February and March have been designated as Healthy Floridians Months. Step Up, Florida! will transition into Healthy Floridians Month(s).

- The Body Mass Index (BMI) project was funded by the CDC for 2007-2008. Three states were funded by the CDC with the intention developing BMI surveillance systems in states that already had an infrastructure. The DOH coordinated the project with Coordinated School Health Program, Chronic Disease Prevention and Health Promotion, State Epidemiologists, Department of Education (DOE), School Health, and Collier County Health Department. The initial goal was to look statewide at BMI collection at the school district level. A survey was developed and distributed to all school districts assessing BMI is currently evaluated. The project report will be submitted on June 29<sup>th</sup>.

### **Council Member Questions and Answers**

The council suggested adding the information on these projects/councils to the monthly email correspondence and the Healthy Floridians website.

**Question:** Judy Schaecter asked who was coordinating the breastfeeding coalition.

**Answer:** Ms. Berfield stated it is a statewide multidisciplinary group and she will get additional information.

**Question:** Judy Schaecter asked if BMI tracking and reporting of BMI to parents was focus tested.

**Answer:** Ms. Berfield noted that this project was a grant from CDC and followed what was outlined in the grant proposal.

The council discussed the loss of the Obesity Prevention Program grant and how it affects the council. Ms. Berfield informed the council that the Surgeon General is committed to this effort will look towards other avenues and grants for funding. The loss of staff is great. Dr. Viamonte Ros informed the council that she will be going to CDC to challenge the decision and inform them of how the council has worked towards obesity prevention in the state. Due to the loss of the CDC grant, there is no state dollars for obesity prevention. The council members all offered assistance in any way if needed.

### **Update on PE Sunshine State Standards Revision**

**Speaker:** Nichole Wilder, Physical Education Coordinator, Florida Department of Education

Ms. Wilder announced that a draft of the revised Sunshine State Standards was completed last week. The draft version of the Physical Education Standards as well as the Health Education Standards will be released at the end of the week for public input.

The current standards were adopted and enacted in 1996 and were grouped in grade clusters. Those standards were broadly written for health and physical education.

All of proposed new standards and benchmarks were based on the National Association for Sport & Physical Education (NASPE). The team reviewed other states standards as well. There are content standards based on content areas. There are six strands for the

proposed new standards. For elementary students, standards are written for daily physical education and are grade specific. For middle school, standards are conducive to a semester course aligning with SB 610 and offer more variety and activities outside of school. For high school, the standards are based on semester courses and continue the focus on student choice, physical activity, and healthy lifestyle.

Public input for the standards for health education and physical education begins Friday, May 30, 2008 at [www.flstandards.org](http://www.flstandards.org). Ms. Wilder strongly encouraged the council members to provide feedback. After the public input period, the writers will meet during the first week of August to review the public input and revise. Town Hall meetings will also be scheduled in Miami, Orlando, and Tallahassee in June for public input. Dates and times will be sent out via e-mail to all council members.

### **Council Member Questions and Answers**

**Question:** Sheila Sheridan asked if there were materials available for the regular classroom teacher.

**Answer:** Ms. Wilder answered that since certified and regular teachers can teach health or physical education, a clearinghouse website for certified and regular teachers to implement the health and physical education standards, is being created.

**Question:** Dr. Viamonte Ros asked if funding will be available for increased options and monitoring for compliance.

**Answer:** Ms. Wilder assured the council that a certified teacher would teach any of the options. In addition, the district will have compliance data as well as student waivers.

**Question:** Monty Castevans asked if the standards addressed those with disabilities.

**Answer:** Ms. Wilder said students with disabilities have access points within the standards and a group has worked to ensure the standards and benchmarks met specifications for those with students with disabilities.

Dr. Dowd announced that during the Florida Alliance for Health, Physical Education, Recreation and Dance conference in October there will be a one day workshop on brain research and physical education. The workshop will encourage K-6 teachers how to connect activity and curriculum in the classroom.

**Question:** Don Rapp asked if there are enough physical education teachers.

**Answer:** Ms. Wilder reported that currently there are enough teachers because of how the legislation is written.

**Question:** Dr. Schaecter addressed the state of education in Florida. She asked if there was a way to measure outcome standards and if the new standards would increase activities outside of the school.

**Answer:** Ms. Wilder informed the council that the health related standards include having students develop their own personal fitness plan. In addition, standard 3 was designed to hold students accountable.

The council discussed working with others, including public-private partnerships and shared facilities, rather than relying on the State. There will be many budget cuts facing the schools in the future.

### **Governor's Fitness Challenge:**

Prepared by: Rachel Duerr and Katie Rainka, Florida Department of Health

Approved by: Shannon Miller, Co-Chair, Governor's Council on Physical Fitness

**Presenters:** Alex Stemle, Director of CHP Champions Program, Titus Sports Academy and Ali Jaglowski, Program Administrator, Obesity Prevention Program, Florida Department of Health

Ms. Jaglowski commented on the loss of the Obesity Prevention Program funding. She informed the members what an honor it has been to work on this program and the Department is working to integrate these efforts into other components.

Ms. Jaglowski gave an overview of the Governor's Fitness Challenge. The challenge was an example of a public-private partnership with the Department of Health, the Executive Office of the Governor, and Titus Sports. Schools registered online at [www.governorsfitnesschallenge.com](http://www.governorsfitnesschallenge.com). Over 300 schools and 130,000 students participated.

The 8 week challenge was for elementary students. The students participated in five activities. Every student who participated received a certificate and sticker. A financial incentive was also given, provided by sponsors AT&T and SunTrust. Four schools will win \$10,000, four schools will win \$5,000, and one school will win a pep rally with a professional athlete. The challenge will be expanded in the fall to middle schools.

Schools also had the opportunity to receive designation as a Governor's Fitness Challenge Champion based on participation. These schools will receive a decal and banner. A listing of participating schools can be found on the website.

Mr. Stemle provided an overview of the assessments for the challenge. Titus Sports Academy selected the challenges based on their experience with the Champions Program in Leon County. The challenge activities represented and measured five physical qualities. The qualities tested and activities chosen included: mobility - sit and reach, strength – broad jump, speed – 40 yard dash, agility – 20 yard pro agility, and endurance – 300 yard shuttle.

Titus Sports Academy was very excited to be a part of this successful challenge. The schools have provided feedback and are looking forward to the fall challenge.

Dr. Dowd expressed concern with the elements of the testing and asked if different components will be used in the fall. Mr. Stemle said the team relied on their current knowledge base for the spring challenge and would be happy to look at any recommendations for the fall.

### **Winter Park Area Schools Embrace the Governor's Fitness Challenge**

**Speaker:** Debbie Watson, Vice President, Winter Park Health Foundation

Ms. Watson shared how the Winter Park Health Foundation worked in Orange County Schools to successfully implement the Governor's Fitness Challenge. The foundation framework made it possible to implement the fitness challenge with little to no cost. The Winter Park Consortium of Schools serves 12,000 students and their families. The Winter Park Health Foundation is a private foundation that has been working in the schools for 10 years. The foundation follows the Coordinated School Health Program (CSHP) framework. Each school has a healthy school team that has a representative from each component of the CSHP model.

The Winter Park area schools were encouraged to actively participate in the fitness challenge. Seven of the eight schools were able to complete the challenge. The challenge was easier to implement because the healthy school team provided an advocate and was supported by administration. Most schools were able to fit the challenge within existing physical education programs. The participating schools opted for quality versus quantity.

The students were very excited about the challenge and focused on self improvement. Challenges the schools faced included: time constraints with FCAT and end of the year, themes and pod casts not received, length of challenge not long enough to show improvements, testing was tedious, lack of knowledge on what students can/should do while other students are being tested, lack of flexibility in deadlines, the focus was more on sports skills than on lifelong skills. Suggestions for the fall include: inform teachers prior to the start of the school year so they can plan accordingly, work around the FCAT, build the challenge into before and after school programs, use NASPE standards, include upper body challenges, and focus on lifelong learning. The Winter Park area schools are prepared for the fall and would be happy to participate in a kick off event.

#### **Public Comment:**

Don Knitt, President of FAHPERD and PE Specialist for Polk County Schools, offered their services to the council and expressed appreciation for the efforts of the council. He extended an invitation to all members to the FAHPERD annual conference in Orlando in October.

#### **Lunch**

The council broke for lunch at 12:00 pm. The meeting was reconvened at 1:15 pm by Amy Young.

#### **Governor's Fitness Challenge Video**

A video of the 2008 success stories of the Governor's Fitness Challenge was shown.

#### **Roundtable Council Discussion**

Council members convened to discuss future efforts of the council and next steps.

**Question:** Judy Schaecter asked about future of council

**Answer:** Ali Jaglowski answered that the Executive Order will expire in July of this year and the council will be disbanded. Direction has not yet been received from the.

Karen Dowd commented that these are difficult financial times. She suggested a role of the council may be to work with the Governor's Office determines a new path for funding. She mentioned that there are 8 professional sporting teams in Florida. If every team committed \$50, 0000, that could financially support the council. She is confident that every member of the council can find an organization or agency to fund their participation in council in some way. This relieves the pressure of finances on state agencies, if we put our minds together to create our own budget

**Question:** Carlos Castresana asked if there is a dedicated funding mechanism to help physical fitness initiatives.

**Answer:** Amy Young answered that so many agencies faced difficult cuts and she didn't believe anything else is available to support these efforts.

**Question:** Carlos Castresana suggested that the council identify stakeholders, organize, and get involved with one key mission.

**Question:** Amy Young asked is he was suggesting a private source.

**Answer:** Carlos Castresana answered that public and private organizations should be involved. The source can not be 100% altruistic. The council's mission should be to organize these stakeholders and identify funding sources.

**Question:** Dr Viamonte Ros suggested that the council get direction from the Governor's Office as far as what types of funding sources can be pursued?

**Answer:** Kim Berfield answered the state is limited in how they can accept funding. It can be done through a 501C3.

**Question:** Amy Young asked how funding from Blue Cross Blue Shield can be pushed over to the state to fund efforts such as the council.

Amy Young commented that council members may not necessarily have to be reimbursed for travel.

Carlos Castresana remarked that everyone on the council has enough connections to get free meeting space. Our job is to visit counties to promote these recommendations.

Shelia Sheridan commented the council should present to a school board meeting to reinforce the relationship between good health and learning. Council efforts need to start from the top.

**Question:** Dr. Viamonte Ros asked if there was a lack of interests or teachers to implement recommendations in schools.

**Answer:** Bill Montford answered that school districts will have to stop providing early and late supervision. School districts are going to have to stop providing after school programs. He suggested that maybe that is what is needed in order for schools to start the change. He suggested parents may need to start absorbing some of this cost. School districts have to do more and more for less and less.

**Question:** Shelia Sheridan noted that the state has a vehicle called a School Health Advisory Committee that is supposed to meet quarterly. How many vehicles do we have like that that can help us?

**Answer:** Judy Schaefer stated that Miami Dade School District is experiencing severe budget cuts. Can we disseminate our information in a more broad way that shows success through volunteers and parents?

**Answer:** Bill Montford answered that local government and municipalities are experiencing the same. The council has an opportunity to experiment with private partnerships. He encourages a broader perspective. Present the data.

**Question:** Amy Young stated that \$400,000 is a huge amount of money for the state currently. Should our task be to find a dedicated funding source? Is there a threat that we will be disbanded with out funding?

**Answer:** Ali Jaglowski suggested Mary Beth Date may be the best source of information to answer this question.

**Question:** Amy Young asked how council dollars were budgeted. She is curious to know how we are utilizing the money.

**Answer:** Ali Jaglowski stated staff, meeting space, travel, fitness challenge materials, etc.

Monty Castevens commented the plan did address several public private partnerships that could be pursued. He stated that many of our recommendations did address things that could incur little to no cost. How can we break through the bureaucracy?

**Question:** Carlos Castresana asked if the council could get behind one issue that could be promoted. This can be our “marching cry” to the private businesses.

Bill Montford commented that this is the Governor’s Council on Physical Fitness. Someone needs to talk to the Governor. He is obviously supportive.

**Answer:** Kim Berfield suggested the council create a letter to the Governor that asks for guidance for solicitation of funds. The letter could be structured to include something that discusses legislative and non legislative issues.

Carlos Castresana stated one measurable goal is important. For example, decrease BMI in children. He explained the council needed a very specific, quantifiable recommendation/measure that shows a return on investment. Corporations can not manage 20 goals.

Kim Berfield commented the council needs to identify specific goals.

**Question:** Carlos Castresana asked what the priority health issue in the State of Florida.

**Answer:** Ana Viamonte Ros answered poverty.

Judy Schaecter proposed potential goals:

- A decrease in BMI across age spectrum,
- A preventive health visit (that includes obesity prevention counseling) every year,
- Gaining further awareness on activities public and public/private partnerships that are working on obesity issues.

Don Rapp stated that economic studies have been done on physical activity. He suggested the council include the economic equation in letter.

Amy Young suggested the council next steps should be to prepare the letter and it can be circulated for comments.

Bill Montford suggested the council highlight what they have done in less than one year.

Carlos Castresana stated that the letter is very critical. He is concerned about the council’s future and our mandate.

**Question:** Mary Rumberger asked what the council should do from now until July. She suggested convening another meeting or conference call.

**Answer:** Ali Jaglowski answered that another conference call can be scheduled.

**Time Adjourned**

The 6<sup>th</sup> meeting of the Governor's Council on Physical Fitness was adjourned at 2:35 pm.