

**Governor's Council on Physical Fitness
Active Lifestyles Subcommittee
Meeting Nine
November 14, 2007
10:45 am – 12:15 pm
and
3:45 pm – 4:30 pm**

Subcommittee Members Present

Dot Richardson, Co Chair
Mary Rumburger, Co Chair
Monty Castevens
Thom Epsky
Don Rapp

Subcommittee Members Absent

Dave Andreychuk
Josh Butler
Jennifer Capriati

Invited Guests Present

None

Mary Rumburger, Co-Chair, called the meeting to order at 10:45 am.

Morning Breakout Session

General Discussion

Dot Richardson felt as if the subcommittee has not yet explored the President's Challenge on Physical Fitness. This is a free program available for all schools.

- There are over 100 activities you can choose as an individual. An interactive website is made available to those that sign up. Corporations are using this to promote wellness competitions at worksites.
- President's Championship Program – gold, silver and bronze metals available for high performers that collaborate with athletes.
- The National Challenge begins on March 20, 2008. How do we get this federally funded, free program to Floridians? Can we launch our recommendations on the same day?

Q: How does this interact with America On the Move?

A: It does not. There is a lack of communication.

How to be a player! through www.healthierUS.gov is a PSA that is available for distribution on PBS and other public access stations for distribution to schools and communities. How can we get these into the communities?

Don Rapp made the announcement that the American College of Sports Medicine and the American Medical Association announced the Exercise is Medicine campaign. This campaign targets doctors to write prescriptions for physical activity. The website is www.exerciseismedicine.org

Discussion and Finalization of Recommendations

Recommendation regarding B and D: Staff (Department of Health, Obesity Prevention Program) compiles clearinghouse of information regarding best practices healthy lifestyles information. DOH will link to best practice existing programs and provide ongoing maintenance for the site.

- DOH will develop criteria to determine best practice programs, approve links and programs to be posted on the website based on this criterion.
- Link www.healthyfloridians.org to www.myflorida.gov.
- Work with existing search engines to include www.healthyfloridians.com as a viable search engine.
- Development of a central message for the public service campaign – more healthy, more active, more fit, live longer, you are the reason, you matter (personalize the message)
- Provide medical linkage – blood pressure, cholesterol, heart rate, etc.
 - “Truth” PSA - give the health state of Florida currently, recognize the programs that are currently in place that are decreasing obesity.
- Encourage partnerships between hospitals, business, and insurance companies that offer reduced premiums for individuals who are physically active – link to recommendations regarding worksite wellness.
- Mandate physical activity time for individuals at work – link to recommendations regarding worksite wellness.

The subcommittee also recommended the creation of a Governor’s Council Foundation on Physical Fitness in Sports that distributes grants for individuals/communities that promote healthy lifestyles, provide tax credits to those that support healthy lifestyle programs.

Recommendation: The Executive Office of the Governor (EOG) is to develop a recognition program (similar to point of light) to recognize Floridians and organizations that promote healthy lifestyles. Subcommittees requested the EOG look at testimony from speakers at previous meetings and develop criteria.

Recommendation: Research of federal, state statutes, and administrative rule regarding school lunch, physical education in schools, people with disabilities, nutritional information and provide a clearinghouse of information for Floridians. Use www.healthyfloridians.com as a web portal for this information. Staff (Department of Health, Obesity Prevention Program) will be responsible for this.

Additions to recommendation B:

- Add the word comprehensive.
- Add the word families.
- Add smart growth stakeholders and Rails to Trails to existing collaborations and partnerships.

Recommendation regarding C: Allow EOG to propose/write legislation that meets the goals of the subcommittee. Where legislation is to be enacted or proposed, EOG research and craft language. Governor’s Council, Active Lifestyle Subcommittee will undertake this task if Council is codified.

- Convene additional meetings and testimony and bring in experts to address transportation, environmental, architecture, and community affairs issues.

Subcommittee allowed time for public comment.

Mary Rumberger, Co-Chair, adjourned the meeting at 12:20 pm.

Afternoon Breakout Session

Mary Rumberger, Co-Chair, reconvened the Subcommittee at 3:50 pm.

The subcommittee reviewed the recommendations proposed this morning. Subcommittee agreed to additions and recommendations as they stand at 4:50 pm.

Mary Rumberger, Co-Chair, adjourned the meeting at 4:50 pm.