

PRESIDENTIAL COMMUNICATION

Dear Colleagues: Today I wish to again just focus on the major items I have been dealing with here of late. I might toss in one or two items that don't have anything to do with IAHPERD or the fall conference, but I felt the need to let you know what other items are demanding my attention so you get a clear idea of how your president spends his time. Call it my transparency policy.

WELLMARK... Yesterday I received word that we did not make the cut for our Wellmark grant application. Based on what I am aware of it may boil down to two things... a highly competitive field and me being a bit overconfident. Before our next grant application I will suggest we schedule an audit. It seems like the appropriate thing to do anyway.

CONFERENCE... One month ago if I had wanted to add the Physical Activity Leader training to the fall conference... I would have needed to find 7 hours to accommodate it. The best news of the week was from Angela Mitchell of the DOE indicating that the training has now been modified and certification can be gained with 4 hours. It is thus a perfect match for Saturday afternoon. This 4 hour PAL training is a first step toward developing and implementing a successful Comprehensive School Physical Activity Plan (CSPAP).

An invitation has also been submitted to Coach Fred Hoiberg to share time with us on Saturday evening October 4th. This would precede our award ceremony and provide us an opportunity to celebrate his efforts and ours. The invitation is to share some of his coaching philosophy, some thoughts on the coming season and perhaps assistance with our recognition of our AHA partnership.

DIRECTIONS... This week I met with Jim Obradovich. The conversation focused on how IAHPERD can have a higher profile amongst state legislators and what his agency could do to help. Last year the primary assistance has been in tracking bills keeping us up to date on legislative efforts. Unless our members start acting collectively this will invariably include "there was nothing done to increase quality and or daily physical activity or funding for evaluation."

Yet having an IAHPERD day on the hill is not an uphill but up cliff battle. Getting permission for a critical mass of folks to get away from school during session will always be difficult. What I talked about with Jim is an IAHPERD refocusing that could start with a two prong effort. The first would be to include key legislative leaders addressing the entire conference in Ames on the possibility of passing favorable legislation this next session. The second would be to host a Legislator at School Time (LAST)...where rather than getting teachers to Des Moines, we get legislators (after the election and before session) into the schools. I know that getting 100 would be a reach...but it sounds like a nice target.

EXEC... Words cannot describe the appreciation I have for Ken Dailey and his service to IAHPERD, the youth of Iowa, and multiple other organizations. My current challenge is to redesign the role of the Executive Director and create a structure that maximizes his talents and also addresses all the mundane duties he has been tasked with. As with Jim Obradovich I will achieve a win win by finding a way to focus talents where needed. In the past Ken has put in

hundreds of hours taking minutes and schlepping materials. I hope that we can retool that to capture his talents and reassign some duties to our web master, other individuals and other committees.

ZOOM... Jennifer Peterson recently orchestrated a dry run use of a video conferencing technique called Zoom for myself and some other executive officers. I couldn't be more pleased with both the ease and efficiency of the system. I believe this resource can help us dramatically stay in touch and build on each other's efforts.

RAGBRAI... On day 4 of RAGBRAI prior to leaving Forest City we propose to attach monitors to 20 riders and after their 41 mile ride compile data on the total value of the ride. Not just calories but everything. This will be done by Interactive Health Technologies (Jen Ohlson). In Mason City we will review three things...The value of activity, the value of well-designed cities, and what folks from around the nation are doing about it. That is, we wish to invite AAHPERD or SHAPE members from all over to join in an informal discussion followed by food and beverages. This Thursday I will travel to M.C. to scout out a location.

DAM TO DAM... On Friday and Saturday I was busy with packet pick up and emceeding the 5K of Dam To Dam. I don't watch American Idol, but on Saturday I was escorting **Dani Heikkila up to the Dam and then down to the start area of the 5K. The young lady has some pipes.**

DSMove... If you have a free Sunday in September please consider attending one of the four Open Street events we will be conducting in Des Moines and Urbandale. An Open Street event closes it to autos and opens it up to everything else.

- a. Sunday September 7th East 9th from University to Hull 1:00 to 5:00
- b. Sunday September 14th SW 9th from Watrous to Park 12:00 to 4:00
- c. Sunday September 21st Urbandale on Meredith west of I-35/80 12:00 to 4:00
- d. Sunday September 28th University Ave 40th to 29th 12:00 to 4:00

DOT... The Iowa DOT has a series of hearings coming up addressing the Federal Fiscal Years 2015-2018 Transportation Improvement Program (FFY 2015-2018 TIP) Draft. For Des Moines the meeting starts at 5:00 p.m., Tuesday, June 24, 2014, in the MPO's Meeting Room, 420 Watson Powell, Suite 200. The DOT can spend \$9,000,000 just tweaking a corner. Lots of money spent and lots of impact on the health of communities.

Let's Move talks about Active Schools, Active Families and Active Communities. The DOT has a huge role in that last category. That is why I will be at the Des Moines Area Metropolitan Planning Organization (MPO) public input meeting to comment on the Federal Fiscal Years 2015-2018 Transportation Improvement Program (FFY 2015-2018 TIP) Draft. The meeting starts at **5:00 p.m., Tuesday, June 24, 2014, in the MPO's Meeting Room, 420 Watson Powell, Suite 200, Des Moines, IA.**

The TIP is the programming document for all surface transportation projects that receive Federal funds, including: street and highway, transit, rail, bicycle, and pedestrian projects in the MPO Planning Area Boundary. The MPO updates the TIP annually and at member government's

request. The MPO informs the public as to what member governments' and participating agencies' intentions are regarding these projects and the use of these federal dollars.

If you live in central Iowa I suggest you join me. If not, I suggest you watch for similar opportunities near you.

FITNET...On June 9, 1946, Mel Ott of the New York Giants baseball team became the first manager to be was ejected from both games of a doubleheader! Physical activity is a great way of helping control one's anger. I guess as a manager Mel had been sitting too much.

Can you think of anything that physical activity would not have a positive impact on? I mean really! The national debt could be reduced if more folks were active and reducing chronic disease and thus illness care costs. Physical activity can reduce individual stress and thus contribute to world peace, if only by the small ripple of our own peace. As for racism, I noticed some kids playing the other day and their relations could serve as models to our adult society. Maybe it was because they were kids....but the playing helped.

“Anger is a signal, and one worth listening to.” –Harriet Lerner

“When anger rises, think of the consequences.” –Confucius

“He who sows courtesy reaps friendship, and he who plants kindness gathers love.” –Saint Basil

“Find joy in simplicity, self-respect, and indifference
to what lies between virtue and vice.
Love the human race.
Follow the divine.”
Marcus Aurelius

“A girl phoned me the other day and said ‘Come on over, there's nobody home.’ I went over. Nobody was home.” –Rodney Dangerfield

Physical Activity Leader Learning System and Training

The Physical Activity Leader (PAL) Learning System is the professional development resource within *Let's Move! Active Schools*, which is a comprehensive program that empowers school champions (Physical Education teachers, classroom teachers, principals, administrators, and parents) to create active environments that enable all students to get moving 60 minutes a day and reach their full potential.

The Physical Activity Leader (PAL) Learning System is designed to develop and support individuals who will champion an effort in their local schools/school district to ensure 60 minutes a day of physical activity for all school-age youth. The twelve month PAL Learning System is a dynamic, action-focused initiative resulting in skilled individuals who will initiate tailored plans of action in their respective school settings.

The PAL Learning System begins with a one-day (REVISED to 4 hours) in person training. These trainings are skill building leadership workshops targeted for groups of 30-50 Physical Activity Leaders (PALs). PAL trainers, training materials, communications and logistical support for these offerings are provided.

Along with the one-day training, the PAL Learning System also provides an online learning community and a vast array of helpful resources to support you after your in-person PAL training has taken place. Trainers and Champions benefit from the community by connecting to share experiences, success stories and problem solving methods. The Learning System's suggested milestones and global engagement approach utilized during training ensure that PALs are set up for success!

The PAL Learning System is provided at no cost to those who are willing to be champions. For more information on the PAL Learning System and to schedule a training, please email: pal@shapeamerica.org.