

## Letter From the President & COO, Terry Rives, DrPH

# The Far-Reaching Impact Of Our Collaborations



**Staff members and supporters of The Cooper Institute** can take pride in our commitment to develop new and cutting-edge research. From studies that show the benefits of moderate-intensity activity to research that unveils the impact of physical activity on depression, one thing is clear: Our work truly makes a difference in people's lives. The science-based outcomes of our research have led us to aggressively pursue collaborations with major universities and foundations in the United States, as well as outside our borders.

Thanks to Dr. Kenneth Cooper's wisdom in establishing the Aerobics Center Longitudinal Study (ACLS) database, the Institute has long been recognized as possessing the premiere database that includes "real" fitness data. The data have been generously provided to the Institute by patients at the Cooper Clinic for 36 years. The monetary value of the data cannot be quantified.

Combining these rich data with databases at the Harvard School of Public Health, which has one of the world's most complete databases with nutrition data, provides for a synergy that has never been assessable before. We are

pursuing this collaboration methodically, realizing its potential to impact people around the world.

Our collaborative efforts not only include combining data but also recruiting researchers and pre-doc students to The Cooper Institute campus from some of the finest universities in the country. We are currently working with the Harvard School of Public Health and Loma Linda University in California so that their students may receive academic credit for the time they spend working on our campus in structured programs. Our first student, who has a medical degree and is pursuing a doctor of public health degree at Loma Linda University, is scheduled to join us in December.

You have read elsewhere in this issue about the Texas Youth Evaluation Project. I recently presented an outline of this initiative in the United Kingdom. It was met with great enthusiasm, and I'm happy to report that a major British foundation wants to collaborate with the Institute and introduce the effort in the United Kingdom and Germany.

Additionally, a representative from a major university in Lisbon has requested a presentation of the project. Childhood

obesity is a worldwide public health problem, and multiple collaborations are the only feasible way to attack this epidemic that is growing at an exponential rate.

Other universities and foundations with whom we are formulating substantive collaborations include the following:

- ❖ Wake Forest Medical School
- ❖ The Wright Foundation in the U.K.
- ❖ Johns Hopkins University
- ❖ The University of Washington Medical School
- ❖ The University of Texas Southwestern Medical Center
- ❖ The University of North Texas School of Public Health

As a nonprofit organization, The Cooper Institute needs your support in order for these collaborations to be successful. I invite you to visit our facility. If you live in Dallas or have occasion to be in the area, it would be my pleasure to personally explain our focused pursuits and goals that will make a difference not only for our generation, but for those yet to come. Please call us at 972.341.3200 to set up a visit.



**James Keyes**

7-Eleven  
Chief Executive Officer (retired)



**Elmer Doty**

Vought Aircraft Industries Inc.  
President

## New Board of Trustees Members

*The Cooper Institute welcomes two new members to its Board of Trustees:*

- ❖ **James Keyes:** The retired president/CEO of 7-Eleven, Keyes recently started an educational foundation called "Education Is Freedom" and now sits on their Board. In 2005 he received the Horatio Alger Award, given to those Americans who use hard work, perseverance and integrity to overcome adversity and achieve extraordinary success.
- ❖ **Elmer L. Doty:** Since February 2006, Doty has served as president/CEO for Vought Aircraft Industries Inc. Doty previously served in senior management positions with BAE Systems and United Defense Inc. He has been involved in the defense industry for more than 30 years.

Keyes and Doty will serve three-year terms and be part of the Development Committee, led by Jeanne Phillips as chair.

## Calendars Inspire Kids to Eat Right and Exercise

What's an innovative way to teach children about healthy living? Cooper Institute researchers may have discovered a successful tool: a colorful calendar that conveys the importance of physical activity and nutrient-rich fruits and vegetables.

In a feasibility study conducted by The Cooper Institute and the America On the Move Texas Affiliate program, researchers tested a three-month calendar with third-grade classes in three diverse schools:

- ❖ St. Philip's School, a private school in Dallas, where 100% of the third-grade class is African-American
- ❖ Diamond Hill Elementary, a Fort Worth public school that is in a predominantly Hispanic neighborhood
- ❖ Elaine Vandagriff Elementary in Aledo, a primarily Caucasian, rural school located outside of Fort Worth

Teachers in each school distributed the calendars to their students. The calendar encouraged them to set goals of getting at least an hour of physical activity and eating at least five fruits and vegetables each day. Students tracked goals by coloring stars and were rewarded by returning tear-off coupons signed by their parents for prizes.

Through focus groups, students reported that they used the calendar three to five days a week in their homes. Some P.E. and homeroom teachers noted that the program would be more beneficial if the calendars were used as part of the school curriculum.

"The feasibility study helped us see what we need to do to improve response rates and to better incorporate the calendar into the school curriculum," said Anissa Carbajal-Diaz, health educator for The Cooper Institute's Education division. "We don't have data yet to know whether it changed behavior—but we do know that the students used the calendar and liked it. We feel that it has potential to become a successful way to educate children."



Institute received funding from the National Dairy Council to create a program for middle-school girls that includes an interactive calendar. Called "The Cooper Institute's Bone Zone," the project presents fun ideas and an easy way for middle-school girls to track physical activity and dairy consumption on their calendar every day. The recommendations are at least 60 minutes of physical activity, and drinking and eating at least 3 cups of non-fat dairy each day to build healthy bones and bodies. A creative web site for the program ([www.cooperbonezone.com](http://www.cooperbonezone.com)) has been fine-tuned to capture the interest of middle-school participants.

The Cooper Institute went through an extensive process to receive approval from the Dallas Independent School District and is seeking funds to launch the Bone Zone project in Dallas middle schools. For details about helping fund the project, call the Development office at 972.341.3200.



## In Brief...

- ❖ **The Cooper Institute held a scientific conference Oct. 26-28 for individuals working in the field of public health, parks and recreation.** The Institute began hosting a series of conferences in 1997 in an effort to bring together international experts to focus on a particular topic relating to physical activity. Next year's October conference will focus on diversity in health and fitness.

## Executives Promote Physical Activity



**Arkansas Gov. Mike Huckabee (front) received The Cooper Prize at the Tyler Cup Invitational in October.**

Arkansas Governor Mike Huckabee joined 125 corporate leaders on Oct. 21 at the annual Tyler Cup Invitational, an event designed to raise awareness about the importance of physical activity in the workplace. Held at The Cooper Aerobics Center, the event featured running, walking and stationary bicycling.

This year's winners were as follows:

- ❖ **Fastest runner:** Jason Berend, Republic Property Group (11:28)
- ❖ **Fastest walker:** Houston Nichols (19:47)
- ❖ **Fastest Biker:** Mark Dail, Transwestern Commercial Services (14:56)
- ❖ **Winning team for 2-mile run:** Frito-Lay—Richard Beck, Robin Hargrove and John Stevenson (combined time: 43:37).

For the first time, the Tyler Cup Foundation awarded \$10,000 to The Cooper Institute in the name of the winning team. In addition, Huckabee received The Cooper Prize, which honors someone who has made an outstanding contribution to preventive medicine through the promotion of fitness. Previous winners include Susan Dell of the Michael & Susan Dell Foundation (2005), Dan Cathy of Chick-fil-A (2004) and Steve Reinemund of PepsiCo (2003).

To participate in the Tyler Cup, one must be 35 years of age or older and work in the top sector of his or her company's management structure. Over the years, more than 650 companies and agencies have participated in the invitational.

The Tyler Cup was established by Joseph F. McKinney and other Tyler Corporation executives and has been held on the Cooper campus since its inception. The Tyler Cup Foundation oversees the invitational, while The Cooper Institute organizes and manages it.

## In the Spotlight: Rick Salewske



Running in the Tyler Cup Invitational on October 21 was a celebration for Rick Salewske of Dallas. Six years ago to the day, he began a weight-loss program at The Cooper Aerobics Center that helped him lose 300 pounds in two years and gain a new zest for life.

"You can always get another job and new friends, but you may not be able to get your health back," said Salewske, who now weighs approximately 238 pounds, stands 6'1" and has participated in five half-marathons.

In the summer of 2000, he got a job offer over the phone from a Detroit-based company. Because of weight-related concerns, Salewske turned down the offer.

Bill Courtney—CEO of Clark Steel, where Salewske has worked for 25 years—got wind of Salewske's job offer and arranged a meeting. He told Salewske that if he found a sound weight-loss program within the next three months, he would help pay for it. He later suggested the Cooper Clinic, and after doing some research, Salewske signed up for the Cooper Lean program.

For the first couple of months, he worked with a dietitian and lost more than 60 pounds. Then he began working out with a personal trainer, which helped him shed more pounds and develop a love for fitness.

"I had a magical day when I was on a stationary bike and really got my heart rate up. It was the first time in my life that I felt the endorphins kick in," he said.

One day a member of the fitness center came up to Salewske and said, "I just want you to know that you are the inspiration of all of us here."

Salewske, who usually worked out in a corner where he wasn't on display, was

surprised. He started talking with the woman and formed a good relationship with her and her husband. Eventually, she introduced him to her daughter's co-worker, Kelley McDermott, and the two of them began dating.

Meanwhile, the Cooper Lean program came to a close after about a dozen fitness sessions. Salewske had lost 100 pounds and was determined to keep on going. He continued to work out at the Cooper Fitness Center, meeting weekly with a personal trainer.

Salewske cites physical activity as the secret to his weight-loss success. He especially likes cardio—running, playing basketball, working out on the treadmill or Stairmaster, etc.

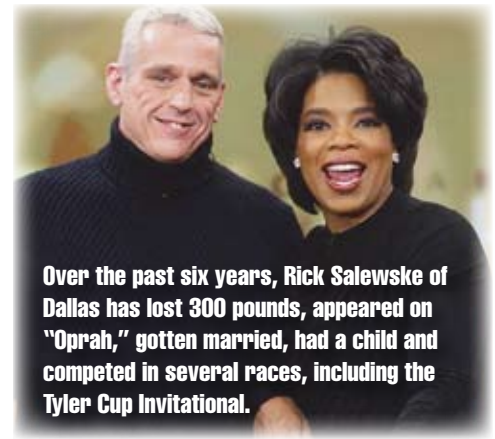
Eating right also helps him maintain his weight. He has eaten the same breakfast for six years: bran cereal with either bananas or strawberries. He fills up on fruit during the day if he's hungry, and he tries to eat nutritious foods such as chicken, fish, low-fat bread and vegetables.



In January 2003, Salewske was invited to share his weight-loss journey on "Oprah." Her crew came to Dallas and treated Salewske and McDermott like royalty. They gave them dancing lessons and spa treatments, rented them a Corvette and paid for dinner at The Mansion on Turtle Creek. The program aired a month later.

By April, Salewske wanted to propose to McDermott and decided to email one of Oprah's producers to see if he could do it on the show. He got a quick response: They were interested—but could he propose the following week?

Salewske quickly found a ring and took McDermott to Chicago several days later. He had told her that Oprah was



**Over the past six years, Rick Salewske of Dallas has lost 300 pounds, appeared on "Oprah," gotten married, had a child and competed in several races, including the Tyler Cup Invitational.**

going to tape an update on his weight-loss journey. They sat in the audience, and Oprah called up Salewske in the last segment. When he got down on one knee to propose, McDermott was stunned but knew what was happening—and, of course, said yes.

In December 2005, the Salewskes' first son, Owen, was born—another blessing that his proud papa doesn't take for granted. "You can get to a point in life where you just exist," Salewske said. "I lived, worked and went to a bar. That was it. When you start gaining weight, you often reach a point of no return. Once I hit about 350 pounds, gaining another 200 pounds didn't seem like a big deal... It's an amazing thing when you look in the mirror and love yourself for the first time."

Salewske said he is indebted to Dr. Cooper and his staff for helping him reach his goal, and he is grateful for the research being conducted at The Cooper Institute. "Their work is changing the quality of life for many people, and I think their role with the Tyler Cup is great. It was a joy to take part in it."



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# UPDATE

Fall 2006 • [www.cooperinst.org](http://www.cooperinst.org)

## The Cooper Institute Seeks Accreditation

The Cooper Institute expects to secure third-party accreditation of its Personal Trainer (CI-PTr) Certification Program in early 2007. The application process through the National Commission for Certifying Agencies (NCCA) requires that a certifying organization fulfill 21 standards prior to program submission.

"The fitness industry is moving toward accreditation as the gold standard of excellence, and it is a very involved process," said Laura Fast, MBA, director of credentialing certification.

Although The Cooper Institute has always been recognized within the industry for its quality certification programs, third-party accreditation means that a certification program meets certain standards as set forth by an independent body. As part of the process, the Institute established an 11-member Cooper Institute Certification Board, as well as a 10-member examination development committee comprised of subject matter experts in the fields of psychometrics (test development) and personal training, to provide guidance.

The Cooper Institute developed the new CI-PTr Certification Examination during 2005 and delivered the first administration on January 13, 2006. Since that date, 971 candidates have taken the 150-question exam in a proctored environment, with 765 candidates earning the CI-PTr credential.

"The accreditation will greatly benefit the Institute and our students," Fast said.

## How Fit Are Texas Youth?

### *New project to shed light on relationship between fitness and academics, obesity and disciplinary issues*

The Cooper Institute (CI) has received early support in Texas to begin a major fitness evaluation initiative next fall involving approximately 8,000 public and private schools, representing 4.2 million students in grades K-12.

Conceived by Kenneth H. Cooper, M.D., M.P.H., the initiative will begin with baseline testing early in the 2007 school year to determine students' fitness levels with a re-test in the spring of 2008. In future years, CI will be able to compare fitness levels with academic achievement, absenteeism, obesity, discipline problems and school lunch initiatives.

"When people ask me what we should be focusing on in healthcare, it is an easy answer: childhood obesity and inactivity," Cooper said. "Approximately 33% of U.S. children ages 6 to 19 are either obese or borderline obese. With the Texas youth assessment project, we are hoping to provide indisputable data that physical fitness in schools is not only one of the best ways to start to combat childhood obesity, but also to improve academic performance."

According to Terry Rives, DrPH, president and COO of The Cooper Institute, the Texas fitness project will resemble a study implemented several years ago in California schools. Fitness-reporting software called FITNESSGRAM, first developed by the Institute in 1982 as a tool to assess youth fitness, will be used to determine students' fitness levels.

Based on 2001 and 2004 smaller but similar studies from California's Department of Education, Rives is optimistic. Researchers looked at data from the Physical Fitness Test (PFT) using FITNESSGRAM and the California Standards Tests (CSTs) to learn more about the relationship between fitness and academic achievement. They discovered a positive relationship between the two. In other words,



as one measure improved, so did the others.

Once baseline fitness tests are conducted in Texas, researchers can build on the project by looking at correlates such as fitness and academic achievement, fitness and disciplinary standing, and a decrease in childhood obesity, etc.

"We anticipate results similar to those experienced in California, which will place a value on physical education and its relationship to our children's and grandchildren's health and achievements," Rives said. One of the project goals is for the state of Texas to mandate a physical education program for one school year in all its schools.

Ultimately, Cooper hopes to introduce the youth assessment project to other states and nations. "If our prediction is correct and we are able to show that Texas youth are terribly deconditioned, overweight and underperforming academically," he said, "this study may not only awaken America, but be of interest worldwide."

Funding for the Texas Youth Evaluation Project will come from private sources, such as foundations, corporations and private individuals. Estimated costs are \$8.2 million. For more information on how you can help, contact the Development Office at 972.341.3200 or via email at [bmcgowan@cooperinst.org](mailto:bmcgowan@cooperinst.org).