

UPDATE

Mississippi Health Summit Features CI Experts



Mississippi ranks first in the nation in obesity and cardiovascular disease—a statistic that particularly concerns Gov.

Mississippi Gov. Haley Barbour

Haley Barbour.

He recently organized the “2006 Healthy Mississippi Summit” to focus on the importance of healthier lifestyles. Two staff members from The Cooper Institute were among the featured panelists. Susan Campbell, Ph.D., vice president for Education, spoke on promoting healthy behaviors in children and planning worksite health promotion activities. Georita Frierson, Ph.D., scientific director of diversity programs and research initiatives, presented on minority health disparities.

Keynote speakers were Ed Hill, M.D., president of the American Medical Association, and David L. Katz, M.P.H., of Yale School of Public Health.

About 500 people attended the June event, which provided a good opportunity

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Fitness Report Helps Students Set Goals

From coast to coast, FITNESSGRAM® is impacting youth in more than 14,500 schools and school districts, including New York City (NYC), where more than 235,000 FITNESSGRAM® reports were recently distributed to parents and students for the first time.

To meet the needs of the mammoth NYC school system, The Cooper Institute licensed its FITNESSGRAM® standards and formulas so the state Department of Education could create a customized version. The NYC reports are based on the results of standards-based fitness assessments and show whether a student is in a “Healthy Fitness Zone.” As with all FITNESSGRAM® reports, the NYC reports provide recommendations for improving health-related fitness.

“In its first year, NYC FITNESSGRAM® has proven to be a tremendous tool for building students’ understanding of health-related fitness and helping them set achievable fitness goals with their families and educators,” said NYC Schools Chancellor Joel I. Klein.

FITNESSGRAM® is an assessment tool launched by The Cooper Institute in 1982. It emphasizes health-related fitness instead of personal performance by measuring three components that are important to overall health and function: aerobic capacity; body composition; and muscular strength, endurance and flexibility. ACTIVITYGRAM®, added to the program in 1994, is the only computerized physical activity assessment

available for use with schoolchildren.

Sarajane Quinn, coordinator of the Offices of Health, Physical Education, and Fine Arts Dance in Baltimore, said physical education teachers in her district receive many notes from pleased parents, telling them how helpful the FITNESSGRAM® reports are.

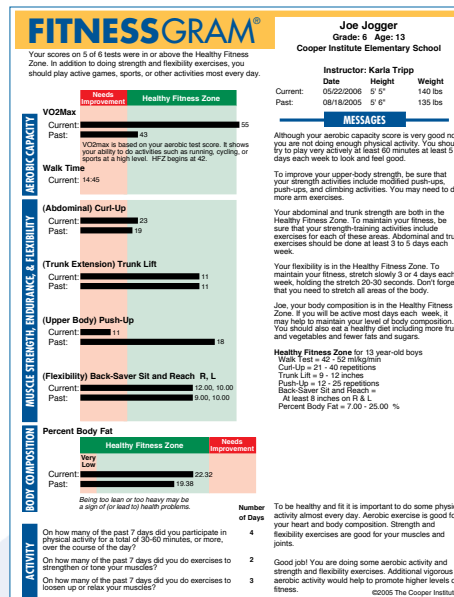
The new ACTIVITYGRAM® 8.0 software, she added, “has been a wonderful tool for communication to families and has pushed our students to become independent learners responsible for their own health. It has helped us move from an athletic sports curriculum to a fitness-based curriculum.”

Quinn noted that FITNESSGRAM® is a great value—an important consideration for most public schools.

“When I use the product,” she said, “I know it will be updated at minimal or no cost, updated as it is reviewed and used by the consumer, and backed by quality research from The Cooper Institute,” she said.

Marilu Meredith, FITNESSGRAM® director and director of Education Operations at The Cooper Institute, said she and her team are already beginning the planning process for the next major upgrade—a browser-based version of software that will permit easy aggregation of data. Such software will allow school officials to evaluate an entire group (such as a county or state) rather than just one school district.

FITNESSGRAM® is published and distributed by Human Kinetics Inc. To take a virtual tour or obtain more information, visit www.Fitnessgram.net.



FITNESSGRAM® reports indicate whether a student is in a “Healthy Fitness Zone” and give tips for improving.

New Plans to Expand 36-Year-Old Vision



I am happy and humbled to be in my new position at The Cooper Institute. It is a pleasure to work for and with Dr. Cooper and continually witness his vision and leadership. The success of carrying out his vision, of course, depends on the remarkable staff at the Institute.

The Institute is constantly seeking research and education paths that will take us to the next level of excellence, where our standards of performance will only be enhanced. Dr. Cooper's vision continues to expand, as evidenced by the presence the Institute will have in 2007 in the still-forming Craig Ranch complex in McKinney, Texas. (For more details, visit www.craigranchctx.com.)

Conrad Earnest, Ph.D, vice president of our Human Performance & Nutrition lab, will complete the "3-T" elements of this healthy-living urban development: *treatment* (clinic and boutique medical care), *training* (Michael Johnson's athletic training center) and *testing* (Human Performance Laboratory), the latter being housed at The Cooper Institute of Sports Medicine Research at Craig Ranch.

Plans are in place to expand our already well-published research studies, both clinical and epidemiological. At our Oak Cliff Center, a satellite office that focuses on minority populations, we are committed to serving as an important health component in the community.

The Institute's 36-year-old Aerobics Center Longitudinal Study (ACLS) is maturing. This allows us access to richer data than ever before. The ACLS will continue to be a focal point of activity in the expanding longitudinal study, which remains one of the Institute's greatest achievements. The ACLS

database will become increasingly valuable as our nation's older population continues to increase. To provide a perspective regarding the importance of this database, one needs to know the database contains more than 210,000 records from more than 80,000 patients, representing more than 1 million person years of observation. There is no other database like it in the world.

For science to have the greatest impact, it must be applied to improving human lives. Since 1979, our Education Division has been teaching people how to apply our science using a "train the trainers" model and, as a result, has enabled us to expand our reach to millions of people around the globe. Our Education Division is developing an e-learning delivery system for its courses, which will extend the availability of existing and new courses offered by the Institute.

Once the system is operational, we will have the capability to disseminate health information and classes in a web-based format worldwide, reaching students that otherwise would not be able to experience our classes, programs and educational resources.

The Cooper Institute's FITNESSGRAM®/ACTIVITYGRAM® physical activity assessment program for schools has set a standard of excellence in providing a computerized tool to assist educators in reporting fitness and activity assessment results to children and their parents. These reports are designed to help motivate children to be more physically active.

Over the past 36 years, the Institute has dedicated itself to proving from multiple research-based perspectives the integral role

physical activity has in our quality of life. There is no disputing it: Physical activity is an imperative to maintaining good health and in preventing disease. Our bodies simply were not made to be sedentary.

The Cooper Institute has a future that holds great promise for life-changing discoveries as we further explore the relationship between our levels of activity, diet, comprehensive healthy lifestyles and the resulting improved health, further resulting in an overall improved quality of life.

In Brief...

- **Terry Rives, DrPH, has been elected** to the Texas Public Health Association Governing Council for a two-year term. Organized in 1923, the Texas Public Health Association educates and empowers people to adopt healthy lifestyles; develops and promotes policies and legislation; and explores new insights and innovative solutions to health and environmental problems. Rives will serve on the Committee on Legislation/Government Affairs.

- **If you live in Texas near a Tom Thumb/Randalls**, you can easily support the mission of The Cooper Institute.

The process is simple. Fill out a Reward Card application at the store's courtesy booth, and select **The Cooper Institute (#11423)** as your "charity" of choice. Every time you shop at Tom Thumb or Randalls and use your Reward Card, a percentage of your purchases will be donated to the Institute. You will also be eligible for exclusive discounts, giveaways, enter-to-wins, direct-mail rewards and air miles.

Americans Share Their Stories About Food

What would it be like to travel across America, interviewing people from all walks of life about the role food plays in their lives?

After entertaining this idea for some 20 years, Ruth Ann Carpenter, M.S., R.D., L.D., director of Dissemination & Advocacy at the Institute, set out in an RV in July 2005 to fulfill a dream. Over the past year, she logged 15,000 miles, interviewed 56 people from 25 states and plans to collect another 40 interviews by the spring.

Currently, Carpenter is compiling each subject's story and gathering photos for a one-of-a-kind book that she hopes will be published next fall.

"The only point I'm trying to make is that food has many meanings, and in many cases, we're losing those appreciations," she said, noting that her book is not intended to show regional or ethnic differences.

Some of Carpenter's sources came from articles she had previously read and filed for later use. For instance, a 1996 article about the growing industry of personal chefs helped her track down a woman in Atlanta who had left a successful, high-tech job to become a personal chef. "She is passionate about her role because she realizes that her work is bringing families back to the table by cooking for them," Carpenter said.

Other interviews were spontaneous. Outside of San Francisco, for example, Carpenter saw a sign for "Pomales Bay Oyster Company" and thought an interview with the manager might be interesting. Like most people she talked to, the manager was delighted to tell his story.

Other interesting interviewees throughout Carpenter's journey included:

- a retired couple near Amarillo, Texas, who are competitive "chuckwagoners"
- a young couple in rural Georgia who make goat cheese
- a New Mexico man who runs an online food museum

"I learned firsthand that Americans are very passionate about food," Carpenter said. "With the exception of some people who have had negative experiences involving food—and my book will include several of them—there are very few people who could care less about food."

On a personal level, Carpenter said this once-in-a-lifetime experience taught her how to follow threads "and let things take you where you will." In the near future, she plans to grow a garden and "reconnect with the earth."



Workers and patrons of the Pomales Bay Oyster Company in California discussed their attitudes about food and its connection to their lives.

John Harper Named Cooper Institute CFO



John Harper,
Ed., CPA

The Cooper Institute welcomes John Harper, Ed.D., CPA, as its new chief financial officer.

Most recently, Harper was involved in higher education, serving as graduate professor of Finance and vice president for Business and Administration at Texas A&M University-Commerce. While there, he was on the Texas A&M System Committee for Investments, monitoring the management of more than \$1.5 billion via several portfolio managers.

In 1996, Harper earned a doctoral degree in Higher Education Administration from the University of Houston. He previously attended the Institute for Educational Management

at Harvard University.

Harper is involved in the American Arbitration Association, providing alternative dispute resolution services (mediation and arbitration) to businesses and institutions in the Dallas/Fort Worth Metroplex.

"John's diverse background is a tremendous asset to The Cooper Institute, and we are pleased to have him on board," said Terry Rives, DrPH, president/COO of The Cooper Institute.

for Mississippians to "start the dialogue," Campbell said.

Arkansas Gov. Mike Huckabee (see Spotlight on page 4), who serves on The Cooper Institute's Board of Trustees, helped inspire Barbour to hold the summit. "At a National Governors Association meeting, he challenged all of the other state governors not only to look at the health of their state, but to take a look at their own personal health," Campbell said. "Gov. Barbour took it on as one of his own missions."

In his remarks to the attendees, Barbour said he was committed to changing some of his own lifestyle behaviors. "I will make the necessary personal choices that result in a healthier lifestyle," he said. "And I will encourage Mississippians...every family, every community, every business, every school, every person...to make these choices, too. To exercise appropriately, eat properly and not to use tobacco or illegal drugs. That is, to live healthy. You'll live longer and better."

Barbour's desire to see change in his state is an encouraging sign, Campbell said. "We can take some level of comfort that the message of health and wellness is now being disseminated among policymakers and lawmakers," she said. "Some states have seen the costs associated with disease and are taking action."

Campbell noted that it was an honor to be part of the discussion. "One of the objectives of The Cooper Institute's Education Division is to disseminate the wealth of information the Institute has accumulated over the past 36 years," she said. "We work every day to get out the important message of physical activity and other healthy behaviors, and this summit was another excellent opportunity to make an impact."

In the Spotlight: Arkansas Governor Mike Huckabee



In this Q&A, we feature Arkansas Gov. Mike Huckabee, a national leader in health-care reform and the second longest-serving governor in the country. Huckabee was recently elected to serve on The Cooper Institute's Board of Trustees, and his personal and professional experiences make him a good advocate for the Institute. Through July, Huckabee served as the chairman of the National Governors Association. In his latest book, *Quit Digging Your Grave With a Knife and Fork*, Huckabee gives pointers on how to end bad habits and begin a healthy lifestyle based on his own personal experience. His approach brings home The Cooper Institute's message: Healthy eating and fitness are not fads; they're forever.

Q: How did you become aware of The Cooper Institute, and why did you agree to serve on the organization's Board of Trustees?

A: I first read Dr. Cooper's book, *Aerobics*, in 1977 and have been aware of him since then and thought he was so far ahead of the rest of the health world. I heard him speak at a National Governor's Association (NGA) meeting a year ago and again was amazed at his insight into preventive health.

After I "got my own house in order" and wrote *Quit Digging Your Grave...*, I invited Dr. Steven Blair from the Institute to serve on our NGA panel of experts. I consider being on The Cooper Institute's Board of Trustees one of the greatest honors of my life.

Q: What motivated you to lose weight and adopt a healthy lifestyle?

A: When my habits caught up with me and endangered my health and life, I knew I had to make a lifestyle change—not just change my weight, but my life.

Q: In your book, you encourage readers not to focus solely on weight loss. What helped you lose 110 pounds—and, more importantly, keep it off?

A: It's what happens in your mind more than what happens in your mouth. It's a focus on health instead of weight, and it means we have to learn how to stop doing some things that are killing us before we can start doing the things to make us healthy.

Q: How has your success story impacted the citizens of Arkansas?

A: Our state has become a national leader in innovating preventive health policies—from school polices on soft drinks and snacks, to incentive programs for state employees and Medicaid recipients to eat healthy, exercise and not smoke.

Q: Describe your typical daily exercise regimen.

A: I'm up at 4:30 a.m. and out the door by 5:15 a.m. or so for a run, followed up with time on a recumbent bike or weights.

Q: Are any foods taboo for you? How difficult is it to eat healthfully in social settings?

A: I don't eat processed sugar and avoid all trans fats and fried foods. The key is eating food and not food products. If it was food 100 years ago, it's still a food; if it didn't exist 100 years ago, then it's probably a manufactured food product. I can't

avoid all of them, of course, but it's an easy guideline to go by. When I travel, I take a small cooler with me so I will have easy access to good food choices.

Q: What did it feel like when you ran your first marathon?

A: I was not athletic in my youth, and to even watch a marathon would have worn me out in my past! Crossing the finish line the first time at a marathon will rank up there with getting married, graduating from college and the birth of my three children.

Q: What health-related programs give you the greatest pride for having initiated or backed?

A: ARKids First program, which provided health coverage for children; the CHART plan, which designated us as the only state in the U.S. to devote all tobacco settlement dollars to health; and Healthy Arkansas, a comprehensive preventive health program for all Arkansans.

Q: Do you have any fears of becoming overweight again?

A: Not a fear, but I'm always mindful that health is not an event, but a process. I have to keep the process of healthy living as a forever item and not a temporary program.



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