

UPDATE

Texas Takes Steps Toward Better Health

In an effort to encourage Texas residents to live a healthier and more active lifestyle, The Cooper Institute helped launch "Texas On the Move" (TOM), a new affiliate of America On the Move (AOM). The Institute is the lead organization supporting and facilitating the Texas initiative.

AOM was begun in July 2003 to fight obesity. The initiative is designed to encourage Americans to walk an extra 2,000 steps a day and eat 100 fewer calories a day. It is based on research conducted by Dr. James Hill, AOM founder and director of the Center for Human Nutrition at the University of Colorado.

"Texas On the Move can play a vital role in the well-being of our state and has the potential to significantly affect the overall health of the Texas population," said Susan Campbell, M.Ed., vice president for Strategic Resources at The Cooper Institute and executive director of Texas On the Move.

Campbell said the best part about the program is it makes small changes seem possible in our day-to-day routine. "It does not require a gym membership, expensive equipment or a drastic change in diet; it simply requires adding a few minutes of walking or other activity each day and eliminating a small amount of calories," she said.

Texas joins several other states that are now taking part in the initiative, including Colorado, Idaho, Indiana, Kansas, Michigan, Nebraska, Tennessee, Louisiana, Virginia and West Virginia. AOM plans to have affiliates in every state within the next few years.

In its first year, TOM will focus on youth programming and outreach to worksites. TOM provides simple tools such as step counters, informational materials, special events and technical assistance to participants. For more information about the initiative, visit www.AmericaOntheMove.org/tx.

The Cooper Institute Helps Shape Jenny Craig's Activity Plan

After conducting focus group research about a year ago, the staff at Jenny Craig concluded that they needed to make changes with the physical activity component of their program. To enhance the plan, they enlisted the expertise of The Cooper Institute.

"We rely very heavily on our medical advisory board to help us develop a sound, scientifically based program," explained Lisa Talamini, R.D., Jenny Craig's director of Program Development and Nutrition. "As an advisory board member for more than a decade, Dr. Steven Blair (president of The Cooper Institute) has strongly influenced the transition from a prescriptive 'exercise' approach to a lifestyle-based philosophy."

Jenny Craig modified the "body" component in its *Success Made Simple* guide with the help of Ruth Ann Carpenter, M.S., R.D., director of The Cooper Institute's Center for Research Dissemination. Now completed, the guide contains elements of a behavior change course called "Active Living Every Day" that The Cooper Institute developed in partnership with Human Kinetics.

Success Made Simple identifies four stages of behavior change—contemplation, preparation, action and maintenance—and provides goals for each stage. The guide also explains what a person needs to do to move to the next stage.

"We've always considered our clients to be in the 'action' stage," said Victoria Kreutzkamp, Jenny Craig's national training manager. "But we did a survey and found that most of them are in the contemplation or preparation stage."

In the fall, The Cooper Institute developed and delivered an Active Lifestyle Certificate Training Overview workshop for Jenny Craig's home office staff and regional trainers. In February, the Institute presented a special four-hour training session to more than 3,000 Jenny Craig managers, consultants and salespeople in the United States and Canada.

The new Activity Readiness Quiz, said Talamini, gives their consultants an individualized tool to guide each client in the most appropriate way.

Already, clients are benefiting from the new stage-based approach, said Kreutzkamp. "One client named Debbie Lee, who is a vice principal at a school, shared with her consultant, Maria Cooper, that she had been very sedentary in her job. Since being 'staged' by Maria, she said she had learned the importance of activity and now goes directly to the classrooms

to meet with students and teachers instead of having them come to her office.

"She said students keep saying, 'Here comes Ms. Lee. She's everywhere!'" Kreutzkamp continued. "She wears her pedometer faithfully, and her daily step count is between 10,000 and 12,000 [which is considered ideal for maintaining moderate activity goals]. In addition to health and energy benefits, the changes she has made are beneficial to her job."

Kreutzkamp said both the trainers and consultants have embraced the information provided by The Cooper Institute. "They are so excited, and it makes them feel empowered."



Jenny Craig®

Letter From the President & CEO

By Steven N. Blair, P.E.D.

Getting the Word Out



Steven N. Blair, P.E.D.

Both in the worlds of science and medicine and by the general public, The Cooper Institute is probably best known for its research on exercise. Even I,

with more than 24 years focused on exercise research at The Cooper Institute, have a natural tendency to give research the highest priority. However, education receives equal billing with research in our mission statement.

A few weeks ago one of our senior staff members asked me, "What is the top priority of our Institute: research or education?" She reminded me that several leaders on our Board of Trustees often ask what we are doing to "get the word out." In short, they expect us not only to do research, but also to help translate our findings into practical materials and programs for the general public and to provide training based on these findings for health and fitness professionals.

Indeed, what value does our research have if we don't effectively communicate the results with colleagues and consumers? Allow me to explain what we are doing to educate both scientists and the public.

• **Division of Education and Certification.** Led by Susan Johnson, Ed.D., our dynamic team of educators conducts 125 workshops and serves approximately 5,000 health and fitness professionals in a typical year.

The people trained in these workshops return home and use their new knowl-

edge and skills to enhance the well-being of people in their communities, thus we indirectly reach hundreds of thousands, or even millions, of individuals.

In recent years, Cooper Institute staff members also have conducted workshops all over the world to provide our nation's military personnel with the most current knowledge and methods for administering group health and wellness programs. Our staff also has conducted similar training programs for many public safety personnel, including those from the FBI, Drug Enforcement Agency, Secret Service, state and local police departments and firefighting groups.

We also provide recertification through the ELITE program, which includes additional opportunities for training using videotapes, distance learning and other educational activities.

Although many groups provide certification programs for fitness professionals, our group is one of the best and has won many awards for their contributions.

• **Center for Research Dissemination.** The purpose of this new Center, directed by Ruth Ann Carpenter, M.S., R.D., is to utilize the intellectual capital that The Cooper Institute builds through its research projects. This is accomplished by developing programs and materials that are then distributed widely through partnerships, grants, licenses and direct sales. Revenues from these activities support new initiatives, pilot studies and staff expansion.

One example of how the research activities at The Cooper Institute have led to a tangible product is Active Living Every Day (ALED). Our epidemiological research found that moderate levels of fitness can be achieved by modest exercise programs and are associated with numerous and substantial health benefits.

During the 1990s, we launched three large trials funded by the National Institutes of Health to investigate various interventions based on the application of behavioral science principles and methods, which were designed to help sedentary adults become and stay more

physically active. We found that individuals could build physical activity into their everyday lives and get the same health and fitness benefits that are achieved by going to a fitness center three to four days a week.

The lessons learned from these experiments enabled us to write a book, *Active Living Every Day*, which was published in 2001 by Human Kinetics, the world's largest publisher of physical activity-related books, video and software.

Human Kinetics then began to establish Active Living Community Centers across the U.S. to implement the program at the local level. We partnered with Human Kinetics to develop a Web-based support course as a companion for the book. The Active Living Every Day program also was selected as one of two model programs used by the Robert Wood Johnson Foundation community-based program, *Active for Life*, and was recently selected for use in an arthritis program supported by the Centers for Disease Control and Prevention.

Active Living Every Day is an example of how our research progressed from epidemiological studies in the Cooper Clinic patient population, to controlled studies in representative community samples, and finally to a commercial product available for marketing and dissemination. We are currently proceeding along the same course for a companion program called "Healthy Eating Every Day."

I am very proud of our efforts to "get the word out," and we intend to expand these activities using modern telecommunications and other strategies. A few months ago I appointed a task force to provide recommendations in the area of e-learning. Our goal is to expand our e-learning and distance education programs so that we can reach even larger numbers of health professionals and the public.

There will be substantial costs in developing and expanding this new initiative, and we are seeking contributions to move this effort forward rapidly. If you have an interest in helping with this program, please contact Barb McGowan, director of Development, at bmcgowan@cooperinst.org or (972) 341-3200.

Combating Cancer-Related Fatigue With Exercise

Most people experience exhaustion at some point in their lives. For cancer patients and survivors, however, chronic fatigue has a significant impact on quality of life. About 70% of people with cancer deal with fatigue during radiation or chemotherapy, or after surgery. Up to 30% of cancer survivors experience fatigue for years after treatment.

Conrad Earnest, Ph.D., a research scientist and director of The Cooper Institute's Center for Human Performance and Nutrition Research—along with colleagues Alejandra Lucia, M.D., Ph.D., and Margarita Perez, M.D., of the European University of Madrid, Spain—addressed the issue of exercise and its impact on cancer-related fatigue in *The Lancet Oncology* (October 2003).

In their paper, titled "Cancer-related fatigue: can exercise physiology assist oncologists?" the authors noted that cancer patients are often advised to rest and reduce their amount of physical activity to avoid fatigue. Instead, a low-to moderate-intensity exercise regimen may substantially reduce their fatigue and improve their quality of life. Just as physical activity has become important in treating various chronic diseases, including heart disease, recent studies show that activity may be as equally valuable in helping cancer patients get back on their feet.

After Lance Armstrong was diagnosed with advanced testicular cancer in October 1996, for example, his treat-

ment included surgery and chemotherapy, which he admitted weakened him "well beyond anything I had ever experienced."

Instead of taking it easy, Armstrong endured a tough training program and was able to return to competition in the winter of 1998—and won the Tour de France five times between 1999 and 2003.

"Both people with cancer and their physicians should view his achievements as a highly motivating reference and a testimony to the usefulness of exercise in promoting physiological function," stated Earnest and his colleagues.

Earnest, Lucia and Perez suggest that oncologists and exercise physiologists should work together to help provide the best possible recovery for these patients. They elaborated on general recommendations:

- Physical activity should involve large muscle groups (i.e., walking, swimming or cycling).
- Cancer patients should focus on low to moderate-intensity physical activity several times each day rather than a single, strenuous bout of continuous exercise. The exercise intensity should be between 55% and 85% of maximum heart rate (220 - person's age), though lower intensities may be necessary when fatigue levels are high.

The authors believe that current knowledge, combined with new findings, could provide significant opportunities for cancer patients and survivors.



In Brief...

- A Cooper Institute certification course will soon be offered to chefs at Hilton Hotels. The one-day course will focus on how good nutrition relates to overall health and will cover everything from restaurant menus to banquet menus. In addition to Cooper Institute curriculum, Johnson and Wales, a Rhode Island-based cooking institute, will provide healthy cooking instruction.
- The Cooper Institute's Center for Research Dissemination has developed a practical guide to help consumers optimize the use of a step counter as a behav-

ioral change tool. *Steps to Better Health* is available at www.cooperinst.org or by calling (800) 635-7050.

- Two Cooper Institute researchers are celebrating the publication of their first, first-author papers: Gina Morss, M.S., "Dose-Response to exercise in women aged 45-75 years (DREW): Design and Rationale," published in the February *Medicine and Science in Exercise and Sports*; and Alex Jordan, M.S., "Effects of oral ATP supplementation on anaerobic power and muscular strength," to be published in the June *Medicine and Science in Exercise and Sports*.

The Cooper Institute Rolls Out Lecture Series to General Public

On April 7, The Cooper Institute launched its first "Preventive Medicine & Wellness Lecture Series" at the home of Steven and Gail Reinemund in Dallas. Mr. Reinemund serves as chairman of the board and CEO of PepsiCo (event sponsor) and is a new member of the Institute's Board of Trustees.

"The speakers are world-class scientists and leaders in their respective fields. Those who attend can expect to hear absolutely the latest word in research on the topics," said Dr. Steven Blair, Cooper Institute president and CEO and host of the series.

"For the first 30+ years, The Cooper Institute has worked to establish and maintain the world's largest patient information database that includes detailed data on body composition and fitness, while at the same time becoming one of the most often-cited research sources in the preventive/public health genres," said Barbara McGowan, director of development. "Now that we have become a recognized leader, we feel it is important to share this knowledge not only with health professionals, as we do through our education and certification division, but with the general public as a whole."

The Cooper Institute is concentrating its efforts in Dallas but anticipates taking the concept to other cities across the nation.

The keynote speaker for April 7 was Dr. Kenneth Cooper, with Dr. Steven Blair presenting research from the Institute. Upcoming dates and speakers include the following:

- May 12, 6:30 p.m. Miriam E. Nelson, Ph.D., "Strong Women Stay Healthy." At the home of Dan and Gail Cook in Dallas.
- September 28, 6:30 p.m. Russell R. Pate, Ph.D., "How to Get Sedentary Youth to Be Physically Active." At the home of Norm and Toni Brinker in Dallas.
- November 9, 6:30 p.m. Dean Ornish, M.D., "Don't Let Your Lifestyle Kill You." At the home of Kenny and Lisa Troutt in Dallas.

Several levels of participation are available, ranging from individual subscribers to corporate sponsorships. Individual reservations are available for \$125 per person. For details about the lecture series or to reserve your spot, contact Mary Westfall at (214) 220-4516.

In the Spotlight: Mukidah Wiggins

Former Research Participant Touts Benefits of Exercise



Mukidah Wiggins

In 2001, Mukidah Wiggins was laid off her job in the telecommunications industry and in serious need of a life change. She discovered a recruitment ad posted by The Cooper Institute, and

the timing couldn't have been better. Based on the description of the study, called "Dose Response to Exercise in Postmenopausal Women" (DREW), 57-year-old Wiggins thought she might qualify.

She placed a call to The Cooper Institute—and since then, it's been full steam ahead.

For the next eight months, Wiggins served as a DREW participant. She was randomly selected to participate in the 60-minute exercise group—the one she hoped for all along. Three or four times a week, she drove to The Cooper Institute to ride a bike or walk on the treadmill under supervision.

"My energy level increased, and so did my emotional state," Wiggins says. "I felt better than ever."

In addition, Wiggins' blood pressure lowered, and she lost inches as she became physically active for the first time in many years.

Wiggins enjoyed spending time on the Cooper campus so much that one of the Institute's researchers encouraged her to look for a job there. In January 2002 she applied for a part-time position at the

Cooper Fitness Center's service desk and landed the job. Within a month, she was working full time. In addition to helping at the front desk, she works in membership sales.

In 2002, Wiggins was recognized as the Cooper Aerobics Center Employee of the Year. "I didn't even know such an award existed," she says. "I love working here, and it has been one fantastic change for me."

Because physical activity had become part of her routine, it wasn't hard for Wiggins to incorporate physical activity in her new daily schedule. It's an added benefit to work in an environment that promotes fitness, she says.

Wiggins varies her activity five days a week by running, jumping rope, taking spin classes and lifting weights. If she golfs on weekends, she usually walks with a push cart. If she doesn't have time for physical activity on the weekends, she doesn't put herself on a guilt trip.

Her advice to others is to try new activities. "I encourage people not to do just one thing—that way you won't get bored. I don't do the same thing day after day."

One of her most recent accomplishments was running the annual Dallas Turkey Trot 5K in 36 minutes. "I did it with a woman who encouraged me to run," Wiggins says. "In the past, running was not part of my workout. Now this woman wants me to get involved in a half-marathon. I'll definitely have to work up to it."

Now four dress sizes smaller and feeling better than ever, Wiggins says life has taken many positive turns as a result of participating in DREW. She wouldn't trade the opportunity for anything.

In addition to DREW, The Cooper Institute is recruiting participants for the "LIFE Study (Lifestyle Interventions and Independence for Elders). The new study will involve 400 men and women ages 70 to 85. The purpose of the research project is to test and measure two different programs to help older adults make lifestyle changes to enhance the quality of their lives and to remain independent members of their community for a longer period of time. For information about participating in LIFE, call (972) 716-7032; for DREW, call (972) 341-3206.

The Cooper Institute to Host Fall Conference

Plans are in the works for The Cooper Institute's 7th annual scientific conference. The symposium will take place October 21-23 on the Cooper campus, and approximately 150 health professionals and researchers are expected to attend.

Titled "Increasing Physical Activity in Populations: Understanding Diffusion and Dissemination," the conference sessions will explore how evidence-based recommendations and programs to improve physical activity can be distributed to populations and practitioners. Scientific co-chairs are David Buller, Ph.D., Harold Simmons Chair for Health Communication and Vice President, The Cooper Institute – Denver; and Everett Rogers, Ph.D., Regents Professor, Department of Communication Journalism, University of New Mexico.

Scientists from the U.S. Centers for Disease Control and Prevention, World Health Organization, American College of Sports Medicine and various universities are scheduled to chair conference sessions.

Researchers from a wide range of disciplines are invited to submit abstracts for poster presentations on research investigating the process of diffusion and dissemination, broadly defined as they relate to recommendations, programs, policies and environmental changes for physical activity.

Conference details and registration procedures are available at www.cooperinst.org.

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