



Signature Event to Benefit Metro Children



Jackie Joyner-Kersey will give the keynote address at The Cooper Institute's luncheon on Feb. 20, 2008.

The Cooper Institute is making efforts to give underserved faith-based schools in the Dallas-Fort Worth Metroplex a running start in their physical activity programs. A signature luncheon is being planned by The Institute's Development Advisory Board (DAB) to benefit local children who otherwise would not be included in the statewide public school physical activity assessment and tracking program mandated by the

Texas State Legislature (SB530) and supported by Kenneth Cooper, M.D., M.P.H., throughout the process.

According to Barbara McGowan, director of Development at The Cooper Institute, the advisory board anticipates raising enough support to impact at least 15,000 local children. With the funds raised, many underserved faith-based schools including DISD will receive FITNESSGRAM reporting software, which was launched by The Cooper Institute in 1982 and is now used in some 67,000 schools nationwide. (FITNESSGRAM was recently chosen by the Texas Education Agency as the physical fitness assessment tool in Texas and will be distributed this fall to more than 8,000 Texas schools. See related article on page 3.)

The Cooper Institute's luncheon, named "A Life Rx for Health," will feature Olympian Jackie Joyner-Kersey. It will be held Wednesday, February 20, 2008, at the Hilton Anatole in Dallas. Joyner-Kersey will discuss childhood obesity and share some of her personal journey, which now includes providing programs for more than 11,000 young people through the Jackie Joyner-Kersey Foundation. The event is co-chaired by Carol Seay and Pam Denesuk, with Mary Blake Meadows serving as underwriting chair.

McGowan expects 400 people to attend the luncheon. "Corporate support is vital for this," she said, adding that each DAB member has agreed to promote the event within the business community.

The DAB chose to focus on childhood obesity at this year's luncheon because it has emerged as a key public health issue, not only now but for generations to come if present trends are not reversed dramatically. At least 33% of Texas students are overweight, and Type 2 diabetes (once called adult-onset diabetes) is increasing at an alarming rate. Children who develop the disease by 14 years of age will shorten their lifespan by an estimated 17 to 27 years.

McGowan noted that prevention is key. Staff in schools that receive FITNESSGRAM will be appropriately

trained. "We want it to be a year-long program where the kids are being consistent in achieving their recommended fitness levels. This promotes fitness as a healthy life habit," she said, adding that many of the targeted schools are located in communities where childhood obesity issues are severe.

More than 30 DAB members are working diligently to make The Cooper Institute's first annual luncheon a success. For a complete list of members, visit www.cooperinstitute.org. The board is chaired by Jeanne Phillips and Caren Kline.

McGowan said, "The board's involvement is critical, and their enthusiasm for this project and The Institute is contagious."

Other women interested in joining the group may contact McGowan at (972) 341-3280 or bmcgowan@cooperinstitute.org.

For more information on the luncheon, please contact Mary Westfall at (214) 969-0090.

Jackie Joyner-Kersey Olympic Track and Field Star



After distinguishing herself in the sport of track and field at the University of California Los Angeles (UCLA), Jackie Joyner-Kersey went on to build one of the most illustrious athletic careers in the world, earning the titles "World's Greatest Female Athlete" and "Queen of Track & Field." It is a combination that has netted six Olympic medals including three gold, one silver and two bronze medals. In addition, she earned the world and Olympic record in the heptathlon, the American record in the long jump, 50- and 60-meter hurdles and the respect and admiration of peers and fans alike.

Jackie has received many prestigious awards, including the St. Louis Ambassadors Sportswoman of the Year, Sporting News Athlete of the Year Award (the first woman to receive either of these awards), the Sullivan Award, and consecutively winning the Jesse Owens Memorial Award. But Joyner-Kersey is proudest of her achievements off the track.

As a way of giving back to the community that has supported her, she created the JJK Community Foundation, which supports the development of leadership programs in urban areas across the United States. The organization is now known as the JJK Youth Center Foundation, and Jackie is spearheading the foundation's efforts to build a community center in her hometown of East St. Louis.



Working Behind the Scenes to Impact Your Life

Susan Campbell, Ph.D.

*Vice president of Education,
The Cooper Institute*

Last edition, I wrote about The Cooper Institute’s research and its natural lead into education. My purpose in this quarter’s column is to demonstrate The Institute’s impact on everyday living. From research, through education and into our communities, The Cooper Institute continues to change lives for the better.

Let’s take a typical day and walk through ways you are impacted by The Institute’s work. Monday morning you awake for a healthy breakfast. Did you know The Cooper Institute works with cereal and orange juice manufacturers to incorporate healthy messages on breakfast products? The next time you read a nutrition message or a “did you know” fact about physical activity, think of The Institute and our reach in promoting healthy behaviors.

As you eat, you open the morning newspaper and see a picture of Dr. Kenneth Cooper with his son, Dr. Tyler Cooper. The two doctors have written a new book and hosted a couple of book signings in the Metroplex. You also observe that Dr. Cooper spoke on youth fitness at The Cooper Institute Lecture Series event. You make a mental note of visiting The Institute’s web site (www.cooperinstitute.org) to find out about upcoming lectures.

Upon arriving at work you open your email and notice a message from the American Heart Association’s Choose to Move (CTM) program. Since enrolling in CTM, you have enjoyed reading the real-life blogs by women struggling to increase their physical activity. To learn more

about how the featured women fit activity into their lives, you click on the video link. Here, you notice that the women underwent pre- and post-program fitness tests at The Cooper Institute!

Later that morning, your workplace wellness director greets you and mentions a course she attended at The Institute that equipped her with innovative ways to program new activities in the workplace. She encourages you to attend the kick-off for your worksite’s new initiative—the Personal Empowerment Plan (PEP) for Healthy Eating and Physical Activity developed by The Centers for Disease Control and Prevention and The Cooper Institute.

During lunch you stop by your child’s school to drop off a forgotten item. You wonder about the police vehicle outside and then remember the safety program sponsored by the local precinct. You see your child running toward you excited to share his FITNESSGRAM report—he is in the Healthy Fitness Zone! You had forgotten that FITNESSGRAM was developed by The Cooper Institute more than 20 years ago and is the leading fitness assessment tool used in schools today.

As you hug your child goodbye, two officers walk up and ask you about the FITNESSGRAM report. Hearing the good news about your child’s fitness, the officers share that they just returned from a course at The Institute, where they learned to enhance the department’s fitness program. This reminds you that your niece in the military attended a Cooper Course in Korea this summer, and you make a note to visit The Institute’s web site to learn more about the courses offered.

These examples give you an idea of how The Cooper Institute is working behind the scenes to help improve the quality of life for the young—and the young at heart. Were you surprised? While many people know about the important research conducted at The Cooper Institute, most do not realize the magnitude or impact of our nonprofit organization. The Institute’s staff members strive to influence the lives of people worldwide; if we are able to get you to be more active or enjoy a healthier meal, then our day’s work was a success.

Are You Living With Diabetes?

Dallas-area readers who are 18 to 80 years old and need to lower their blood sugar levels may be able to participate in a Cooper Institute study.

By participating in one of our diabetes research studies, you will receive support and guidance in:

- understanding the right balance of foods
- finding a sensible activity/exercise plan
- learning how to lower your blood sugar levels

If you qualify, study-related care and study medicine will be provided at no cost. You may be compensated for travel expenses.

More than 18 million Americans have diabetes. Some people can lower their blood sugars with a healthy diet and regular exercise. Others need to take medication in addition to diet and exercise. Sometimes it takes more than one medicine. Let us help you find that balance while you help us in our research!



For more information, please call The Cooper Institute at (972) 716-7025 or visit us online at www.cooperinst.org.

Going Green

The Cooper Institute recycled more than 3 tons of paper throughout June and July, thanks to the organization’s new paper recycling efforts. Small recycle bins are situated throughout The Institute’s offices and workrooms. Once a week, employees volunteer to take the paper to a large bin set up in the parking lot. Over time, the amount of unwanted paper accumulates. “Our environment affects our health. With just a little effort, we can help improve the world around us,” said staff member Lisa Blackford, who is heading up the initiative.

Texas Makes Physical Education a Priority

Gov. Rick Perry signed Senate Bill 530 into law this summer, making physical education classes and fitness testing mandatory for approximately 4 million Texas students in 8,000 public schools. Senator Jane Nelson introduced the bill, which was supported 100% by Dr. Kenneth Cooper.



Students and Dr. Cooper at Arapaho Classical Magnet School, Richardson I.S.D. This school has used FITNESSGRAM for 25 years.

Under the new law, students in kindergarten through fifth grade are required to exercise for 30 minutes daily during PE or structured recess. In the fall 2008, sixth- through eighth-graders must participate in moderate to vigorous activity four out of six school semesters either 30 minutes daily, 125 minutes per school week or 225 minutes over two school weeks.

Students in grades 3 through 12 will undergo yearly tests. In late September, the Texas Education Agency (TEA) formally announced FITNESSGRAM, an assessment tool created by The Cooper Institute and now published by Human Kinetics, as the fitness assessment tool of choice for the statewide program. The assessments will measure aerobic capacity; body composition; and muscular strength, endurance and flexibility.

The student's performance is evaluated against standards for a healthy level of fitness based on gender and age. The goal is for each student to achieve a "Healthy Fitness Zone" for each test. Each student's results are compiled in a report and, when appropriate, suggestions for improvement are included.

"We believe this annual fitness assessment will help guide efforts to improve the health of Texas children," said Jeff Kloster, TEA's associate commissioner of Health, Safety and School Readiness.

In the future, Dr. Cooper hopes that the benefits of increased physical activity and its effect on student academic achievement levels, attendance levels, obesity and disciplinary problems can be measured and will show a positive, direct correlation.

"This law is a victory for our children," Dr. Cooper said.

To promote the new law, Dr. Cooper appeared with Gov. Perry on Aug. 30 at Forest Vista Elementary in Lewisville. On September 27, Dr. Cooper appeared at Arapahoe Classical Magnet School, where students demonstrated FITNESSGRAM testing to visitors and media.

New Course Targets the U.S. Armed Forces

A new course has been added to The Cooper Institute's extensive educational offerings for health and fitness professionals. Called "Military Exercise Leader," the course was first taught in August at Langley Air Force Base in Virginia.

According to Susan Campbell, Ph.D., vice president of Education, the Langley course focused on circuit training. It also incorporated elements of anatomy, safety, nutrition, group leadership skills, interval training and walking/running mechanics. The final curriculum was fine-tuned after Cooper Institute educators taught pilot courses this spring.

"Air Force fitness leaders went through the program and gave us feedback," Campbell said. "It truly was a course we developed with their input."

The Cooper Institute has had a long-standing relationship with the nation's armed forces in helping prepare military personnel to achieve their mission readiness physical fitness goals.

The course is designed as a 3.5-day class. It is structured to help reduce exercise-related injuries, improve mechanics, increase adherence and save large amounts of exercise time. Another important goal is to provide a proven mechanism for improving Physical Fitness Assessment scores in low-fit military personnel. Participants include individuals in each command who have a personal interest in fitness or have been tagged by their commander or non-commissioned officer, Campbell said.

Other Military Exercise Leader courses will convene this year, and The Institute is planning to run multiple courses in 2008.



Photo provided Courtesy of The Department of Defense



In Brief...

- ❖ **The 2007 Cooper Institute Scientific Conference** was held October 18, 19 and 20 and welcomed a capacity crowd. The title of the conference was "Diversity in Physical Activity and Health: Measurement and Research Issues and Challenges." For more information, log on to www.cooperinstitute.org for a detailed program.
- ❖ **The Cooper Institute is looking for both active and inactive women** to participate in their Women's Injury (WIN) study. The National Institutes of Health study is exploring the rates and predictors of injuries in adult women. For more details call 972-716-7021.



In the Spotlight:

Dr. Tyler Cooper

Tyler C. Cooper, M.D., MPH, has penned his first book with his dad, Kenneth H. Cooper, M.D., M.P.H. Titled *Start Strong, Finish Strong*, the book has a broad market: thirtysomethings who want to get in shape, lose weight and make some lifestyle changes; and older adults who are likely familiar with the Cooper name and know they have to make diet and exercise changes, or they're in trouble.

"It's a unique combination," said Tyler. "My dad is a 76-year-old doctor with a lifetime worth of experience, whereas I'm a 36-year-old doctor with my own thoughts on how things should be done. We're trying to get people to realize that no matter what stage you are in life, you have to start thinking about your health and making good decisions so you can enjoy life to the fullest."

Both Tyler and Ken provide personalized boxes throughout the text, which create reader interest and make the concepts come alive. For example, Tyler elaborates on the personal stress he faced after graduating from college with a business degree and the subsequent journey that helped him gain a sense of purpose and direction.

Before coming to the Cooper Clinic in 2006 to practice medicine, Tyler gained experience at a family practice clinic in Virginia. He is a graduate of the University of Texas Medical School, San Antonio, and the Harvard School of Public Health. He founded Cooper Ventures and works directly with Cooper Life—Craig Ranch, a planned community north of Dallas that offers residents extensive health amenities.

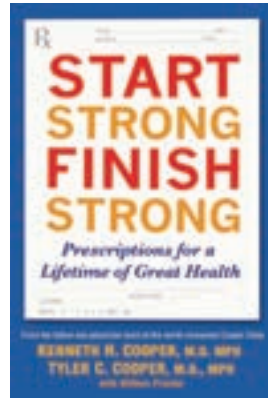
In this Q&A, he talks about the book, his role in preventive medicine and future goals.

What is the premise of *Start Strong, Finish Strong*?

I grew up in an environment where making healthy choices was basically what you did. It was natural to me, within moderation, to live a healthy life. As I went to med school and worked on the East Coast, I would invariably run into people who wanted to be healthy, but they didn't know how to do it. They thought there was a lot more expected of them. My premise is that making healthy choices isn't as hard as you think. My dad and I give the basic information that will help people not only physically, but spiritually, social, mentally and in other capacities.

In the book, your dad suggests that continuing to work will help slow the aging process. How has a strong work ethic benefited him?

I've dealt with patients in their late 60s and 70s, and there are few like my dad. He still works 60- and 70-hour weeks and is as sharp as he ever was. When I'm 76, I want to be as active physically and mentally as my dad is. The brain is like a muscle. If you don't exercise it, it's going to atrophy. A lot of times when people retire, they begin to lose that mental edge. Reading, being engaged in conversation and playing mind-challenging games will help keep a person's brain in shape.



What are your strengths as a physician?

I try to listen well and understand where my patients are coming from. The medicine side of my job is interesting to me, but the far more enjoyable aspect is interacting with the patients and getting to see their success.

How important has scientific research been to your dad's career?

It's been the most important thing he's done. The brilliance is that he tied his theories to research from the very beginning so he could prove what he was saying was true.

What are your thoughts on expanding The Cooper Institute's research?

I want to do everything I can to sustain The Institute long into the future,

even after myself. I'm sure as time goes on, my dad will have me more and more involved with The Institute. I've always been kept abreast of everything going on and can certainly give ideas of studies we should be doing, but I am not a researcher. My strength is in providing direction. There is still research to be done in exercise, but my goals are to expand beyond exercise into areas of nutrition, preventive medicine and chronic diseases such as obesity and diabetes.

Talk about your professional goals.

My ultimate goal is to get the Cooper name synonymous, or institutionalized, with public health, preventive medicine and well-being. In other words, when you think of exercise, proper diet, healthy living, etc., you think of Cooper.

How are you and your dad alike?

We both are disciplined. We believe in putting your nose to the grindstone and doing your work until it's done. We both have a passion to get this message of wellness across to people. I always joke that it's like spreading the gospel of aerobics, and the book is one means of doing that. My dad and I also are devout Christian believers, and that guides and directs our decision-making.

Personal background?

My wife, Angela, and I have a son who is almost 2 years old, and our daughter is due in October. I love to snow and water ski. I've done a lot of traveling (visited 45 countries) and enjoy mountain climbing. I like sports in general—and would rather be playing than watching. I run every day and like to swim, play basketball, tennis and golf.



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