

**MARYLAND STATE ADVISORY COUNCIL ON PHYSICAL FITNESS**  
**MEETING SUMMARY**  
**September 8, 2008**

**MEMBERS PRESENT**

Craig Bennett  
Jennifer Bistrack  
Jason Bosley-Smith  
Charles Chester  
James Dorf  
Jill Fellman  
Carlos Garcia  
Lillian Greene Chamberlain  
Surina Jordan  
Vik Khanna  
Brenda Loube  
Lee Meizlesh  
Jeanne Ruff  
Teresa Seifert  
Rick Towle  
Andy Vineberg  
Youfa Wang

**MEMBERS ABSENT**

Dominique Dawes  
Larry Hughes  
Linda Kephart  
Kevin Lavrone  
Amy Price  
Joe Shafran

**STAFF PRESENT**

Ann Walsh

**GUESTS**

Maria Prince  
Michael Shaw

**WELCOME AND INTRODUCTIONS**

Chairperson Brenda Loube convened the meeting at 4:43 PM. An introductory ice breaker activity was conducted.

**GUEST PRESENTATION**

Dr. Maria Prince from the Office of Chronic Disease Prevention presented information regarding the newly mandated Childhood Obesity Task Force and the PE Task Force. See enclosed presentation. The next meeting of the PE Task Force is September 9th. Council members inquired regarding the role of local community organizations. Both task forces are hoping that successes at the local level will inform their recommendations and examples are welcome. Dr. Prince will continue to update the Council as the task forces move through their recommendation processes.

**SUBCOMMITTEE UPDATES**

The following subcommittee reports were given:

- Awards: The committee has agreed to the application time frame of accepting applications October 1 through December 1, 2008. The subcommittee will score and recommend finalists to the Council at the January 2009 meeting. Once approved all of the winners will be notified. Lee Meizlish has currently distributed applications to over 30 locations.
- Education/Communication: See attached update at end of minutes

- Endorsements: See attached update at end of minutes.
- Legislation: Charles Chester provided a review of the past legislative session. This information can be found in the May 5, 2008 meeting minutes.
- Other: Committees met following the meeting to discuss the goals and objectives for 2009. These will be solidified at the November meeting.

### **OLD BUSINESS**

The following items were discussed:

- The May 5, 2008 meeting minutes were approved.
- The parking list should be in effect at all future meetings. If there are issues at the garage please park in the pay lot across the street and bring your receipt to the meeting for reimbursement.

### **NEW BUSINESS**

The following items were discussed:

- The Council will have a booth at the September 16<sup>th</sup> kick off event for Get Fit Maryland. The booth will have hand outs regarding the state exercise (walking) and the Council. Please contact Ann Walsh if you would like to volunteer.
- A walking “toolkit” is being created jointly with the Council and the Office of Chronic Disease Prevention. The toolkit will have 3 versions: one for legislators, one for communities, and one for Get Fit Maryland. Rick Towle and Jennifer Bistrack expressed interest in working with the Maryland State Recreation and Parks Association in developing and distributing the community version.

### **NEXT MEETING**

The next scheduled meeting of the Council is Monday November 3, 2008.

### **ADJOURNMENT**

The meeting was motioned to adjourn at 6:30 PM.

## Education and Communications Subcommittee Update

Meeting with Secretary Comers: Planning a meeting with 2 major goals

- Let him know what we are doing
- Ask for funding for a major initiative(s)

Get Fit MD: Event coming up on Tuesday, September 16, 2008

Childhood Obesity Task Force: Under the umbrella of the Maryland State Advisory Council on Heart Disease and Stroke Prevention. The Task Force has been commissioned to:

- Insurance reimbursements paid to health care providers to diagnose and treat childhood obesity
- A system for collecting, analyzing, and maintaining statewide data relating to childhood obesity
- Best and promising practices to address childhood obesity, including community and school-based approaches
- Methods to enhance public awareness of the chronic diseases related to childhood obesity, including the increased number of children developing diabetes
- Methods to increase the rate of body mass index obesity screenings for children.

## Endorsement Subcommittee Update

Criteria Evaluation & Scoring

In order to streamline the endorsement process, criteria will be rated based on scale of importance to endorsement. This 1-5 rating scale will then result in a total endorsement application score, which will be the determining factor for potential endorsement of the event/effort by the Council. Organizations must achieve a minimum score in order to warrant endorsement.

1 – Of minor importance 2 – Somewhat important 3 – Important 4 – Very important 5 – Essential

- **(5)** Event must be in line with Mission of the Maryland State Advisory Council on Physical Fitness.
- **(5)** Authorized signature(s) from organization (name, title)
- **(5)** Provides a positive experience for participants with participants receiving one or more benefits as outlined in MD Nutrition and Activity Plan Handbook.
- **(4)** Event date, time, location where applicable
- **(4)** Organization uses Council logo on approved materials
- **(4)** Organization to be endorsed has good credibility w/ constituents and participants (ie has support from large base, and/or is affiliated with a state or national organization)
- **(3)** Endorsed efforts fall into one or more of the settings or categories as outlined in the MD Nutrition and Activity Plan Handbook (ie. Active Community Environments, Business & Industry Setting, Family & Communities, Healthcare Setting, School Community Setting).
- **(3)** Organization specifies target audience (general public, families, youth, people with disabilities, etc.)
- **(3)** Organization provides names of sponsors and partners (sponsors to be local, state-based, or national businesses/organizations that promote & support health & fitness. In order to gain endorsement, sponsors cannot be alcohol or tobacco-based businesses or those that sell said products)
- **(3)** Program/event/effort description

- (3) Program/event/effort purpose
- (3) Provides a safe environment w/ proper safety equipment (bike helmets, etc.) where applicable.
- (2) Description of how event will be promoted where applicable
- (2) Organizer/host has liability insurance where applicable.  
(Md Council Endorser Disclaimer to be included)
- (1) Sponsors do not produce or sell alcohol or tobacco as primary business – [not sure we can allow this at all, we are often times seen as an extension of DHMH](#)
- (1) Liability disclaimer that must be “e-signed”

Maximum possible score – **50**

Minimum score to achieve endorsement - **40**

#### Purpose/Process of Endorsement for the Council

- Endorse to recognize work of others
- Endorse to increase participation
- Endorse to bolster efforts in line with MD Nutrition and Activity Plan Handbook
- Link on Council www
- Council posts monthly endorsed events on www
- Endorsement for organizations valid for one year after initial endorsement granted; must reapply annually to prove still in good standing
- Apps approved by Council or sub-committee (sc)

#### Other Basic Application Information

- 4 week turn around time
- Online application
- Application Questions/Criteria
- Type of event (clinic, race, tournament, etc.) where applicable
- Number of years event has been held where applicable
- Age range of participants where applicable
- Number of expected participants where applicable

#### Questions:

[How do we administer the process?](#) – Online application; reviewed by committee; email response and endorsement/denial sent to org. within 4 weeks

[How many organizations should we endorse each year? \(impacts admin council effort\)](#)

As many as are eligible via endorsement guidelines?

[Who does what on the committee\(council\)? When?](#)

[Should we have Ann Walsh and/or Charles review this proactively so as to avoid AG involvement \(ever\) or bad press?](#)

[Who reviews the materials for logo use?](#)