The Role of Government in Promoting Physical Activity

Looking Back and Envisioning the Future
The Role of Government in Promoting Physical Activity

- Early Leaders
- Government as a Catalyst
- Education and Politics
- The Public/Private Approach
- Reaching the Popular Culture
- It's Happening at the State and Local Levels
- Looking Ahead
Setting an Example

- Benjamin Franklin
- Thomas Jefferson
- Theodore Roosevelt
Benjamin Franklin

- Lifetime proponent of regular exercise
- Benefits based on the degree of body warmth
- Recommended daily swims or 15 minutes of brisk stair climbing at intervals throughout the day
“A person who never walked three miles will in the course of a month become able to walk 15 or 20 without fatigue. I have known some great walkers and had particular accounts of many more: and I never knew or heard of one who was not healthy and long lived.”

“I speak this from my own experience having, from an attachment to study, very early in life, made this arrangement of my time, having ever observed it, & still observing it, & always with perfect success. Not less than two hours a day should be devoted to exercise, and the weather should be little regarded. A person not sick will not be injured by getting wet. It is but taking a cold bath which never gives a cold to any one.”
Theodore Roosevelt

“I regard boxing, whether professional or amateur, as a first-class sport, and I do not regard it as brutalizing.”
Government as a Catalyst

- President Eisenhower
- Senator James Kelly
- Senator James Duff
- June 1856 White House Conference
- President’s Council on Youth Fitness
- President’s Citizens Advisory Committee on the Fitness of American Youth
- Organizational Leadership
- President Kennedy
From the Oval Office

- Eisenhower
- Kennedy
- Johnson
- Nixon
- Ford

- Carter
- Reagan
- Bush
- Clinton
- Bush
Education and Politics

- US Department of Health, Education and Welfare
- Department of Health and Human Services
- Department of State
- Department of Education
- Department of Agriculture
Education and Politics

- Schools
- Individuals
- Organizations
The Public/Private Approach

- National Advertising Council
- International Health, Racquet & Sportsclub Association
- US Postal Service
- National Archives and Records Administration
- US Olympic Committee

- University of Minnesota
- Sporting Goods Manufacturers Association
- Advil Forum on Health Education
- American Dietetic Association
- WNBA
Reaching the Popular Culture
It’s Happening at the State and Local Levels

- Community Grants
- Governor’s Councils
- Mayor’s Challenge
- City Council
Looking Ahead