

PRESIDENT'S COUNCIL ON SPORTS, FITNESS & NUTRITION

Annual Meeting

**Thursday, September 17, 2020
1:00 pm to 5:00 pm**

Agenda
Thursday, September 17, 2020

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PRESIDENT'S COUNCIL ON SPORTS, FITNESS & NUTRITION

Co-Chairs

Misty May-Treanor

Three-time beach volleyball Olympic gold medalist

Mariano Rivera

Major League Baseball (MLB) World Series champion

Herschel Walker

National Football League (NFL) player and entrepreneur

Members

Brenda Becker

Business executive and former political strategist

Bill Belichick

Six-time Super Bowl-winning NFL head coach

Johnny Damon

MLB World Series champion

Trevor Drinkwater

Corporate CEO and film producer

Dr. Robert Goldman

Physician and martial arts expert

Natalie Gulbis

Ladies Professional Golf Association player

Dr. Nan Hayworth

Physician and former U.S. Congresswoman

Matthew Hesse

Corporate CEO and U.S. Army veteran

Ashlee Lundvall

Former Ms. Wheelchair USA and outdoor recreation enthusiast

Jacob Olson

Former University of Southern California football player

Dr. Mehmet Oz

Television personality and cardiac surgeon

Shauna Rohbock

Olympic Silver Medalist in bobsled and U.S. Army National Guard soldier

Kyle Snyder

Olympic Gold Medalist and two-time World Champion in wrestling

Julie Teer

Non-profit executive and former political strategist

Christopher Tisi

Corporate CEO and entrepreneur

Master Sgt. Robert Wilkins

Retired U.S. Air Force Master Sergeant

Jim Worthington

Corporate executive and athletic club owner

Linda Yaccarino

Corporate media executive

Executive Director

Kristina Harder, M.P.P.

PCSFN Executive Director

Designated Federal Officer

Jennifer Bishop

PCSFN Designated Federal Officer

Presenters

Paul Reed, M.D.

CAPT, U.S. Public Health Service

Deputy Assistant Secretary for Health, Medicine & Science

Acting Director, Office of Disease Prevention and Health Promotion (ODPHP)

Brett P. Giroir, M.D.

ADM, U.S. Public Health Service

Assistant Secretary for Health, U.S. Department of Health & Human Services (HHS)

Alex M. Azar II

Secretary, HHS

Scott Turner

Executive Director, White House Opportunity & Revitalization Council

Katrina L. Piercy, Ph.D., R.D., ACSM-CEP
LCDR, U.S. Public Health Service
Physical Activity and Nutrition Advisor, ODPHP

Felicia Collins, M.D.
RADM, U.S. Public Health Service
Deputy Assistant Secretary for Minority Health
Director, Office of Minority Health

Dorothy Fink, M.D.
Deputy Assistant Secretary for Women's Health
Director, Office on Women's Health

Clay Walker, M.S., M.B.A.
Executive Director, National Fitness Foundation

Keisha Lacy
Executive Director, Boys & Girls Clubs of Metro Atlanta

Nia
Youth Participant, Boys & Girls Clubs of Metro Atlanta

Bradley J. Cardinal, Ph.D.
Chair, Science Board

Nan Hayworth, M.D.
PCSFN Member

Thursday, September 17, 2020

The following document contains highlights of the President's Council on Sports, Fitness & Nutrition (PCSFN) Annual Meeting held on September 17, 2020.

Call to Order and Welcome

Kristina Harder, PCSFN Executive Director

- Welcomed Council members, speakers, and audience to the meeting, which was conducted via a virtual meeting platform due to COVID-19 health precautions.
- Noted that although 2020 has been a difficult time for youth sports, it has only amplified the importance the Council's mission to support healthy and active lifestyles for all Americans. One important way PCSFN is providing this support is through implementation of the National Youth Sports Strategy (NYSS), released in September 2019 at the PCSFN annual meeting.
- Explained that the NYSS aims to unify U.S. sports culture around the shared vision that one day all youth will have the opportunity, motivation, and access to play sports, regardless of their race, ethnicity, sex, ability, or ZIP code. In light of the COVID-19 pandemic, the importance of this vision is even more pronounced.
- Marked the one-year anniversary of the NYSS launch. Reflected on both the achievements of the past year and the work that needs to be done in the coming year as youth sports rebuild.
- Recognized Council members and partner organizations for their dedication, which is critical to realizing the vision of the NYSS and other Council-related programs.

Herschel Walker, PCFSN Co-Chair

- Welcomed attendees. Acknowledged the tough times brought by the COVID-19 pandemic and urged everyone to take care of themselves and their families. Described how he calls family members every day to make sure they are mentally and physically strong.
- Thanked Council members and staff for their work over the past year. Looked forward to continuing to further the mission of increasing youth sports participation and encouraging all Americans to live healthy and active lives.

Jennifer Bishop, PCSFN Designated Federal Officer (DFO)

Officially called the meeting to order and conducted roll call. Ms. Bishop confirmed that a quorum was present as required to conduct Council business.

Council members present:

Brenda Becker
Trevor Drinkwater
Dr. Robert Goldman
Natalie Gulbis
Dr. Nan Hayworth
Ashlee Lundvall
Jake Olson
Shauna Rohbock
Kyle Snyder
Julie Teer
Christopher Tisi
Herschel Walker
Robert Wilkins
Jim Worthington
Linda Yaccarino

Council members absent:

Bill Belichick
Johnny Damon
Matthew Hesse
Misty May-Treanor
Dr. Mehmet Oz
Mariano Rivera

Ms. Harder introduced CAPT Paul Reed.

ODPHP Welcome

**CAPT Paul Reed, *Deputy Assistant Secretary, Health, Medicine & Science
Acting Director, Office of Disease Prevention & Health
Promotion (ODPHP)***

- Noted that PCSFN merged in June 2019 with ODPHP to work on the joint mission of encouraging all Americans to lead healthier lives.
- Commended the Council for their work to implement the NYSS and for promoting physical activity in the midst of the COVID-19 pandemic.
- Recognized Ms. Harder's appointment as permanent PCSFN executive director and her leadership during the unprecedented challenges brought on by COVID-19. Noted that physical activity and participation in youth sports has been limited

by the closing of public venues such as schools, parks, gyms, and fitness centers. Emphasized that the benefits of physical and mental health are even more imperative as people cope with the disruption to daily life caused by the coronavirus. Concluded that the Council's mission could not be more important.

CAPT Reed then introduced the pre-recorded messages of ADM Brett Giroir and HHS Secretary Alex Azar.

OASH Welcome

ADM Brett Giroir, *Assistant Secretary for Health, U.S. Department of Health & Human Services (HHS)*

- Commended PCSFN members for going beyond their normal responsibilities to join forces in the HHS response to COVID-19 and the continued promotion of physical activity and sports. This includes showing Americans how to be active at home. Activity is not only critical for physical health, but essential for mental and emotional health, perhaps like no time ever before.
- Because of the Physical Activity Guidelines for Americans, we know that keeping everyone moving more and sitting less during the COVID-19 pandemic will bring both physical and mental benefits. We also know that if Americans met the Physical Activity Guidelines, the country would save \$117 billion in annual U.S. healthcare costs and avoid 10% of all premature mortality.
- Data show that from 2010 to 2015, less than a quarter of adults met the Guidelines—150 minutes of moderate physical activity and two days a week of muscle-strengthening activity. The data from 2018 are a bit improved, with about 24% of Americans meeting the Guidelines.
- Preliminary reports show that physical activity rates are lower during the pandemic. Most gyms are closed or open only for limited hours. The overall trend is that most Americans are not getting the physical activity they need to stay healthy, and the pandemic is likely making that worse.

ADM Giroir discussed newly-proven benefits of physical activity outlined in Physical Activity Guidelines for Americans, 2nd edition and emphasized the importance of the Council's work during and post-pandemic:

- Particularly relevant during the pandemic is the fact that benefits can accrue from a single exercise session, including improved quality of life, reduced anxiety and depression, and improved sleep outcomes.
- Now, more than ever, the Council must continue to promote activity for both its physical and mental health benefits. Physical activity can reduce the risk of cardiovascular disease, hypertension, obesity, Type 2 diabetes, and some cancers, all of which are conditions that place individuals at increased risk for

severe illness from COVID-19. The pandemic has highlighted the consequences when infectious diseases and chronic diseases converge.

- As tragic as this pandemic has been, it gives another opportunity to reemphasize that it is imperative that we increase physical activity levels in America.
- Physical activity is just as beneficial to children, if not more so. For youth, regular physical activity can improve bone health, weight status, fitness, heart health, and even cognitive ability. Activity can also reduce the risk of depression. These benefits are essential as youth navigate the challenges of the COVID-19 pandemic and social isolation. With virtual learning and cancelled activities, youth are not participating in their normal, routine physical activities.
- Even before the pandemic, only about 20% of adolescents reported sufficient activity to meet the aerobic and muscle-strengthening guidelines, with boys getting more activity than girls. Data from the Youth Risk Surveillance System shows that youth activity numbers are declining.
- Research reveals additional benefits to youth sports participation. Sports can help youth develop important life social skills, improve mental health and self-esteem, and increase school performance. We now know even more about the benefits of youth sports thanks to the Science Board's recent work.
- Despite the many benefits of physical activity and youth sports, only about half of high school students participated in sports before the pandemic. There are large disparities in participation, with lower activity among girls, racial and ethnic minorities, youth from low-income households, youth living in rural areas, and youth with disabilities.
- These statistics highlight the primary reason that HHS released the NYSS last September—to ensure that one day, all youth will have the opportunity, motivation, and access to play sports, regardless of race, ethnicity, sex, ability or ZIP code.
- Council members have been speaking with groups of youth sports stakeholders across the United States who are working to introduce youth sports safely in the wake of the pandemic. We know that when youth sports do return, the disparities in participation are likely to be exacerbated.
- How do we move more and sit less these days? We know from the Physical Activity Guidelines that benefits accrue from even short bouts of physical activity—checking for mail, walking up stairs, or just walking outdoors. It is easy to physically distance when you are walking outdoors. How about my favorite activity—planking? You may even be able to do a plank or a few pushups as I wrap up this talk. It all adds up.

- We are all in this together. So let's keep active and keep physical activity at the top of our list.

ADM Giroir introduced HHS Secretary Alex Azar.

HHS Welcome

Alex M. Azar II, Secretary, HHS

Secretary Azar delivered the following remarks:

- This is an especially important meeting. It has been one year since the release of the NYSS. In that year, we have seen many new reasons why the PCSFN's work is important. We know that girls, racial and ethnic minorities, youth from low-income neighborhoods, and youth with disabilities are less likely to have access to sports.
- The NYSS aims to unite the youth sports culture around the shared vision that one day, all youth will have the opportunity, motivation, and access to play sports regardless of race, ethnicity, sex, ability, or ZIP code.
- Today we are happy to highlight the NYSS Champions who are helping to achieve this vision. A new partnership initiative recognizes organizations that work with underserved youth.
- I want to thank Council members for their work over the past year. Despite the challenges 2020 has brought, the Council has continued to implement the NYSS, in part by convening the Science Board to review the available evidence related to youth sports and health.
- The Council has supported several workshops across the country to better understand the impact of COVID-19 on youth sports.
- The White House specifically called on the PCSFN to encourage Americans to stay safe and healthy during the pandemic. Council members have stepped up to help reach Americans in a personal way during the pandemic. The dedicated work of the Council goes to show that even during a pandemic that keeps us apart, we can find creative ways to come together and support each other. Especially at this time, America's youth need us to support opportunities for them to grow up happy and healthy.

Ms. Harder introduced the taped message from Scott Turner, describing him as a passionate and service-oriented individual who has made his mark in the worlds of sports, business, and politics. He is a former NFL player, Texas state representative, and senior advisor to the NFL. In addition to his current White House position, he is a senior advisor to the PCSFN.

White House Welcome

Scott Turner, *Executive Director, White House Opportunity & Revitalization Council*

Mr. Turner gave the following remarks:

- President Trump set up the Opportunity & Revitalization Council as a result of the 2017 Tax Cuts and Jobs Act. The spirit of the act and the Council is for economic development, community development, and social impact to bring new energy.
- Our nation has about 8,764 Opportunity Zones certified by the Treasury Department. About 35 million Americans live inside these zones. We have had the privilege of visiting 65 cities across the country to collaborate with stakeholders on the ground. Elected officials and leaders in faith, education, business, and community come together to talk about the pain and distress in their communities and strategies to bring about long-term sustainability and generational impact.
- When you talk about revitalization and transformation from a holistic standpoint, you have to talk about sports. We have had an unprecedented year in 2020 and youth sports have had a difficult time. I want to encourage you today that the Revitalization Council and the PCSFN stand ready to serve and have a steadfast vision and strategy laser-focused on making sure that youth sports in America remain strong and thrive for many years to come.
- I want to encourage all of you who are participating today, whether you have partnered with us already or are thinking about partnering with us, to get involved whatever way you can to reach back to the next generation of young men and women as it pertains to youth sports. There are so many talented young people in America today who have tremendous skill sets, but oftentimes they lack a point of entry. As a former athlete who started playing pee wee football at age eight and continued through high school, college, and the NFL, I understand the platform that sports give us and the benefits of playing youth sports to behavioral health, physical health, national security, nutrition, and education. The benefits also include discipline, teamwork, and understanding what it means to fall, get right back up, and give your best day in and day out, play after play.
- Congratulations on celebrating the one-year anniversary of the NYSS. A lot of work has been done, but there is so much left to do. I look forward to the days ahead. Together I believe and know that not only can we make our youth sports strong in America, but the young men and young women we serve and touch on a daily basis will impact us for a generation to come.

President's Council Update

Kristina Harder, PCSFN Executive Director

2020 has been a year of tremendous challenge on so many fronts. The COVID-19 pandemic disrupted many of the Council's projects and plans. I have been amazed by the grit and resilience of so many of the youth sports stakeholders that I had the pleasure to talk to over the past year.

I am truly grateful for Council member's leadership and to be working with such a dedicated and passionate group of people. Because of them, we have seen progress in many of the initiatives we started last year:

Reinstated the Science Board as a subcommittee of the Council to examine research related to youth sports.

Last year during NYSS development, youth sports stakeholders identified a gap between the translation of scientific research on youth sports and youth sports programming. In response to this gap, PCSFN reinstated the Science Board. As of January 2020, we have a board comprised of 14 individuals who have worked hard to provide the scientific guidance underpinning the Council's mission and work.

The board has developed a report summarizing the scientific research on youth sports and a fact sheet focusing on the benefits of youth sports.

Promoted the NYSS, emphasizing the importance of continuing to be physically active throughout the pandemic.

Highlights include:

- January 2020 – Mr. Turner and LCDR Katrina Piercy, ODPHP, participated in a Youth Sports Roundtable in Charlotte, NC. Community leaders discussed collaboration on supporting youth sports participation in the Charlotte region. Mr. Turner and LCDR Piercy discussed how youth sports can foster community engagement and how the NYSS can help realize that vision. They also heard from youth about how sports participation and connecting with coaches has changed their lives both on and off the field.
- January 2020 – Ms. Harder joined U.S. Surgeon General Jerome Adams at the American Medical Society for Sports Medicine Youth Sports Initiative. They spoke about how members can implement the NYSS and heard about the society's efforts to ensure that children and parents have the best and safest sports experiences possible.
- February 2020 – Ms. Harder and Master Sgt. Wilkins attended an Embassy of Qatar Sports Day event with the Qatari ambassador and members of the Washington football team. The event celebrated health, wellness, and the benefits of engaging in sports.

- Ms. Gulbis participated in several public service announcements to promote the NYSS and focus specifically on the importance of youth sports participation by girls.
- During National Women’s Health Week (May 10-16, 2020), Dr. Hayworth authored a blog that appeared on Health.gov and emphasized the importance of health and fitness for girls and women.
- Several Council members promoted the NYSS through their participation in a series of virtual workshops this summer hosted by ODPHP and the PCSFN. These workshops were convened virtually in six regions across the country and connected more than 100 youth sports stakeholders to discuss how to reintroduce programs in the wake of the pandemic. We are grateful to PCSFN Co-Chairs Misty May-Treanor, Mariano Rivera, and Herschel Walker, as well as Bill Belichick, Ashlee Lundvall, and Kyle Snyder, who were able to participate and encourage those who were on the line. The workshops addressed the challenges faced by youth sports organizations and creative solutions to overcome these challenges. The stories of resilience and determination reaffirm that as we come out on the other side of this pandemic, we do have the potential to emerge even stronger.

Promoted physical activity, nutrition, and health via video and social media.

A long-standing role of the Council is to promote the benefits of physical activity, nutrition, and health among all Americans. With restrictions on in-person events and educational opportunities this year, Council members quickly adapted to promote critical public health messages virtually during the COVID-19 pandemic. Through a variety of video and social media posts, Council members shared creative tips and encouragement to youth and families across America about the importance of staying active while social distancing. This message was especially highlighted during the month of May, which is National Physical Fitness and Sports Month.

Highlights include:

- A fun video by Mr. Damon and his family explaining five ways to stay active. The Damons show how setting family exercise goals can keep everyone excited and motivated.
- Co-Chair Walker demonstrated that it does not require fancy equipment to get a good workout at home.
- Ms. Becker shared the message that online workouts, walks, or just dancing count as being active.
- Co-Chair Rivera emphasized the benefits of activity to combat stress and anxiety.

- Ms. Gulbis encouraged people to get outside every day, including jogging and playing solo or non-contact sports.
- Council members engaged with their communities by spreading hope and positivity using Ivanka Trump's Together Apart Campaign.
- Mr. Belichick brought his coaching skills to social media, giving an encouraging pep talk to players and families in his community.
- Mr. Worthington and his team dressed up as superheroes and Disney princesses—with Mr. Worthington as Captain America—to create a memorable drive-through experience for families in the community.
- Council members assisted the White House and HHS through social media to encourage individuals who have recovered from COVID-19 to donate blood plasma. Dr. Oz was especially important in promoting this public health request through a series of informational videos about COVID-19 that included how and where to donate plasma.

This list of activities hardly scratches the surface of the work Council members have done this year.

Started a partnership initiative to recognize the organizations that work in alignment with the NYSS.

The vision of the NYSS can only be realized through the collaboration and engagement of partners across the youth sports landscape. Beginning this summer, ODPHP invited public and private organizations to become NYSS Champions and receive recognition from the Council and ODPHP for the work they do to promote youth sports.

Ms. Harder introduced LCDR Katrina Piercy to update the Council on NYSS implementation, noting that LCDR Piercy was instrumental in developing the strategy.

National Youth Sports Strategy (NYSS) Implementation Update & NYSS Champion Announcement LCDR Katrina Piercy, *Physical Activity and Nutrition Advisor, ODPHP*

LCDR Piercy gave a brief background of the NYSS:

HHS launched the Strategy in September 2019 and organized it around a framework for understanding youth sports participation:

- The model highlights the different factors that can impact youth sports. It starts at the individual level—the youth themselves—then the interpersonal level, which refers to parents and coaches. Next are the organizational, community, and public policy levels.

- The NYSS includes more than 50 opportunities and action items that can be used to promote youth sports. These include making sports safe, fun, and inclusive; promoting sports sampling; and making sure sports are developmentally appropriate.
- At the core of the NYSS is the importance of addressing equity of opportunity and inclusion.

Why did HHS create the NYSS?

- Only about 58% of youth participate in sports. We also know there are disparities for who is participating. Girls, youth with a disability, and youth from households of lower socio-economic status have lower participation. COVID-19 has likely widened these disparities.
- We aim to make our vision come to life by partnering with other organizations to ensure that one day, all youth will have the opportunity, motivation, and access to play sports regardless of race, ethnicity, sex, ability, or ZIP code.
- The NYSS references the latest version of the Physical Activity Guidelines for Americans launched in 2018, which compiles the science about how much activity kids and adults need every day. We know that kids need at least 60 minutes daily of moderate-intensity physical activity to bring important benefits for cardiovascular and brain health, cognition, and mental health, which is an important piece during the global pandemic.

NYSS Implementation

COVID-19 impacted our ability to implement the NYSS. We made some adjustments and focused on how we can ensure youth sports are safe, fun, inclusive, and developmentally appropriate when they can return.

Chapter 8—the last chapter of the NYSS—addresses how to put the Strategy into action. For the first time, the federal government looked at the benefits of youth sports and who the players are who can support a better youth sports culture in the United States. Implementation has been focused on four key areas:

1. Communication and Promotion of Youth Sports

Media Coverage

More than 179 media stories covered the NYSS launch in September 2019. They reached 111 million individuals. The effort continues with presentations by Council members and ODPHP staff.

Move Your Way

The Move Your Way communications campaign was developed to go along with the Physical Activity Guidelines for Americans, 2nd edition, released in 2018. We know the

benefits that kids can get from 60 minutes of physical activity each day. Move Your Way provides more than 40 resources in English and Spanish, including posters, fact sheets, videos, and interactive tools. We are in the process of expanding these resources to include materials for parents and kids to encourage youth sports participation.

We conducted focus group testing to learn from parents how we can best communicate the benefits of youth sports and encourage them to sign their kids up. We heard from parents that they really liked the messages that emphasize the development of life skills, describe the diversity of sports options, and focus on fun.

With COVID-19, we had to put a pause on this work. We are hoping to release the new posters, videos, and fact sheets next year. Move Your Way materials are available at [Health.gov](https://www.health.gov). Those signed up for the Physical Activity Listserv—also available at [Health.gov](https://www.health.gov)—receive Move Your Way updates.

Science Board

The Science Board is a subcommittee of the PCSFN. We put out a call for Science Board nominations and asked academic experts with a specific focus and interest in youth sports to join us. We welcomed the esteemed group in January 2020. Dr. Brad Cardinal chairs the group, and Dr. Nan Hayworth is the PCSFN representative.

We are impressed with the volume of work that the Science Board was able to do to bolster the science as it relates to youth sports. The board developed a report focused on accessibility; optimizing the youth sports context; parents, coaches, and mentors; and retention. The science helps us back up the benefits of youth sports and amplifies our promotion of the Physical Activity Guidelines.

2. Federal Government Coordination

ODPHP took the lead on developing the NYSS in close collaboration with the Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the Office of Minority Health (OMH), and the Office on Women's Health (OWH), as well as others across the department.

We transitioned the writing team into the implementation team. We met monthly and then quarterly to develop plans and continue progress around Strategy implementation and where we need to pivot in light of COVID-19. We will maintain this group as a way to make sure our efforts continue to grow.

The OMH and OWH announced 18 grants totaling \$6.7 million for the Youth Engagement in Sports (YES) initiative in communities to help put the NYSS into action. The grants specifically target underserved communities to bolster sports participation, improved physical activity, and healthy eating.

3. Measurement of Youth Sports

It can be challenging to measure youth sports. There are a number of federal surveys that address different questions, but we have been looking at how to pull together those data pieces and better track youth sports participation.

Scholarly Publication

With our colleagues at CDC, we published an article in the *American Journal of Preventative Medicine*. The article highlighted disparities in youth sports participation from 2017-2018. It looked at the demographic differences between youth ages 6-9 compared to youth ages 10-14. For example, youth ages 6-9 who had lower household income also had lower participation in youth sports compared to the older kids. We know from pre-COVID-19 data that 6 in 10 youth were playing sports. We were able to drill down into subgroup populations to discover that there is even more disparities among young kids based on racial and ethnic minorities, youth with disabilities, and girls.

Healthy People 2030

Healthy People 2030, launched in August 2020 and managed by another ODPHP team, has added tracking youth sports participation as a new objective.

Healthy People sets data-driven national objectives, organized by several different categories, with the goal of improving the overall health and well-being of all Americans. Objectives are organized by health condition, such as heart disease and stroke; by healthy behaviors, such as eating a nutritious diet; by population, such as older adults; and by settings, such as schools.

The physical activity objectives fall under the healthy behavior area, and there are 13 objectives being tracked for physical activity. Healthy People is set up in decade-long increments. Targets for each objective are set at the beginning of the decade. Healthy People 2030 is where we hope we will be as a country in the next 10 years.

A number of physical activity objectives being tracked are in line with our work on the Physical Activity Guidelines. An example is the number of minutes that adults are doing aerobic and muscle-strengthening physical activity.

The Healthy People 2030 Physical Activity Objective 12 is to increase the proportion of children and adolescents who play sports. Data is being pulled from the National Survey of Children's Health. The most recent data from 2016-2017 shows that about 58% of youth participate in a sports lesson or sports activity on the weekends or after school. The goal over the next 10 years is to increase that number to 63%. COVID-19 is going to be a factor, but we have 10 years to reach the goal.

Putting a youth sports tracking piece into Healthy People elevates the importance of how youth sports factors into overall health.

Partnership and Stakeholder Coordination

The National Fitness Foundation will provide details on its work later in this meeting.

NYSS Virtual Workshops

ODPHP had planned four in-person youth sports workshops for 2020 to bring together organizations to talk about youth sports across community sectors. Due to COVID-19, we shifted to virtual workshops in six HHS regions, bringing together youth sports-serving organizations to discuss the reintroduction of youth sports.

We realized that across the country—by region, by state, by county—everyone is at a slightly different place in terms of reopening. By connecting similar peer groups, we can help them learn from one another as we all navigate this new world. A virtual white board allowed groups to talk through specific challenges faced by their organizations, brainstorm opportunities, and think about who could help overcome some of those challenges.

We heard unique challenges across the country, but there were also several that were common throughout. These include decreased funding, programmatic changes, youth and family engagement, and compliance with COVID-19 policies.

One resounding takeaway was that communities and organizations are committed to bringing back sports programs that are safe, fun, inclusive, developmentally appropriate, and accessible.

We plan to compile workshops findings and plan in-person meetings for 2021.

4. NYSS Champions

Today is the official launch of NYSS Champions. The idea came about as we met with organizations about NYSS implementation. We wanted to support work that is already happening and learn more about what is going on across the United States.

We put out a *Federal Register* notice in June 2020 asking organizations doing work that aligns with the NYSS vision to submit a statement of interest. From there, we set up a phone call with every organization to learn more about their work. I was on every one of those calls. It was wonderful to hear some of the creative and unique ways that organizations are keeping kids active, including non-traditional approaches, during the pandemic.

Today I am announcing our inaugural group of 42 NYSS Champions (the list of organizations was provided on the slide). One of the things we asked organizations about was the number of kids served and volunteer hours logged in youth sports since NYSS was launched. Even with the challenges of COVID-19, the Champions served nearly 6.5 million youth and logged almost 4.6 million volunteer hours. These numbers underscore the importance of volunteers.

We asked each organization for its top three action items. Frequent answers from this diverse group include coaching, focusing on fun, encouraging sports sampling, and incorporating elements of positive youth development.

Champions range from small groups that operate in only one community to large groups that are operating across the United States. Fourteen of the 42 champions operate in all 50 states, the District of Columbia, and the territories. There is also much variation in the type of organization, including academic institutions, foundations, and youth sports-serving organizations.

We want to partner with any organization that supports the NYSS. This can happen in non-traditional ways. For example, a local bank might buy jerseys for a youth softball team to remove a cost barrier that often falls on parents and caregivers. Or a company might encourage employees to support youth sports by serving as volunteers. We know that coaches who reflect the demographics of the community they work in can be positive role models. These are just two ways an organization can be an NYSS Champion without being a direct youth sports-serving entity.

Champions are recognized on Health.gov and those working with underserved populations are highlighted. Champions receive an NYSS digital badge to display on their websites.

Ms. Harder introduced HHS speakers to share an update on their grantees.

Youth Engagement in Sports (YES) Grant Update

RADM Felicia Collins, *Deputy Assistant Secretary for Minority Health, Director, Office of Minority Health (OMH)*

Dorothy Fink, *Deputy Assistant Secretary for Women's Health Director, Office of Women's Health (OWH)*

RADM Collins: OMH and OWH partnered last year to implement the NYSS. HHS developed the strategy in response to an Executive Order that called for a national strategy to increase youth sports participation. We know that playing sports is one way that youth can get the physical activity they need. According to the Physical Activity Guidelines for Americans, youth need at least 60 minutes of moderate to vigorous physical activity to stay healthy.

As pediatricians, Dr. Fink and I were pleased that our offices could actively support the launch of the Administration's and HHS's first federal roadmap that outlines the steps the nation can take to ensure that all youth have the opportunity, motivation, and access to play sports, regardless of race, ethnicity, sex, ability, or ZIP code. We are concerned that households making less than \$50,000 a year are twice as likely as higher earners to say that costs make it more difficult for their children to participate in sports.

Equally troubling is that just 49% of girls participate in a sports team or lesson compared to 60% of their male counterparts. Thus, the OMH and the OWH partnership was created to identify best practices for improving physical activity and nutrition through increased sports participation for racial and ethnic minorities, girls, those with disabilities, and socio-economically disadvantaged youth in grades 6-8.

Dr. Fink: Working together as part of the NYSS, our office launched a \$6.7 million grant in 2019 to promote and increase youth participation in organized sports across the United States. The Youth Engagement in Sports collaboration to improve adolescent physical activity and nutrition—the YES Initiative—supports local partnerships that offer youth sports and nutrition activities.

This is especially critical for girls. Research has shown that girls who engage in sports have lower risk for chronic disease, obesity, and depression. They are more likely to have higher levels of self-esteem, healthier menstruation, and stronger bones, which has a direct impact on osteoporosis risk later in life.

Funded for two years, each grantee partners with institutions of higher education, community recreation groups, sports organizations, and public health organizations, local schools, tribal entities, and others to develop sports programs for local children and youth.

As each partnership works to address unique needs within their specific community, the common thread through all these grants is that they are working to provide community youth with opportunities to experience different types of sports activities. The YES Initiative includes all forms of physical activity, including non-traditional sports such as climbing, hiking, and mountain biking. The aim is to improve physical fitness, physical literacy, and mental well-being and offer opportunities to form social relationships and experience healthy competition.

The COVID-19 pandemic has changed not only how youth access the school system, but also how they participate in sports activities. This change has been felt among the YES grantees, but they have been resilient in spite of these challenges. We are proud of the way they have adjusted their strategies and learned some valuable lessons.

Strategies include online solutions such as social media and video platforms that can fill the access gap, increasing engagement, and training teachers to use online resources. As a result, some schools have integrated YES programming into their online learning systems. Some grantees are working directly with coaches to develop virtual training and resources.

Creativity can go a long way. A number of YES grantees developed challenges to encourage youth to create new recipes and engage in physical activities. For example, locally-generated physical activity videos were created in 20- to 30-minute clips, which makes it more convenient to meet the 60-minute-per-day physical activity guideline.

RADM Collins: Today we are excited to announce that YES grantees have:

- Developed more than 1,186 partnerships across the country.
- Made more than 47 different sports available to youth.
- Trained 402 school staff and offered 216 classes on nutrition and more than 1,250 classes on sports programming to student.

Almost 30% of the sports programming classes took place during the COVID-19 pandemic. A few months ago, COVID-19 threw a strong curve ball at YES grantees and their partners. They had to rapidly adapt to the new reality of remotely providing services and support. We applaud the YES grantees, who have responded with resilience and creativity to continue supporting sports and physical activity for young people.

We are confident that all of us—parents, coaches, sports leagues, gyms, and others—can tap into our own ingenuity and develop ways to keep our youth active, healthy, and involved in traditional and non-traditional sports this fall and winter. The OWH and the OMH look forward to continuing to work together to support our youth in sports and to support the goals of the PCSFN.

Dr. Fink: We want to end by thanking everyone for supporting our girls, our boys, and our youth.

Ms. Harder introduced Clay Walker, executive director of the National Fitness Foundation

National Fitness Foundation Update **Clay Walker, *Executive Director, National Fitness Foundation***

Mr. Walker discussed the foundation's background and activities since the last PCSFN meeting:

Background

The National Fitness Foundation (NFF) is the only congressionally-chartered foundation focused on youth sports, health, and fitness. It was created to facilitate private sector partnerships and investments that support youth sports, fitness, and nutritional programs. The foundation supports public policy health initiatives outlined by the PCSFN and is committed to effective philanthropy to support evidence-based programs that improve health outcomes.

The NFF is focused on two initiatives:

The Presidential Youth Fitness Program (PYFP) – A program designed to help schools achieve excellence in physical education through quality fitness education and assessment practices.

The NYSS – As previously described, this is the first federal roadmap to increase participation in youth sports.

Both of these initiatives are intended to address health inequity.

PYFP Today

- The President’s Council has promoted youth fitness testing since the 1960s. In 2012 the President’s Council teamed up with leaders in the field to create a reimagined and more comprehensive program to provide training and resources to schools for assessing, tracking, and recognizing youth fitness. The NFF began administering the PYFP in 2013. Currently, the NFF works with the Amateur Athletic Union (AAU) as an implementation partner. AAU has more than 700,000 kids registered to participate in their youth sport programs and more than 150,000 volunteers.
- Last year we switched our software partner to Interactive Health Technologies. The company has been great in its flexibility to ensure that physical educators have what they need in schools.
- The CDC conducted a survey for us in 2017, 2018, and 2019, and found that 92% of administrators reported that PYFP impacted their schools in a positive way. Eighty-five percent of students said PYFP motivate them to be active.
- Currently 44% of schools in the country are implementing the program. There are more than 11,000 schools that implemented the program last year. More than one-third of students who participated in PYFP also qualified for reduced school meal programs, an indication that we are getting to areas of need.
- PYFP at Home was launched when schools shut down in the spring. PYFP is now primarily being administered online as a result of the COVID-19 pandemic. We are in the process of creating PYFP Digital, a series of videos, tutorials, and instruction that guide physical educators.
- PYFP was added to the AAU Junior Olympics, an opportunity to expand the visibility of PYFP.
- PYFP is working with Mark Cuban, owner of the Dallas Mavericks and a Shark Tank judge. He has agreed to support PYFP with \$100,000 of personal funding and to promote the program later this fall.

NYSS

- NFF focuses most of its time on the NYSS. We seek to make this initiative dynamic—something that is not limited to classrooms—something that we bring out into communities.

- About 45 million American children are participating in youth sports annually. Forty percent of children under age 18 participate in youth sports. This compares with 73% of American children who play video games. Obviously, those numbers are not what we would like.
- Youth sports is a \$19 billion industry. It is also largely privatized as opposed to being run by the federal, state, or local governments. For boys ages 6-12, 49% played sports on a regular basis in 2012. The figure dropped to 38% in 2018. For girls 6-12, 33% played sports in 2012. The number dropped to 31% in 2018.
- Not all youth have the same opportunity to participate in sports, which results in varying participation across demographic groups. Thirty-three percent of kids from homes with incomes under \$25,000 were less physically active compared to only 9% of children from homes with incomes greater than \$100,000.

COVID-19 Impact on Sports

- The 2020 Olympics were postponed due to COVID-19.
- Cancelled tournaments include Wimbledon, the British Open, and National Collegiate Athletic Association (NCAA) March Madness basketball.
- The New York City Marathon and hundreds of other road races were cancelled.
- Dozens of colleges and universities are cutting back on sports.
- The U.S. Olympic and Paralympic Committee was forced to reduce staffing by one-third. The NCAA announced that it is furloughing its entire 600-person staff.
- According to the PLAY Sports Coalition, more than 40% of youth sport operators are expected to shut down permanently.

NFF Response

- Joined PLAY Sports Coalition to advocate for the need for government relief for youth sports. We joined efforts to support the PFIT Act to allow tax deductions for qualified health and fitness expenses. Herschel Walker and Jim Worthington have been advocating for such provisions for more than a decade. This bill would incentivize healthy lifestyles. It passed in the House and is awaiting a Senate vote.

Other legislation supported by the NFF:

- The Youth Sport Healthy Working Families Relief Act, introduced by Rep. Max Rose (D-NY).
- The RESTART Act to extend the COVID-19 small business Paycheck Protection Program.
- Began working on a framework to recruit volunteers to support youth sport programs across America. This work is in its early stages. Volunteerism is one of the bedrock foundations of youth sports. We need more volunteers, especially in underserved areas.

- Have been working with Scott Turner and the White House Opportunity Zones around an infrastructure partnership. We have been in conversation with the Sports Facility Advisory, a group from Florida that has been around for almost two decades. The group's mission is to improve the health and economic vitality through sport and sport infrastructure.
- Encouraged support for the NYSS. University of North Carolina – Chapel Hill was the first university program to publicly support the NYSS. The program has committed to a National Signing Day where every one of their coaches will sign the American Youth Sports Pledge. Others who have signed the pledge include PCSFN members, members of Congress, professional athletes, and corporate chief executive officers. The UNC program will also work with us along with parks and recreation this fall and next spring to ensure that Chapel Hill has the resources it needs to fulfill the NYSS.

The success of the NYSS Partnership Framework relies on public and private sector resources. Nothing will happen if it must depend on the private sector only. Nothing will happen if it must depend on the public sector only. We bring together all of these resources under one umbrella.

Mr. Walker concluded his remarks by reiterating his support for the NYSS and sharing how much he has enjoyed working with the Council on such an important initiative.

Break

Council Member Roll Call Jennifer Bishop, *PCSFN DFO*

Ms. Bishop conducted roll call and confirmed that a quorum was present.

Council Members Present:

Brenda Becker
 Dr. Robert Goldman
 Dr. Nan Hayworth
 Ashlee Lundvall
 Jake Olson
 Kyle Snyder
 Julie Teer
 Herschel Walker
 Robert Wilkins
 Jim Worthington
 Linda Yaccarino

Council members absent:

Bill Belichick
Johnny Damon
Trevor Drinkwater
Natalie Gulbis
Matthew Hesse
Misty May-Treanor
Dr. Mehmet Oz
Mariano Rivera
Shauna Rohbock
Christopher Tisi

Ms. Harder introduced the guests from Boys & Girls Clubs of Metro Atlanta, noting that the Council's pre-COVID-19 plan was to host its meeting from the club facilities. Ms. Harder described Keisha Lacy, the first guest, as a fitness advocate who has been an athlete, coach, and instructor her entire life.

**Executive Director of Boys & Girls Clubs of Metro Atlanta
Presentation & Youth Sports Speaker**

***Keisha Lacy, Executive Director, Boys & Girls Clubs of Metro Atlanta
Nia, youth participant from the club***

Ms. Lacy

I am a former University of Florida athlete. Everything I know in reference to sports and fitness started at the Boys & Girls Club when I was a kid. I am an advocate for how important sports and fitness programs are for our young people. Those programs and activities plant the seeds to build relationships with our kids. I do believe these relationships have invaluable benefits that will continue to nurture and mold our kids as they become adults. There are so many career and personal benefits that proceed from our programs and activities.

This is important today because we are living in the age of computers. What we see here on the ground is our kids spending more time indoors and less active than playing outdoors. I think that is true throughout the nation.

Our most popular program area is our gym. That says that our kids look to play, they look for structured activities, they want to be a part of physical activities. It is a privilege to provide those services for them here.

Our kids and our teenagers have the opportunity to get involved in our fly football league. We run soccer year-round. We have a basketball league. We offer softball and baseball. We have a summer kickball league. We do some non-traditional sports here at the club as well, like our dodgeball league. We also play a lot of volleyball.

Most of our kids cannot afford to be in AAU sports. I am a former AAU coach, and I know those sports can get expensive. Here at the club, we are able to provide that skill-building for no charge. Our kids are able to take part in learning sports with our staff. They also get that team camaraderie that is so important and an extra incentive to create relationships with like-minded kids. It is a special thing that we see here every day and we are able to be a part of it.

We all know that the benefits of sports go beyond the physical image. We know that today's media have spent so much money on telephones and the way that kids upload images. Here, we feel that our sole purpose is to facilitate sports and fitness programs and be a part of kids building those relationships. We know that if kids get that foundation here, it will last a lifetime. We have evidence-based data that say our kids who are involved in sports and fitness are happier, less likely to be depressed, have more self-confidence, and know who they are. They know their strengths. They are more productive, energized, and less likely to participate in risky behaviors, like smoking, drinking, and hanging out with the wrong crowd.

Sports also bring our kids together. They are able to find brotherhood and sisterhood and be a part of a team. Even if it is for a short period of time, that feeling, that relationship, that amount of confidence will last with them. Then they seek that in other forms throughout their day. If we can plant the seed, it may inspire them to become part of the drama club or the debate team. They use it to propel them to have enough confidence to walk on another stage.

I do not believe that anybody was ready for COVID-19. We were not ready for that to land on our laps. We really thought as an organization that we would be opening our doors back up to service our members. As soon as we knew we were not going to, our team—and I am so proud of Boys & Girls Club of Metro Atlanta—got creative and quickly started to adapt.

I was responsible for leading the charge on how to keep our kids active, especially our teenagers who have the incentive to stay on their phones. I created a five-day fitness challenge. We launched it on demand every Friday on our YouTube channel. My vision was to make it a challenge and throw in some calisthenic exercises that are easy, but intense. I wanted to include parents and peers. I wanted them to have fun. Incentives help teenagers to get up and moving.

The response was phenomenal. Our kids participated in six weeks of fitness challenges, including abdominal workouts and a 100-burpee challenge. The kids said it was hard, and the parents said they were working out with their kids. It motivated them as a family. I really found joy that we were reaching kids in their homes when we did not have our doors open.

We also created a Club Connect where we invited our kids and their families to come out and just play. We were in our homes for quite some time, so we provided a way to

come back out to be outdoors. We had a lot of successful kickball and dodgeball games. We know the value of sports and fitness and how it makes kids feel and how it brings them together.

It is all about a relationship. We do not force sports and fitness on our kids. It is a choice. We make sure that choice is inviting. We make sure that we always have incentives. We encourage kids to participate, because we know that through their participation, they are going to build some confidence, develop some friendships, and develop some respect for a work ethic. This is invaluable, knowing that we want them to be successful adults.

These lessons will last a lifetime. We want kids to continue to nurture their development and mold it while they are receiving services from us. As long as I am involved in the organization and involved with youth, I will continue to advocate and implement at every level.

Ms. Lacy introduced Nia, a high school senior, and a club member for six years. Nia is a captain on the dance team and runs varsity track. She is a former two-year Youth of the Year (YoY) candidate at the club, a summer intern, and a member of the Keystone and Career Bound team. Nia is a role model for her peers and a great help to the club staff.

Nia

Personal fitness is always something that came naturally to me. I always played sports. I have always been the only girl on the team. Being here at my local Boys & Girls Club has pushed me even more to be the athletic person that I can be.

I did basketball here when I was in sixth grade. I was the underdog and the only girl on the team. Somehow, they still embraced me and taught me mindset skills and teamwork ethics. I went from basketball to flag football to running track for girls. Altogether, it has been constant back-to-back sports and team memberships that I have been a part of. I benefit from sports as a teen girl and up-and-coming performing artist, because they help with dance and the stamina I need to keep up, as well as help me just be healthy in general.

A strong relationship with physical activity will help you as an adult to keep you going, to keep your mind fresh and healthy. You will always be on the move to do your next deed or your next study. Physical activity helps you make good choices with less risky behaviors like drinking and smoking.

I have been in leadership positions because of my Boys & Girls Club activities, such as Youth of the Year and dance competitions. Sports gave me a mindset for school to persevere and do it with excellence, just as if I was on a team with other people. Sports helped give me the incentive to get good grades and the skills to multi-task and balance my social life and academics.

Club sports also motivated me to try out for the high school track team for the first time last year. I made varsity and won four or five races. Girls on the Run was a club within the Boys & Girls Club to encourage girls to run track and get healthy and fit. Normally girls do not want to go outside in their teenage years. They would rather do their hair and nails. When the Boys & Girls Club opened up, I was excited and passionate, because you do not often see girls going outside and getting their hands dirty running a football and getting sweaty. Our kickball league also opened many doors for me to not only be athletic but be a team leader and help coach. I also refereed in football.

Ms. Harder introduced Drs. Bradley Cardinal and Nan Hayworth to present the Science Board report.

Science Board Report Presentation
Bradley J. Cardinal, *Science Board Chair*
Nan Hayworth, *PCSFN Member*

Dr. Nan Hayworth gave introductory remarks:

The Science Board was first established in 2003 as a PCSFN subcommittee to provide scientific guidance to support the Council's mission and work. For 2021, it has been resumed to support implementation of the NYSS. The Science Board charge is to:

- Provide subject matter expertise in youth sports and related disciplines.
- Support the Council through developing useful materials such as science-based fact sheets.
- Ensure all program execution is aligned with youth sports research.
- Present a summary of activities from the past year. These include a Report on Youth Sports and a Benefits of Youth Sports Fact Sheet summarizing scientific results on the benefits of youth sports. Both resources support the Council's work in uplifting and promoting the recommendations, action items, and opportunities in the NYSS.
- Act on the guidance and direction of the Council.

Dr. Hayworth also listed the 2020-2021 Science Board members:

- **Bradley J. Cardinal, Ph.D.**
- **Nan Hayworth, M.D.**
- **Matthew T. Bowers, Ph.D.**
- **Erin E. Centeio, Ph.D.**
- **Travis E. Dorsch, Ph.D.**
- **Cara B. Ebbeling, Ph.D. M.S.**
- **Cynthia LaBella, M.D.**
- **Felipe Lobelo, M.D., Ph.D.**
- **Kathryn Lucas, PT, DPT**

- **Karin Allor Pfeiffer, Ph.D., FACSM**
- **Matthew J. Robinson, Ed.D.**
- **Alan L. Smith, Ph.D., FNAK**
- **John O. Spengler, J.D., Ph.D.**
- **Meredith A. Whitley, Ph.D.**

Dr. Cardinal

- Informed the Council that the full 31-page Science Board report and two-page fact sheet include information that was not covered in his presentation.
- Noted the Ancient Greeks' reverence for sports and the fact that sports are at least 2,795 years old (September 17, 776 BC - AD September 17, 2020).

Science Board Report Overview

Premise: A healthy nation starts with health citizens, and sports are one of the most powerful ways to promote healthy habits for a lifetime.

Purpose: Equip the Council with a deeper scientific understanding of why youth sports matter and how to promote key features of the NYSS.

Why Youth Sports Matter

- Contribute to healthy personal development, education, community building, and our nation's culture.
- Capture people's interest and imagination.
- Connect people and communities.
- Provide extensive cognitive, emotional, physical, and social benefits.

For these benefits to be realized, informed and intentional efforts are required.

Youth sports must be:

- Accessible to all.
- Organized to meet youth's developmental needs.
- Developed by qualified leaders focused on education and safety.
- Structured to enable broad participation from childhood to adolescence and into adulthood.

Conceptual Framework of Report

At the base of our conceptual model is the foundational work released in 2019, the NYSS. From that we have added four pillars:

1. Making Youth Sports Accessible
2. Optimizing the Youth Sports Experience
3. Parenting, Coaching, and Mentoring Youth
4. Fostering Lifelong Participation and Retention in Sports

On top of these pillars is a “rooftop” that is a fact sheet on the benefits of youth sport. Each pillar aligns with a chapter in the written report.

Report Chapter 2: Making Youth Sports Accessible

Premise: Accessibility

- People need places to play and compete, and to feel welcomed and encouraged to participate.
- Access means more than just physical places, spaces, and equipment.
- Access also encompasses economic, emotional, and social factors—all of which must be supported by appropriate policies and rules.

Recommendations

- Shared use and access to sports.
 - Make play spaces accessible and affordable.
 - This can be accomplished through strategic partnerships.
 - Does it work? Yes! In one community with open school grounds, youth were 85% more active compared to another with closed school grounds.
- Access to sports in communities with lower participation.
 - Safe, high-quality facilities and recreational areas are needed.
 - Disparities exist in lower-income communities and communities of color.
 - Address these by locating sports facilities in areas that are safe and accessible by walking, biking, and shared or public transportation.
- Access to sports for girls.
 - Girls are less likely to participate in sports and more likely to drop out.
 - Options are needed for sports and physical activity that are diverse, accessible, appealing, and safe.
- Access to sports for children with disabilities.
 - One in five Americans lives with a disability.
 - Youth with disabilities often encounter barriers when trying to access sports opportunities.
 - Access to sports facilities and programs promotes longevity, improves quality of life, and reduces healthcare costs irrespective of disability status.

What Can the PCSFN Do?

1. Raise awareness locally and nationally for and support of “shared use.”
2. Support improvements to sport and play environments.
3. Invite women to serve as youth sports coaches.

4. Promote the positive portrayal of girls and women in sports.
5. Encourage greater media coverage of girls' and women's sports.

These are all evidence-based strategies that are discussed in greater detail in the written report. Additionally:

6. Use inclusive terminology, such as person-first descriptions, e.g., "youth with disabilities" vs. "disabled youth."
7. Promote the inclusion of youth with disabilities in sports.
8. Encourage greater media coverage of sports for individuals with disabilities.

Report Chapter 3: Optimizing the Youth Sports Experience

This is the second pillar of the conceptual model. There are six recommendations, but I will focus on two today.

Premise: Youth Sports Context

- Whether youth benefit from sports depends largely on how the programs in which they participate are created and delivered.
- Parents and caregivers, coaches and teachers, health care providers, and others provide the context in which youth experience sports.
- No matter how well intentioned these people may be, they may not have the knowledge, preparation, or skills needed to provide an optimal youth sports experience.

Recommendations:

- Focus on fun and youth-driven goals in sports.
 - For 9 out of 10 youth, the #1 reason they play sports is "to have fun!"
 - Make the experience fun by creating a positive learning environment.
 - Too much pressure or intensity can harm rather than help youth.
 - Youth are not "mini adults." This is also a theme in other parts of the report.

What makes sports fun for kids ages 8-16? The top five factors are:

- Feeling welcome and included.
 - The opportunity to try their best.
 - Positive team/coach dynamics.
 - Developing competence.
 - Getting playing time.
- Prioritize safety.

Sports have inherent risk, so we want to try to develop these opportunities in the safest way possible. To minimize the risk of injury, stress, and burnout:

- Ensure a safe physical environment.
- Ensure proper selection and availability of coaches, volunteers, and other personnel.
- Optimize prevention of and response to physical injury and illness.
- Optimize the culture of safety and fitness.

I encourage you to look at the specific safety checklist on page 13 of the report.

What Can the PCSFN Do?

1. Discourage people from modeling youth sports programs after adult, professional programs.
2. Encourage diverse forms of structure, organization, and competition levels.
3. Convey the value of sports sampling.
4. Distribute the safety checklist for youth sports found on page 13 of the report.
5. Promote standards for training adult leaders.

Report Chapter 4: Parenting, Coaching, and Mentoring Youth

This is the third pillar of the conceptual model. There are many more details in the report for Council members to consider doing across these pillars, I strongly encourage you to look at the written report.

Premise: Parenting, Coaching, and Mentoring

Parents, coaches, and mentors have the ability and responsibility to design and deliver developmentally appropriate sports experiences, and to engage with athletes and one another in constructive ways.

Recommendations:

- Treat sports as education.
 - Youth sports have become more competitive, with adults focusing more on performance-related tasks rather than developmental outcomes.
 - Adults should maintain a strong and complementary focus on enhancing young people's physical, mental, and emotional knowledge and behavior.
- Teach inclusivity.
 - Explicit or implicit biases may be directed toward youth in subgroups defined by race, ethnicity, socioeconomic status, weight/size, gender identity, sexual orientation, or disability.
 - These biases often result in players being put into specific positions that reinforce various stereotypes and do not encourage full participation across the spectrum of activities.
 - These biases can falsely shape expectations, drain enthusiasm, and cause youth to drop out of sports and avoid future physical activity.

- Focus on balance.
 - Youth and their parents are being asked to dedicate greater amounts of time and money to fewer sports at younger ages.
 - Early sport specialization and investment have been linked with higher rates of psychological burnout, overuse injuries, and dropout from participation.
 - Moreover, specialization does not increase the likelihood of reaching an elite level in sports.

- Reward outcomes that reflect values.
 - Success in youth sports is often defined by a narrow set of performance-related outcomes like skill acquisition, competition, and winning.
 - While these are important aspects of the sports experience, they should be balanced with the social benefits of participation.

What Can the PCSFN Do?

1. Discourage restrictive play rules and overscheduling.
2. Promote positive and effective interactions with diverse cultures.
3. Encourage the exploration of new interests and the development of new social relationships.
4. Shape the sports-related values of families, organizations, and communities by placing a strong emphasis on sustainable enjoyment, health, and fitness for a lifetime.

Report Chapter 5: Fostering Lifelong Participation and Retention in Sports

Premise: Retention

- About one-third of youth sports participants quit each year.
- 70% of youth who start in sports programs are no longer playing by the time they reach adolescence.
- Youth sports program leaders and mentors can help young athletes and their families not only start playing, but also continue playing.

Recommendations:

We were following the American Development Model (ADM) developed in 2014 by the U.S. Olympic and Paralympic Committee. It is a stage-based model, but progression across the stages is not absolutely necessary. The model includes the spectrum of youth sports, from novice to high performance. The final stage, Thrive & Mentor, can be achieved by anyone, irrespective of prior sports engagement. Anyone can model an active lifestyle and anyone can serve the next generation as youth sports coaches, mentors, officials, and/or volunteers.

- Allow youth to discover, learn, and play.

- Give them a chance to enjoy the activity with their peers, be a part of a group, and discover and develop their unique abilities in a welcoming and accepting environment.
- Positive parental involvement, feelings of competence and recognition, affiliation with peers, and excitement all foster enjoyment.
- Give youth opportunities to develop and be challenged.
 - Motivation increases when youth see their skills improve.
 - Youth take on more responsibility for their own development.
 - Competitive excitement and recognition may contribute to enjoyment.
- Provide opportunities for youth to train and compete.
 - Youth 13 years of age and older are provided opportunities to train and compete in the sports they select.
 - Youth want to succeed in competition, create friendships, and feel they are part of a peer group.
 - Healthy, non-judgmental attitudes about participation and “winning” must be defined and reinforced.
- Offer pathways for youth to excel in high performance sports and to participate and succeed in diverse activities.
 - Only 54% of high school students report being on one or more sports teams.
 - The ADM offers two pathways to provide options for all youth to remain active, regardless of their participation in a formal sports setting. One is designed to keep youth active and one is designed to let youth compete. Another way to think of these is recreation vs. competition, or lifetime activities vs. formal settings. These pathways are not mutually exclusive.
- Instill habits that will inspire lifelong participation and foster mentoring.
 - Encourage continued participation.
 - Adults model active living for others.
 - We want to see people giving back to sports through their coaching, officiating, and/or mentoring future generations. To do this we need to have well-designed, well-constructed experiences that youth are excited about and drawn to.

What Can the PCSFN Do?

1. Educate parents about what to expect as youth develop.
2. Encourage effort and development over outcomes, such as winning.

3. Promote sports science concepts such as healthy diet and nutrition, strength and conditioning, and sport psychology to enhance performance both in sports and beyond. Many of those skills are transferable.
4. Encourage young people to consider careers in coaching or officiating.

Chapter 6: Summary

- The report makes 19 general and a number of specific recommendations that are based in science. There are also a number of identified issues and needs that I encourage you to look at.
- We have tried to write the report in an accessible manner.
- The report is supported by 193 contemporary, interdisciplinary scientific citations that cover a wide variety of scientific literature.

Fact Sheet: Benefits of Youth Sports

Premise: Benefits of Youth Sports

The Science Board wanted to identify the benefits of youth sports from the contemporary scientific literature and create a document that:

- Highlights the benefits of youth sports to encourage participation.
- Appeals to a wide range of audiences with concise content, verified benefits, and easy-to-understand terms.
- Ten recommendations relate to mental and emotional health, eight relate to physical health, seven to educational and career success, four to lifelong participation, and two to economic and community impact.

What Can the PCSFN Do?

Council members can promote the benefits of youth sports by confidently talking about the benefits and sharing the fact sheet at speaking engagements and in social media posts. This can ignite communities and organizations into action.

Given the stature of Council members, they can motivate and inspire other people to put in the perspiration that is needed to truly achieve the overarching objects of the NYSS. We are aiming to affect positive changes in the youth sports culture of America.

Conclusion

The Science Board Report on Youth Sports and the Benefits of Youth Sports Fact Sheet were created to support the PCSFN's work in uplifting and promoting the recommendations, action items, and opportunities in the NYSS to improve the youth sports landscape in the United States.

Council Member Deliberation PCSFN Members

Ms. Harder opened a discussion among Council members about the Science Board report and fact sheet, continued efforts to implement the NYSS, and COVID-19 and the current state of play.

The Science Board and NYSS discussion was moderated by Dr. Hayworth.

Is there anything in the report or fact sheet that sticks out to you as novel or unique that you did not know before?

Ms. Lundvall: As a person with a disability, these last several months have been eye-opening for me. I hope it has brought an awareness to people of the feelings of isolation and the necessity to adapt on the fly, because that is the way that people with disabilities live every day. I am thankful how much the Science Board has promoted inclusivity. For the longest time, folks with disabilities and other differences were put on their own team or in their own area. I appreciate the recognition of the benefits of bringing everyone together.

Dr. Hayworth: Do you have a sense, based on the past few months, that the awareness of which you spoke is actionable for us? Now that we know what it is like, what can we do differently?

Ms. Lundvall: I use this to bring mental health awareness. Some people are experiencing loneliness and isolation and depression for the very first time. If I am taking anything positive from this pandemic, it is that it has brought that awareness to the surface. People now understand first-hand what it is like to be isolated, or to not have access to things, or to feel depressed and alone. I hope that awareness continues when things get back to whatever normal is going to look like and people will reach out to others who live like that every day. It challenges us to eliminate it as much as possible now that we have all experienced it together. I hope we can move forward and make things inclusive for everyone.

Ms. Becker: One of the things that surprised me from the report is the 70% of youth who drop out of sports. I am interested in how we get the word out and lay out a model program for people to follow and understand why kids are dropping out.

Dr. Hayworth: What do you envision your company doing with this?

Ms. Becker: I have raised the subject of grants with our foundation to help those who are less fortunate to be able to pay to participate in sports. I am also thinking about how to get our messaging out to the NYSS Champions so they can in turn get it out to their groups.

Mr. Tisi: I feel like there were a lot of actionable statistics in the Science Board presentation. As a person with a background in marketing and business, I think we can look at statistics such as the 70% youth sports dropout rate in conjunction with the fact that at the higher socio-economic level, you have youth sports that are so competitive and intimidating that it pushes people away rather than being fun and engaging. We need to disseminate the messaging around the research to the people who are coaching and on the front lines of youth sports. To me, the data was incredibly informative. At the end of the day, the most important thing is what action you can take as a result of these data points.

Dr. Hayworth: There are initiatives in this report that can be directed toward the kids themselves, coaches, and parents. They can all be approached in ways that would be most meaningful for them.

Master Sgt. Wilkins: I feel like I am armed with a lot of science-based evidence to attack those who want to put up barriers to why we need exercise. Having inclusive sports is so important. I volunteered at our local high school this year. One of the most important things that the high school senior volunteers said is that they volunteered for this particular event because it included kids with some physical and mental challenges along with those who were all stars. It was a basketball tournament. It was not about the sport. It was about getting together and showing kids how to play sports. Bringing people together for this inclusive event was important. I think the more we can include people—the more we can bring people together—the better off we will be.

Mr. Worthington: Right now, even when kids want to participate in sports, they often have nowhere to go. When facilities are available, they are usually geared to the “best” athletes and costs are exorbitant. In real-time out on Main Street, it is probably worse than what we think. I have been offered \$500/hour for the court at one of my gyms. This is what I’m hearing across the country. With the weather changing, particularly here in the Northeast/Midwest, it is going to get worse.

Dr. Hayworth read a statement from Mr. Walker: We need to pass the PHIT Bill [to allow Americans to use their health savings account on fitness].

Mr. Snyder: I was thinking about my own youth sports experience and how inclusivity is addressed in what we went over today. When I was playing sports, inclusivity was never talked about. The only people I cared about were the people who could score touchdowns and take people down on the wrestling mat, which is not the right way to think, but it is the way I was taught. It stuck out to me here just how important it is to make everyone on the team feel important. At the end of the day, that is what is going to give you the best game and allow you to produce the best results. It is going to build better leaders and people who are going to be more motivated to coach and help other people.

How could the Council help others understand the cultural and contextual factors in the community to overcome disparities in access to sports?

Ms. Teer: It is important that we have a strategy to galvanize philanthropy. There is a great deal of focus around workforce readiness and workforce development. I think we have a unique opportunity to make sports as sexy as STEM (science, technology, engineering, mathematics). We need to galvanize philanthropy around the importance of understanding that this is not just going to the gym and shooting some hoops. These are life skills. This is how we start at a young age to address the health issues that right now are in some ways paralyzing our communities, nation, and businesses and link directly to workforce.

Could this Council lay out a recommended policy agenda to bring it to the top of the list? This is not just a nice-to-have. This is a necessity. For example, more than 70% of young adults do not qualify for military service. We have to get this to the forefront.

When we think about the disparities in access, could we convene all the major sports leagues for a summit? My guess is there are common things they could agree on, such as we need more young people engaged in their particular sport. They can help deliver that message.

Ms. Yaccarino: It is a combination of efforts, not just one thing—the work of the Science Board, passing the PHIT bill, activating the private sector, and bringing the sports leagues together. I would add the Olympics to that, because the heart center of the Olympics right now as it plans to return to the United States in 2028 is youth sports and accessibility.

We need to think about what that action plan looks like at the intersection of every single thing that we talked about today. We have to get into the community as we pull out of this semi-post-COVID world and are able to open up. There need to be real-life opportunities for these kids, particularly in compromised communities. I would push for some kind of summit, even if it is virtual to start.

Dr. Hayworth: You inspire a thought that I am going to throw out to the Council. You know what would be wonderful in this era? To roll the Paralympics and Special Olympics into that big event.

Which stakeholders could benefit from seeing the data on why making youth sports facilities and programs accessible is important?

Ms. Teer: When we talk about convening these groups, we can include clear data about the “why?” They have not seen it. Also, when you think about getting down to the local level, is this something we could equip our school systems with, particularly when they have open gymnasiums or open fields that may not be being used? The more we can share this information at the state and local levels, the better—maybe getting on the agenda of a meeting of the Council of Mayors. Those would be important groups to get the data in front of.

Ms. Becker: Data drives everything. I am thinking about when I started raising this with our foundation. They said, “Give us some data.” The fact sheet was outstanding for that reason. When we go before large groups, this data ties in with the cultural disparities that are being so widely spoken about in the wake of COVID. The Business Roundtable is raising this as an issue as well. Now might be the time, because of COVID, to strike with the data. It will drive people to be thinking about what adverse health outcomes can be avoided by getting people to participate in sports and stay active.

Dr. Hayworth: We can turn crisis into opportunity.

How can the Council communicate the importance of fun and youth-driven goals to the youth sports stakeholders (e.g., parents, coaches, youth, organizations)?

Mr. Tisi: What we heard from Nia today was not only inspirational to adults, but to her peers. I wish I could disseminate that message today to millions of people and have them able to hear it exactly how we did. I think that would be of great benefit. If it would be helpful to have some people go there and have that filmed and disseminated, I would be happy to help.

Dr. Hayworth: I do not know if it is possible to create a video with Nia so that it can be disseminated on social media and offer her comments in a more visually favorable format.

Ms. Harder: We would love that.

Mr. Worthington: I think we need to reach the people who are in charge of these youth programs and make them understand that there is a bigger picture here. Running these programs only for the elite and the better athletes does nothing long-term for the health and wellness of Americans, particularly as these kids become adults. Most of the people who perished from COVID-19 had weight-related issues. All statistics point to the fact that healthier youth will lead to a healthier adult population with lower medical costs. I think we really need to educate and get the information out.

I know that in the health club industry, we were shut down when we were probably needed the most. Keeping people healthy is building immunity. I think it is the same with youth sports. These kids were put in their living rooms and bedrooms looking at their phones at a time when they were probably more susceptible to illness because they were inactive. We need to communicate not only the importance of fun, but also the health benefits. As a country, we need to be doing more of that and not responding to the crises after the fact and locking people up because they are too unhealthy to withstand it. That is exactly the opposite of what we should be doing.

Dr. Hayworth: The biggest health problem in our country is obesity. And it affects a lot of other pathologies, including COVID deaths.

How could the Council support youth voices as an important contribution to the training and development of youth sports coaches or programs?

Mr. Tisi: Do we know if there is a database or several databases that exist to take whatever message we think is important to those coaches and other people on the front lines?

Ms. Harder: This comment highlights why we have announced the NYSS Champions partnership initiative. We know that the PCSFN does not have all the connections, but we want to really get to the organizational level and be in the community and in partnership with organizations that are in contact with youth every single day. I think our Champions partners can be exactly what you are talking about.

What are some ways the Council can support parents, coaches, and mentors in using sports to educate youth about healthy lifestyle behaviors?

Mr. Olson: Winning is important and everyone wants to win, but it has to be complemented with some of these important tangibles and intangibles that I have learned from sports. We need to re-address with parents and coaches that many kids are pressured hard to perform and to win and get the offer starting in 7th and 8th grades. If you are not getting talked to by schools by your freshman year in high school, it seems like you are behind.

If you can make a career out of it, that is fine. But for 99.9% of kids, let's re-shift the focus to having fun and being active and the health benefits. There are also the intangibles that you learn, like responsibility, accountability, work ethic, and respect. We need to tell coaches that if they can get those things out of their kids that is what is going to carry them on to a successful future regardless if it is in sports or something other area.

Mr. Walker: We are talking about the sports side and keeping a kid active, but we also have to let the kids know that it is going to be good for their health as well. The coaches and the parents should know that as well. Every kid is not going to be a professional player. I like what Ashlee said earlier on. These are tough times, but you can see the bright light in things. Kids have to be creative today. Right now in sports, kids can be creative with their parents and their coaches about how to be active. Sports make kids healthier. You can show them what it does over their lifetimes. You can see with statistics that they are going to get better grades and have more energy. It is not just about being in the sports arena, but in their lives as well.

Dr. Hayworth: Indeed, and you exemplify that in every way, along with brilliant success as a competitor.

Ms. Gulbis: A couple of ways that we can support parents and coaches is giving them these handouts and making it really simple. Now that we have the data to back it up, we could create a one-page pamphlet and get it into pediatric offices, other doctors' offices,

and major corporations. The aim would be to help incorporate programs for those who work at those companies that encourage them to take time for fitness or volunteer to coach.

I think there is a general intimidation that you need to perform like a professional athlete to be a coach or you need many years of education. Really, it is just a matter of being willing to give an hour of your time. If we can get one major corporation to start an initiative with their employees, show the need with statistics, and educate workers, I think it will have a ripple effect so that many other companies will do the same. We know the physical benefits, but now we know all the mental and emotional benefits of engaging in youth sports.

Mr. Snyder: For the most part, coaches have a certain way of thinking about things and that is the way they are going to do it. But I think that people will do what they think is best for their team and themselves. If I were to talk to coaches about being more inclusive, giving people more playing time, and keeping more people on the team, I would say that if we do have people playing sports, the next time a COVID-19 happens, maybe we do not have to quarantine because we have a healthier population. I would get coaches to think about the bigger picture rather than focusing just on winning the elementary school football game.

Dr. Hayworth: We are really, in many ways, talking about cultural redefinitions, or new definitions of what it means to be an athlete and what it means for everyone to be part of sports.

What are the community values you would like to see fostered through youth sports and how can these values be reflected in the way programs are designed or implemented?

Mr. Drinkwater: I want to go back to the statistics that show following the daily activity guidelines could save \$117 billion in healthcare costs, but only a quarter of Americans follow those guidelines. Those are the kind of data that need to be shared with companies like Walmart or Coke or Procter & Gamble. They have hundreds of thousands of employees and could have a major impact by showing their employees how to get healthier. Going from 25% to 100% may not be achievable, but having some impact is something we should focus on.

I also want to emphasize the impact of physical well-being on mental wellness. An example during COVID is high school seniors who expected to experience their glory days and have had that disappear on them. This should be one of the PCSFN's areas of focus.

We should also be thinking about how to give potential coaches the tools to work with youth even though the adult is not in peak condition. We need to make it more accessible and approachable for parents and coaches.

Dr. Oz: One of the things that we have got to focus on is giving people news they can use at home. I have not heard a parent yet speak glowingly about the educational process their children are receiving right now. I can imagine that most schools—at least in this part of the country—will stay closed through the winter. The Council should seriously consider making public service announcements (PSAs)—one-minute snippets that could be broadcast or live on social media. The PSAs could be mostly inspirational, but include one body activity to break up the monotony of sitting for six hours a day in front of a screen.

Ms. Harder: Thinking about the data that we have received from the Science Board and thinking about all these messages that we want to convey, it is a great idea to get them in one-minute snippets. That is something we can do in the coming months while people are still at home.

With its report completed, the Science Board is ready to move on to other activities to support your work. What other areas of youth sports research could the Science Board focus on to help you further the NYSS?

Mr. Tisi: I feel like there would be a lot of interest in us creating our own best practices for youth participation aimed at parents, children who are going to be in youth sports, and/or coaches. The best practices would not be for coaching specific sports, but more from a social consciousness standpoint—what are some best practices for keeping youth engaged based on the data we have?

Ms. Harder: We now have a one-pager from the Science Board that give us a tangible item that we can hand out to coaches, parents, mentors, and communities that explains the benefits of youth sports. Something that could be an additional tool is to take some of the recommendations from the Science Board and the scientific evidence they have collected and educate people about what actually motivates kids to play sports. Or what actions parents and coaches can take to engage youth in their sports. I would suggest to the group that maybe these one-pagers are good for social media and for physically handing out. These would continue to promote the messages and distill the scientific evidence that we have in this report.

Mr. Tisi: We are in a society now where people are expecting to understand what best practices are.

Ms. Harder: We now have two strong bases—an NYSS and the science to support it. We can take these two documents and distill them into information—PSAs and one-pagers—that really promote our work.

Master Sgt. Wilkins: We might consider looking into the mental aspects of sports. I talk to my son, who is a travel athlete, about the fear of failure. Kids do not want to take the shot with the game on the line. I think we can come up with some techniques to teach youth that you lost the game, but you did not lose life. It might be an important thing to

give these children encouragement and hope *because* they lost. It could further their sports career and their life in general.

In the midst of the COVID-19 pandemic, what are some creative ways you have seen organizations, communities, or families continue to promote youth sports and physical activity?

Mr. Walker: One of the greatest things that I have seen during this time is families exercising together. I see families out cycling or just walking. Before COVID, I never saw that in my neighborhood. I never even knew that kids had a bike.

Mr. Worthington: We have encouraged health clubs to participate by allowing use of their facilities for free during certain times. My club's outdoor pool can accommodate 1,200 people safely. We are having a community pool day. Getting the private sector involved is always a big boost to the community, especially because the schools are not able to be used.

What do you hope youth sports looks like when COVID-19 is over and it is safe to resume all activities?

Mr. Olson: I hope there is a greater appreciation for anyone who is involved in organizing leagues, including coaches. I work with a high school administrator and during this time, we have adapted some games. We do human foosball so everybody has their own space and kickball where you do not have to get close to people to tag them. Kids are dying to get back out there and participate with their friends.

When COVID is over, there is going to be a huge enthusiasm for kids to get back out and participate. Let's not lose that wave two months in. Let's make sure we are ready to capture it and not let go.

Ms. Harder: Are we setting a reset button on the way we want youth sports culture to move toward, "We're playing for fun," "We're playing because it's healthy." It is not all about competition. It is not only about the top 1% who are going to become professional sports players.

Ms. Gulbis: I would love to see at the end of COVID that we are able to educate doctors, companies, schools, and communities so they see the benefits of youth sports the same way they see the benefits of mindfulness, yoga, etc. I want people to see youth sports as a necessity, not just a track to a career or playing in college.

Mr. Tisi: We have to start promoting non-traditional sports. Not everybody wants to or can be a football or baseball player. There are a lot of activities like yoga or dance where you are not really competing against anybody.

Mr. Walker: I hope people remember the mental side of it. There are people who cannot do sports that others can do. We need to remember them as well.

Mr. Tisi: I am confident and hopeful that people will have been reminded during the COVID experience how important youth sports is for participation within a community and within a family. I am confident that it will be bigger than ever. I believe we will come together and our country will be in the best state it has ever been in.

Ms. Harder: All of the comments you have made, and the suggestions you have put forward, and the reflections on the Science Board's work encourage me. I will be following up in the coming weeks so we can start to put these ideas into action.

Closing Remarks

Herschel Walker, Co-Chair, PCSFN

Kristina Harder, Executive Director, PCSFN

Mr. Walker thanked PCSFN members for a great discussion. He highlighted the inspiring creativity at the Boys & Girls Clubs of Metro Atlanta and the work of the Science Board. He declared that Council members will continue to motivate youth to play sports regardless of race, sex, ability, or ZIP code.

Ms. Harder thanked all the speakers, including HHS staff, for giving unique perspectives from many different points of view on the current state of youth sports and the potential the PCSFN has in the community to promote messages that are truly life-changing on an individual level and a national level. She commented to the 42 NYSS Champions that they are at the beginning of a long partnership to make sure the NYSS is not just a strategy on paper, but actions that are realized.

Adjourn

Jennifer Bishop, PCSFN DFO

Ms. Bishop adjourned the meeting.