



March 25, 2010

### **Taskforce on Childhood Obesity: Request for Information**

Concurrent with First Lady Michelle Obama's "Let's Move" campaign, a newly formed company is breaking ground by aggregating product, technology, and curriculum experts to provide school districts with turnkey solutions to pressing health and physical education needs. Fizika Group, LLC, is a strategic marketing and product development firm that identifies and connects providers of innovative health and physical education solutions with schools across the nation and around the world. Through its consortium of assembled experts, Fizika's goal is to help school districts efficiently make physical education more relevant and prevalent in the lives of children and their families.

Fizika Group, LLC, a woman-owned company, lends its support to the goals and objectives of the "Let's Move" campaign. Fizika Group recommends the following criteria be considered by the Taskforce on Childhood Obesity as critical elements of a well rounded approach to reducing childhood obesity by strengthening health and physical education programs in schools.

1. All students should be physically active for 60 minutes per day;
2. Structured physical activity is based on proper mechanics taught in physical education classes;
3. Quality physical education is best taught by certified physical education teachers;
4. Continuing education is required to maintain certification in teaching physical education;
5. Funding is required to provide proper facilities, equipment, products, and programs;
6. School food service providers and physical education departments must form a coalition in every school to balance healthy meals with healthy activity;
7. Proper nutrition and exercise have been found to improve the brain's functioning and should be considered core elements of a healthy school environment;
8. The brain receives nutrients to function optimally from fresh blood flow generated by movement;
9. Principals, teachers and staff must work together to identify ways in which constructive physical activity can be incorporated throughout the school day, both during and between classes.
10. Free play encourages creativity, team work, and having fun.

#### Recommendations:

##### Advocacy

- Launch a longitudinal public campaign not unlike the anti-smoking campaign to promote physical activity through the Department of Health and Human Services, Presidents Council on Fitness, Department of Education, and the Surgeon General;
- Partner with activity and sporting goods manufacturers to identify best practices and replicate those across the country.

##### Legislation

- Support the text of the Fit Kids Act requiring schools to:
  - i. Report on the quality and quantity of daily physical education
  - ii. Report on the physical education facilities
  - iii. Report on teacher accreditation for physical education and recreation

- iv. Report on the physical education curriculum and lesson plan design
  - Include physical education standards as part of the core curricula with math, science, and language;
  - Maintain the Carol M. White Physical Education grant as a stand-alone grant program with the express goal to promote physical education.
  - Encourage adaptive physical education programs to ensure that all students, regardless of athletic ability, have the opportunity to improve their physical fitness health.

#### Nutrition

- Incorporate evidence based nutrition education in a comprehensive program of health education taught by certified health educators
- Support school horticulture programs in science departments to generate fresh fruits and vegetables for local consumption;
- Simplify the current Food Pyramid guidelines;
- Maintain pressure on food suppliers to provide healthy nutritional options in school meal programs

#### Communities

- Promote organized sport at various league levels in communities through Parks and Recreation departments;
- Support extramural sport and recreation activities following the British model of Sport Institutes: magnet schools with the emphasis on sports;
- Follow the British model of a Youth Sports Trust that supports sports and physical education in sports. [www.youthsporttrust.org](http://www.youthsporttrust.org)

Respectfully submitted by:

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