

PRESIDENT'S COUNCIL ON SPORTS, FITNESS & NUTRITION

Annual Meeting

**Friday, September 6, 2024
1:30 to 4:00 p.m.**

**Hubert H. Humphrey Building, Great Hall
200 Independence Avenue S.W.
Washington, DC 20201**

Agenda
Friday, September 6, 2024

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1:40 pm	Recap of 2023-2024	pg 7	Rayhaan Merani, <i>PCSFN Executive Director</i>
2:00 pm	Panel I: Sports Leagues & Players Associations Partnerships	pg 9	Moderator: J. Nadine Gracia, <i>PCSFN Council Member</i> Panelists: Nicole Breen, <i>Manager, Youth Basketball Development, National Basketball Association (NBA)</i> Jonathan Nabavi, <i>Vice President, Public Policy and Government Affairs National Football League (NFL)</i>
2:35 pm	Panel II: National Hockey League (NHL) & National Hockey League Players Association (NHLPA) Work	pg 12	Moderator: Elana Meyers Taylor, <i>PCSFN Council Member</i> Panelists: Sec. Marty Walsh, <i>Executive Director, NHLPA; Former Secretary of Labor</i> Rob Wooley, <i>Executive Director, NHL Foundation & Vice President of Legislative Affairs</i>
3:00 pm	Community Leadership Award & PCSFN Hero Award Presentations	pg 16	Presenter: Kahina Haynes, <i>PCSFN Council Member</i>
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President's Council on Sports, Fitness & Nutrition

Co-Chairs

[José Andrés](#)

Chef, Humanitarian, and Culinary Innovator

[Elena Delle Donne](#)

WNBA Player, Olympic Gold Medalist, and Author

Members

[Maribel Campos Rivera, MD](#)

Physician, Researcher, and Professor

[Tamika Catchings](#)

Olympic Gold Medalist, Former WNBA Player, and Sports Analyst

[Ayesha Curry](#)

Chef, Restaurateur and Nonprofit Founder

[Stephen Curry](#)

NBA Player, Nonprofit Founder, and Lifestyle Brand Founder

[Jon Feinman, MBA](#)

CEO of a Social Justice Organization

[Tina Flournoy, JD](#)

Attorney and Former Political Advisor

[José Garces](#)

Chef and Entrepreneur

[J. Nadine Gracia, MD, MSCE](#)

Public Health Leader and Physician

[Meg Ham](#)

Food Retailer and Executive

[Kahina Haynes, MS](#)

Executive, Educator, and Arts Activist

[Ryan Howard](#)

Former MLB Player, Author, and Philanthropist

[Martin E. Ingelsby](#)

College Basketball Coach

Barbie Izquierdo

Social Justice Advocate, Food Insecurity Expert, and Public Speaker

Ben Jacobs

Chef and Restaurateur

Chloe Kim

Snowboarder and Olympic Gold Medalist

Chaunte Lowe

Olympic Bronze Medalist, Author, and Motivational Speaker

Viviana Martinez-Bianchi, MD, FAAFP

Physician, Professor, and Latinx Health Advisor

Elana Meyers Taylor

American Bobsledder and Olympic Silver Medalist

Dariush Mozaffarian, MD, DrPH

Cardiologist, Professor, and Researcher

Kim Ng

MLB Executive

Allison O'Toole, JD

Nonprofit Executive and Anti-hunger Champion

Oluwaferanmi Oyedeleji Okanlami, MD, MS

Physician, Professor, and Adaptive Sport Advocate

Laura Ricketts, JD

MLB Franchise Owner, LGBTQ Advocate, and Attorney

Stefany Shaheen, MBA, MPA

Nutrition Advocate, Business Leader, and Author

Billy Shore, JD

Nonprofit Founder, Anti-hunger Leader, and Former Political Advisor

Michael Solomonov

Chef, Restaurateur, and Author

Melissa Stockwell

Veteran, Paralympian, and Motivational Speaker

Executive Director

[Rayhaan Merani](#)

Designated Federal Officer

Rachel Fisher, MPH, MS, RD

PCSFN Designated Federal Official

Presenters

Nicole Breen

Manager, Youth Basketball Development, National Basketball Association (NBA)

Jonathan Nabavi

Vice President, Public Policy and Government Affairs National Football League (NFL)

Sec. Marty Walsh

Executive Director, National Hockey League Players Association; Former Secretary of Labor

Rob Wooley

Executive Director, National Hockey League (NHL) Foundation & Vice President of Legislative Affairs

The following document contains highlights of the President's Council on Sports, Fitness & Nutrition (PCSFN) Annual Meeting held on Friday, September 6, 2024.

Call to Order and Welcome

Rachel Fisher, PCSFN Designated Federal Officer

Welcomed President's Council members, federal colleagues, and audience to the meeting.

Ms. Fisher called the meeting to order.

Council members present:

José Andrés (virtual)
Maribel Campos Rivera
Jon Feinman
Tina Flournoy
José Garces (virtual)
J. Nadine Gracia
Meg Ham
Kahina Haynes
Ryan Howard (virtual)
Martin E. Ingelsby (virtual)
Barbie Izquierdo (virtual)
Ben Jacobs
Viviana Martinez-Bianchi
Elana Meyers Taylor
Dariush Mozaffarian
Kim Ng
Laura Ricketts (virtual)
Stefany Shaheen
Billy Shore

Council members absent:

Elena Delle Donne
Tamika Catchings
Ayesha Curry
Stephen Curry
Chloe Kim
Chaunte Lowe
Allison O'Toole
Oluwaferanmi Oyedeji Okanlami
Melissa Stockwell
Michael Solomonov

Ms. Fisher introduced José Andrés, PCSFN Co-Chair.

Mr. Andrés then offered the following remarks:

- Mr. Andrés thanked the Council for their hard work over the past year.
- A major accomplishment was forging groundbreaking partnerships uniting major sports leagues and players' associations to build stronger, healthier communities, with a particular focus on children.
- The Council is also collaborating with partners to increase access to sports and physical activities while educating Americans about proper nutrition and healthier lifestyles.
- They partnered with YouTube to train top influencers on creating content that promotes good nutrition, targeting both young people and their parents.
- The Council also reinstated the President's Council Annual Awards for the first time in five years.

Mr. Andrés thanked Council Members for their service.

Recap of 2023-2024

Rayhaan Merani, PCSFN Executive Director

Mr. Merani gave an overview of Council activities that occurred following the 2023 Annual Meeting.

- The Council made strides towards the shared goal of creating a healthier America considering that members were only first sworn in during June 2023.
- Memorandums of Understanding with sports leagues and players' associations were began to be finalized in October 2023. League partners and players' association partners showed immediate and strong support. This initiative demonstrates a rapid and coordinated effort between government agencies and major sports organizations to promote physical activity and nutrition education among youth.
- Activities included Major League Baseball (MLB) incorporating nutrition elements during the World Series with a Play Ball event in Dallas that featured nutrition education and team nutritionists were brought in to speak with children during clinics and youth events. A video recap of this event was shown.
- The initiative continued with several high-profile events such as the "Feast and Fitness" event in Pennsylvania that focused on healthy Thanksgiving cooking and maintaining physical activity. In Minneapolis, the "Kitchen Crossover" event was organized in partnership with the National Basketball Association (NBA), led by PCSFN member Allison O'Toole, and combined cooking demonstrations with nutrition education. A video recap of this event was also shown.
- The White House Conference on Hunger, Nutrition, and Health was convened in September 2022 by President Biden, with the ambitious goal to eliminate hunger and diet-related diseases by 2030. In February 2024 to recognize this, the sports partnership was officially announced as part of the White House Challenge.
- In March 2024, a workshop was held for YouTube's top content creators and led by PCSFN members to improve nutrition messaging to youth and parents by utilizing a modern platform to reach younger demographics.
- In May 2024, there was a National Press Club event on physical activity and mental health that featured the Second Gentleman and Assistant Secretary for

Health and emphasized the link between physical activity and improved mental health outcomes in youth.

- The One Lacrosse Gathering Celebration, a collaboration with Department of the Interior and the National Park Service and others, was scheduled to be held on September 7th with over 200 youth participants to combine physical activity promotion with cultural recognition of lacrosse as "America's first game."
- The Council operates with limited resources with a reliance on partnerships and borrowed venues for events. The National Fitness Foundation operates without congressional funding but is a Congressionally chartered nonprofit created in 2008 that serves as the nonprofit arm of the PCSFN.
- The Biden Administration has focused on nutrition as a critical issue with the potential to address root causes of health issues and could reduce long-term healthcare costs. Less than 10% of Americans consume enough fruits/vegetables that indicates a significant gap in meeting dietary guidelines. Around 90% of Americans consume too much sodium. Diabetes diagnoses doubled in the last two decades. Only 25% of Americans get adequate daily physical activity and another 25% aren't physically active at all. These stats show an urgent need to improve diet, fitness, and disease prevention.
- There are also broader impacts of nutrition and physical activity beyond health, including military readiness, economics, and climate change.
- One goal of the Council is to modernize and relaunch the Presidential Youth Fitness Program to make it more accessible and relevant to today's youth.
- Another goal is to increase awareness and support for nutrition and physical activity programs by leveraging partnerships with sports leagues and influencers. One example is to utilize social media and content creators to reach a broader audience.
- Nutrition issues should remain a priority regardless of administrative changes.
- Special recognition of key individuals driving the initiative forward was given to the Council co-chairs Chef José Andrés and Elena Delle Donne as well as individual Council members' contributions to media outreach and event participation. U.S. Department of Health and Human Services (HHS) staff were thanked for their dedication and support including Rachel Fisher, Designated Federal Officer, Alison Vaux-Bjerke for event management, and members of the communications team. Tina Flournoy was also thanked for consistent advocacy for the Council's initiatives and strategic support in resource allocation and problem-solving.

Mr. Merani invited the moderator and panelists for the first panel onto the stage. Dr. Gracia introduced the panelists and the panel's objectives.

- This conversation will highlight the activities of some of the entities that joined this historic partnership between the President's Council and major sports leagues and players associations. This partnership represents our collective commitment to the Biden-Harris administration's White House challenge to end hunger and build healthy communities, which is an important step in executing the National Strategy on Hunger, Nutrition, and Health.

Panel I: Sports Leagues & Players Associations Partnerships

Moderator: J. Nadine Gracia, PCSFN member

Panelists:

Nicole Breen, Manager, Youth Basketball Development, National Basketball Association (NBA)

Jonathan Nabavi, Vice President, Public Policy and Government Affairs National Football League (NFL)

Dr. Gracia moderated the panel discussion through a Q&A format.

Q: The National Football League (NFL) has really been a leader in promoting physical activity, especially through initiatives like Play60 and your ongoing work with GENYOUth. Could you elaborate on why the NFL has placed such a strong emphasis on youth sports and how these programs are really helping to shape the next generations of athletes?

Mr. Nabavi:

- The NFL recognizes that only one in four kids is getting the activity and exercise they need. Exercise has many positive benefits including supporting emotional well-being.
- The NFL has partnered with the American Heart Association on Play60 for 18 years to bring the idea of increased activity level for kids into schools.
- GENYOUth is an NFL partner that is strong in the community; through financial support from the NFL Foundation, they have deployed the NFL Flag-in-School program. This program includes a kit, curriculum, guidance, support, and equipment ranging from footballs to flags. So far, the program has impacted 30,000 schools and 17 million kids.
- Another initiative from the NFL has been inclusivity by engaging with both policymakers and clubs at the state and local level to increase girls' participation in flag football.

Q: Basketball is such an accessible sport. What is the NBA doing to inspire young people to get active and involved in the game? And could you share some of the key initiatives that have been most successful in really promoting youth participation?

Ms. Breen:

- Basketball is accessible because there is little equipment necessary to be able to play and that has contributed to the global reach and nature of the game. However, that doesn't necessarily mean that every kid has access to a quality program and an experience that helps them keep playing and remain interested in the sport. Accessibility can ensure that our programs provide access, inclusivity, and a positive environment. The NBA tries to remove barriers to youth sports participation such as socioeconomic status, gender, or racial lines.

- The League also supports both junior NBA and a junior Women’s National Basketball Association (WNBA) program that focus on the fundamentals of the game and core values.
- Sportsmanship, teamwork, and respect play an influential role in every program that comes along with our junior NBA platform and emphasizes positive, inclusive fun because if kids aren't having fun, they're not going to want to continue playing.
- A recent successful key initiative, from a participation standpoint, are the junior NBA and junior WNBA leagues that provide a variety of things that a kid would need to have a positive experience. These programs are a national network of recreational basketball leagues for kids ages 6 to 14 years. The NBA partners with community-based organizations and schools to make sure that kids have an elevated best-in-class experience, which is accessible and affordable. They provide high-quality jerseys and equipment at a low cost. They also focus on the adults in the landscape such as the league operators, coaches, parents, and referees by providing training and resources so that they can focus on providing kids with a positive experience.
- The NBA also has a partnership with SHAPE America to provide scholarships to kids in Title I schools to play for free. The program launched in 2022 and over 45,000 kids have participated so far.
- Over the course of the last season, through the junior programs, both domestically and internationally, they were able to reach 43 million youth in 173 countries.
- The NBA is focusing on long-term player development, both on and off the court and the adults facilitating that development.

Q: You raised some important points especially for youth who just may not have access and opportunity. For example, reaching youth of color, youth who come from low-income households and communities. How do you weave that into the type of programming to assure that you're reaching youth who may not have access and opportunity to be able to participate in those programs?

Ms. Breen

- To ensure inclusive participation, the NBA partners with community-based organizations and implement scholarship and sponsorship programs, making initiatives accessible to all communities regardless of their financial capacity.

Q: In the last six months, as we've collaborated with the leagues and players associations, it's become evident that mental health is a top priority for every organization in the partnership roundtable. The Council has focused on this as well. How is the NFL working to reduce stigma around mental health, both for young people and current players? And are there specific programs or player-led initiatives that you're seeing that are making a difference?

Mr. Nabavi:

- There has been a significant shift in attitudes towards mental health in

professional football, particularly in the NFL. Former players and current athletes are now more open to discussing mental health issues, which was not common in the past.

- High-profile players have become leaders in promoting mental health awareness, especially after experiencing personal challenges.
- The NFL has implemented programs like "It Takes All of Us" to support mental health initiatives. These conversations and initiatives have generated billions of impressions on social media, indicating strong public interest in the topic.
- The overall goal is to normalize conversations about mental health and provide resources for those who need support.

Q: The WNBA is having a record season. What role are you seeing the junior WNBA having as it's helping to grow the women's game globally?

Ms. Breen:

- The NBA has had an increased focus on girls' basketball participation particularly through the junior WNBA program that aims to attract, retain, and develop girls in basketball. A new, culturally-responsive curriculum was launched in October 2023, focusing specifically on girls' experiences in sports. The program incorporates social-emotional learning topics like body image, self-confidence, and goal setting. Visualization and vision board activities are used to engage girls. The curriculum was developed with input from girls, making it created "for and by them."
- There's also an emphasis on increasing the number of women coaches and leaders in girls' sports. A training program called "Belonging in Basketball" helps coaches cultivate a sense of belonging for girls.
- The WNBA provides role models through its players and front office staff. The program aims to educate girls about various career opportunities in sports, beyond being professional players. The approach focuses on visibility and growing the game of women's basketball.

There was acknowledgement that Council member Melissa Stockwell finished in the top five of the women's paratriathlon in Paris during the Paralympic Games.

Q: Looking ahead to 2028, where flag football is going to be making its debut at the Los Angeles Olympics. How is the NFL preparing for this moment, and what is the league doing to engage youth and build excitement around it as we prepare for the games in 2028?

Mr. Nabavi:

- Flag football is played by 20 million people in over 100 countries across six continents. The sport is short, fast, fun, and gender-equal, with women and girls making up one of the fastest growing segments.
- The NFL is also expanding internationally, with its first game in South America taking place in Sao Paulo.
- The NFL and the International Federation of American Football have been

promoting flag football since 2023.

- The NFL Pro Bowl now features flag football, showcasing top players' skills.
- Flag football is seen as a way to grow the game, build a new generation of fans, and benefit children's health and wellness.

Q: The President's Council partners with sports leagues and players associations, focusing on physical activity, but also nutrition. The White House Conference on Hunger, Nutrition, and Health set a goal to eradicate hunger and diet-related diseases by 2030. Can you tell us about how the NBA is really contributing to this effort? What initiatives is the league leading to address food insecurity, an important area, and how does this align with this national mission?

Ms. Breen:

- Good nutrition and physical activity are inseparable from youth sports in their social impact work. NBA teams are activating and supporting nutrition efforts in their local communities like with the Kitchen Crossover event.
- The NBA has national partnerships with organizations like Share Our Strength's No Kid Hungry, and Feeding America to raise awareness and provide support. They focus on providing impact in communities where League teams play, activating at marquee NBA and WNBA events (All-Star, Finals, Drafts, global games). A recent example: At the 2024 All-Star in Indianapolis, they partnered with the Pacers and Million Meal Movement for a 24-hour day of service, packing a million meals with 6,000 volunteers. They've organized grocery pop-up events in various WNBA markets, providing free groceries.
- There's an ongoing effort to integrate nutrition education throughout their youth and social impact initiatives.

Q: The NFL has also played a role in addressing food insecurity specifically around the Super Bowl. Can you tell us a little bit more about that?

Mr. Nabavi:

- Sports have a powerful ability to bring people together for important causes.
- The NFL uses major events like the Super Bowl and NFL Draft to create lasting impacts in host communities. The 2023 NFL Draft in Detroit attracted 700,000 fans and provided opportunities for community engagement.
- High-profile figures visited an urban farm with NFL Commissioner Goodell to discuss food insecurity.
- Former NFL player Kyle Rudolph participated in discussions about nutrition standards at a local school, sharing his individual experiences.
- These events aim to use the NFL's popularity and influence to bring attention to critical issues like nutrition and food security.

Mr. Merani invited the moderator and panelists for the second panel onto the stage. Ms. Taylor introduced the panelists.

Panel II: National Hockey League (NHL) & National Hockey League

Players Association (NHLPA) Work

Moderator: Elena Meyers Taylor, PCSFN member

Panelists:

Sec. Marty Walsh, Executive Director, NHLPA; Former Secretary of Labor

Rob Wooley, Executive Director, NHL Foundation & Vice President of Legislative Affairs

Ms. Taylor moderated the panel discussion through a Q&A format.

Q: Both of your organizations are partners with the President's Council and have made it a priority to expand youth participation in hockey, both as individual organizations and as collective partners through initiatives like Learn to Play. Can you tell us a bit more about the things you have all worked on individually and together to help us engage more young people in the sport?

Mr. Wooley

- The NHLPA collaborated with the NHL and owners to invest in youth hockey initiatives. Over the past 10 years, nearly \$200 million has been invested in getting more children involved in hockey. This partnership between the league and NHLPA is considered one of the strongest in professional sports.
- The sport has a rich 100-year history in the United States but is not as popular as basketball, baseball, or football.
- Hockey faces barriers to entry due to its expense and accessibility issues (ice rinks, early morning practices, etc.). The NHL recognizes these barriers and is working on solutions to improve access to the sport.

Sec. Walsh

- There's a significant emphasis on increasing participation of women, girls, and children of color in hockey. The NHL currently has a small percentage of players of color, but diversity is increasing at lower levels of the sport.
- The high cost and difficulty of advancing to the NHL level remain challenges for many players. The league and the NHLPA have invested in programs to address these issues.
- "Goals and Dreams" is a program providing free equipment to young players. There's a shift towards long-term, sustained support for organizations rather than one-off donations.
- The NHLPA has a Player Inclusion Committee that regularly discusses challenges and strategies to grow the game.
- The overall goal is to provide opportunities for young people to play hockey regardless of their background or skin color.

Mr. Wooley:

- The Learn to Play program provides full head to toe equipment free of cost. The intention is not to provide children with long-term free experience, but to get them interested in the sport. Over 40,000 kids have played hockey over the last 10 years through this program with many continuing to play in house leagues.
- However, the sport of hockey needs to be more intentional in making sure that the game is welcoming to everybody. We acknowledge that there's a lot of work to be done, but progress has been made over the last ten years.

Ms. Meyers Taylor acknowledged that many women's hockey players are now in management positions and coaching positions in the NHL

Q: The Council has seen that several of its partners, the leagues, and players associations proactively take the lead on mental health awareness. What made the NHLPA decide to prioritize mental health and lead on this? What specific steps are you taking to destigmatize mental health care among the players? Have you noticed any measurable changes in player performance, or overall culture, because of these efforts?

Sec. Walsh:

- One of the steps was to create a program called First Line, which is a program that trains players to watch for signs of mental illness in the locker room so that it can be addressed.
- There is also an NHL and NHLPA program that addresses mental health struggles and challenges. There also continues to be a need to address the stigma around mental health among players.
- The Department of Labor is doing some amazing work on mental health parity. It is important that insurance companies pay for services on an ongoing basis, and not for a limited period of time.

Q: Salt Lake City will host the Winter Olympic and Paralympic games in 2034. With those games coming up, how is the NHL preparing to leverage that, and what will the NHL do to ensure that young people are excited and engaged for 2034?

Mr. Wooley:

- Through the Learn to Play program, with strong partnership from USA Hockey, children can see hockey athletes on the big stage that may inspire the next generation of players.
- The Professional Women's Hockey League plays a role in expanding and growing girls' hockey. The girls' segment within the youth hockey landscape is the fastest growing across the country. The goal is to build excitement and momentum for girls playing the game, not to create winter Olympians.
- The Inside Out 2 film has exponentially increased girls' interest in hockey

with representation and demonstrating that girls play hockey.

- The Four Nations Face Off, an international competition between Team USA, Team Canada, Team Sweden, and Team Finland is set with games scheduled in Montreal and Boston. Hopefully this will grow excitement and anticipation building towards the upcoming Olympics in Salt Lake.

Sec. Walsh:

- The future of hockey in the United States over the next 12 years looks promising. The programs that have started will engage many young people who are currently not involved in hockey, and some perhaps that could play on an Olympic team in 2034.

Q: The NHL and the NHLPA have a close partnership when it comes to youth and player initiatives, which is something we see with many of our leagues and players association partners. What's the key to making the collaboration work so well and how has working together amplified the impact of your efforts? Are there any specific outcomes that you've achieved together that wouldn't have been possible otherwise?

Sec. Walsh:

- Having a relationship and partnership is important in growing a sport.
- A good example is the WNBA that has done a fantastic job of telling remarkable stories as well as player involvement beyond the sport in social justice.
- Having an open dialogue is important, and the teams work well together, too, and are focused on the future and continue to work together.

Mr. Wooley:

- There is a great deal of collaboration and communication between the NHL Foundation and the NHLPA to discuss strategy to continue growing this game. There are a lot of stakeholders and organizations that are aiming for the same goal, which is to get more kids active in sports.
- Historically, there were a lot of outdoor rinks, but now these bodies of water are not freezing over in the winter. They are working with the NHLPA on some innovations that can create diverse ways of getting people on the ice. For example, outdoor synthetic ice is evolving and growing across the world. There are many opportunities to be creative and innovative with the players to make sure this game survives for another 100 years.
- For the first time in history, the White House had an outdoor ice rink for an entire month and over 200 kids played hockey for the first time on the South lawn. This came about through a partnership between the players, the NHL Foundation, and the National Park Foundation. It was also a tremendous opportunity to showcase the many dimensions of hockey.

Q: What should we be looking forward to as winter approaches for this NHL

season?

Sec. Walsh:

- The players are excited and engaged in the initiative to increase participation in hockey. The players also know that their actions off the ice are important and can impact communities.

Mr. Wooley:

- The Four Nations Face Off will be an exciting international competition, not just an exhibition. There will be two outdoor games during the NHL season, one at Wrigley Field and one at The Ohio State University.

Community Leadership Awards & PCSFN Hero Award Presentations
Presenter: Kahina Haynes, PCSFN member

Mr. Merani noted that PCSFN has brought back awards for the first time since 2019 and introduced Kahina Haynes to present the awards.

Ms. Haynes thanked her Co-Chair Barbie Izquierdo, the subcommittee, and HHS staff for their help with the award process. The goal with the awards was to recognize leaders doing important work as well as to amplify their work – and it was important to this Council to prioritize this as we understand that receiving an award of this nature can be transformational for those doing the work.. The 2024 President’s Council Awards acknowledge outstanding contributions in the fields of physical activity, fitness, sports, and nutrition. The Council celebrates these leaders in their communities, individuals and influencers that are making a nationwide impact, and also individuals who have dedicated their livelihood and lifetime toward advancing the mission of a healthier America. These awards remind us of the power of health and fitness to transform not only lives, but communities, systems, and the world. The Council was committed to an equitable and robust process in this reintroduction of the Awards, including updating some award names and nomination criteria.

The **Community Leadership Award** celebrates individuals who are building more vibrant and thriving communities through sports, physical activity, fitness, and nutrition-related programs. This year there were 20 awardees – individuals or organizations – who were working to uplift their communities contributing to the overall well-being and supporting all community members’ potential to thrive.

The **PCSFN Hero Award** is a new award that celebrates high-profile individuals and influencers who are championing sports, physical activity, fitness, or nutrition; and are really working to amplify messages that support the Council's mission to broad audiences. There were eight recipients of the award.

The **Lifetime Impact Award** celebrates individuals whose careers have greatly demonstrated long standing contributions to the advancement and promotion of physical activity, fitness, sports, and nutrition nationwide. This year's award honored five individuals.

Mr. Merani presented the awards to the following recipients for the Community Leadership Award:

Center for Healing and Justice through Sport (CHJS)
Michael Cottingham
Dare2tri
DC Central Kitchen & Washington Nationals Philanthropies
Dions Chicago Dream
Karma Edwards
GENYOUth
Inspirational Triathlon Racing International
KABOOM!
Sonya Ottaway
Arden Pala
Rise Above
Amy Valasek
Volo Kids Foundation
Youth Sports Alliance
u-Power
Sarah Albus
David Waters

Not present at the ceremony:
Ceres Community Project

Stephen Schirra

Mr. Merani presented the Hero Awards to the following recipients:

Samir Becic
Caree Cotwright
Brian Dauenhauer
Renata Simril
Christopher and Dodge Suprun
Tony Reed
George Karl

Not present at the ceremony:
Tyler Schmitz

Lifetime Impact Awards

Presenter: Rayhaan Merani, PCSFN Executive Director

Lifetime Impact Award winners were introduced by their nominators.

F. Clark Power, EdD, MA, BA - Dr. Clark Power is the founder and director of Play Like a Champion Today, a nonprofit dedicated to equitable youth sport participation through coach education and community organizing. A professor of psychology and education at the University of Notre Dame for 42 years, his research and publications focus on overcoming racism and inequality by establishing just communities in neighborhoods, schools, and sports teams.

Jayne D. Greenberg, EdD, MS, BS - Dr. Jayne Greenberg is currently the North America Chair for the International Sport and Culture Association and the Education Sector Chair for the National Physical Activity Plan. She is the former District Director of Physical Education and Health Literacy for Miami-Dade County Public Schools; was a teacher; coordinator; and a school site and district level administrator. Dr. Greenberg has also worked for the U.S. Department of Health and Human Services, was a Presidential Appointee serving on the President's Council on Fitness, Sports & Nutrition, a Gubernatorial appointee serving on the Governor's Council on Physical Fitness, chaired a Sport Development Committee for the USOC, and served as an author on the Institute of Medicine Committee. She was named as an Aspen Institute Scholar and was inducted into the SHAPE America Hall of Fame. She has published five books and several articles and has secured and managed over \$34 million in grants.

Kathryn H. Schmitz, PhD, MPH, FACSM, FTOS, FSBM, FNAK, FSEM - Dr. Kathryn Schmitz, professor at the University of Pittsburgh, UPMC Hillman Cancer Center, is an internationally regarded exercise oncology researcher and advocate, former president of the American College of Sports Medicine, and an American Cancer Society Clinical Research Professor. She led both of the American College of Sports Medicine Roundtables (2010 and 2019) that provide evidence based guidance on exercise and cancer and she founded and directs the Moving Through Cancer initiative (Moving Through Cancer - Exercise is Medicine), which has a bold goal of making exercise a standard of care in the setting of oncology by 2029. Her groundbreaking research has changed clinical practice regarding recovering upper body function after breast cancer surgery, leading to the Strength After Breast Cancer program, which is available nationwide.

Mary Story, PhD, MS, BS - Dr. Mary Story is a Professor in Global Health, and Family Medicine and Community Health at Duke University. Since 2005, she

has directed the Robert Wood Johnson Foundation's national program Healthy Eating Research focused on policy, systems, and environmental solutions to improve child nutrition, food and nutrition security, and prevent child obesity.

Michel Nischan, LHD - Michel Nischan is a four-time James Beard Award winning chef with over 40 years of leadership advocating for a more healthful, sustainable food system. He is Founder and Partner with the late actor Paul Newman of the former Dressing Room Restaurant, Founder and CEO of Wholesome Crave, and Executive Chairman and co-founder with the late Undersecretary of Agriculture, Gus Schumacher, of the food equity nonprofit Wholesome Wave. Under his leadership, Wholesome Wave solves issues related to food insecurity in vulnerable populations across America.

Closing Remarks

Rayhaan Merani, PCSFN Executive Director

Mr. Merani closed the meeting by thanking the Council members for their service and reiterating the importance of collective effort to support and prioritize nutrition in health.

Adjourn

Rachel Fisher, PCSFN Designated Federal Official

Ms. Fisher adjourned the meeting.