

MARYLAND STATE ADVISORY COUNCIL ON PHYSICAL FITNESS

MEETING SUMMARY

SEPTEMBER 14, 2009

MEMBERS PRESENT

Charles Chester
Jill Fellman
Carlos Garcia
Lillian Greene-Chamberlain
Larry Hughes
Surina Jordan
Linda Kephart
Brenda Loube
Lee Meizlesh
Michael Shaw
Richard Towle
Andy Vineberg
Youfa Wang

MEMBERS ABSENT

Craig Bennett
Jennifer Bistrack
Jason Bosley-Smith
Dominique Dawes
James Dorf
Jeanne Ruff

STAFF PRESENT

Erin Penniston

GUESTS

Sergio Rojas, Executive Director, President's Council on Physical Fitness and Sport
Shellie Pfohl, Senior Vice President—Partnerships, HOPSports

WELCOME AND INTRODUCTIONS

Chairperson Brenda Loube convened the meeting at 4:36 PM.

MINUTE APPROVAL

Lillian Green Chamberlain motioned and Michael Shaw seconded the approval of May meeting minutes.

SUBCOMMITTEE UPDATES

The following subcommittee reports were given:

- **Awards Committee**
 - The deadline for the 2009 Physical Activity Excellence Awards is Friday, September 18, 2009.
 - To date, a few applications have been received in the youth group and adult group categories. All nominators will receive a confirmation letter and all nominees will receive an acknowledgment certificate if they are not selected as the winner. Winners will receive a Governor's citation.
 - The review process is the same as previous years. After the deadline, Erin will provide the application information to all the awards committee members. The committee members will review and score the applications, and Erin will compile the results.
 - Brenda is working to invite the Governor to the awards ceremony.
- **Walking Committee**
 - Committee members reviewed the walking legislation to build on the legislative intent.
 - Committee created a walking powerpoint and "Walk Maryland" branding materials, which were reviewed during the meeting. Committee is open to suggestions and comments to finalize these resources.

- Working to obtain information related to trail systems and walking events throughout the state to link this information to the council website.
- Exploring partnerships and sponsorships to assist with future activities, creating walking toolkits, etc.
- Exploring involvement of state legislators by promoting a walking event in Annapolis. This activity could generate support and media coverage but committee wants to ensure the council is prepared to offer resources (via website, toolkits, etc) to support local communities in developing walking clubs, accessing local walking trails, etc.
- Suggestion was made that a pilot program be developed on how the council can support communities to increase walking/develop walking resources and then take it statewide.

- **Communication & Education Committee**

- **Speakers Bureau**

- Pictures were taken prior to the meeting to use for updating the council’s poster. The draft of the poster should be available within the next 2 weeks. Erin will obtain DHMH approval prior to the poster going to print.
 - Previous meeting reviewed and approved council powerpoint. It is clear that the powerpoint needs to be tailored to each specific audience. Council members can update the powerpoint to gear it towards certain audiences (students, older adults, etc.) but the powerpoint must be sent to Brenda and Erin prior to using an updated presentation. Brenda will review for QA purposes and Erin will archive presentations for future use.
 - Reviewed draft of letter that can be distributed to organizations. Edits and suggestions were provided and the letter will be revised prior to distributing it.
 - There is now information on the website about the speakers bureau. Interested organizations should contact Erin with information (date, location, audience), and she will work with Andy to get a speaker and put it on the calendar.

- **Endorsement Program**

- Reviewed letter that can be distributed to potential organizations regarding the program.
 - Information will be posted to the website as soon as approval is obtained.
 - Endorsed events can be one time or annual events.
 - Committee should clarify what the role of members could be at events (attendance, present awards, etc) if organizations request participation.

- **Legislation**

- Charles will serve as the Council’s representative to the Advisory Council of Health and Physical Education, which was established by the 2009 Gwendolyn Britt Student Health and Fitness Act.

OLD BUSINESS

- None

NEW BUSINESS

- Sergio Rojas, Executive Director, President’s Council on Physical Fitness and Sports was a guest at today’s meeting.

- Sergio commended the Maryland Council for their work and the state of Maryland for being in the top 5 for the President's Challenge.
- The President's Council is working to ensure that state councils are reaching people in communities throughout the nation. The President's Council has a current staff of 6 and the 20-26 board members will all be replaced by the end of the year.
- The Obama administration is working on health reform and obesity. In doing so it is important to keep in mind 1.) Minority health and underserved communities; 2.) Building bridges with the medical community due to their potential to influence patients regarding physical activity; and 3.) The President's call to service through serve.gov. The council is working to identify 2500-3000 fitness professionals who will volunteer to reach underserved communities. Additionally, the administration is working to promote inter-agency collaboration between CDC, NIH, HHS to address obesity and other health issues.
- Shellie Pfohl, Senior Vice President—Partnerships, HOPSports was also a guest at today's meeting.
 - Shellie discussed HOPSports (<http://www.hopsports.com/>) and presented the system through DVD segments and equipment. HOPSports is used in physical education classes, after-school programs and worksite wellness programs throughout the country. Currently, 500 sites utilize HOPSports reaching 1.5 million kids weekly and the numbers will increase in 2010. Results have demonstrated that children are 55% more active for MVPA when using HOPSports in PE, boys and girls maintain the same activity level, and children who are overweight/obese are more active than their non-overweight peers. HOPSports is not a curriculum but is a lesson enhancer that provides over 130 lessons that are reviewed by NASPE and meet national standards.
 - HOPSports has a variety of corporate partnerships with national organizations such as NFL charities, WNBA, Harlem Globetrotters, United Way. Many of the national organizations as well as team foundations purchase the system for schools. There are 2 options available for purchase and the all inclusive option costs about \$18,000 and the smaller option costs under \$10,000.
 - Lessons are age appropriate and integrate health messages, character education and career choices.
- Jogging Joe 5K Run & 1 Mile Fun Run (Sunday, November 1, 2009, 9:00 a.m. Truxtun Park - Annapolis, MD)
 - Members are encouraged to check their calendars to determine if the council can put a team together.
- Council has added a Facebook Fan page.

NEXT MEETING

The next scheduled meeting of the Council is Monday, November 2, 2009.

ADJOURNMENT

The meeting was moved to adjourn at 6:38 PM.