

Committee on Enhanced PE Promotion
Meeting Summary
March 8, 2013
10am-1pm

Illinois Public Act 97-1102 created the Enhance Physical Education Task Force. This Committee of the Task Force is charged with promoting and recommending enhanced physical education programs that can be integrated with a broader wellness strategy and health curriculum in elementary and secondary schools in this State, including educating and promoting leadership on enhanced physical education among school district and school officials; developing and utilizing metrics to assess the impact of enhanced physical education; promoting training and professional development in enhanced physical education for teachers and other school and community stakeholders; identifying and seeking local, State, and national resources to support enhanced physical education; and such other strategies as may be identified by the task force.

Task Force Members Attending:

Chicago location: Chair Jean Sophie, representing the Illinois Association of School Administrators; Chair Jessica Madrigal, the Great Lakes ADA Center, Dept of Disability and Human Development, College of Applied Health Sciences, University of Illinois at Chicago; Anna Barnes, representing the Consortium to Lower Obesity in Chicago Children; Elissa Bassler, representing the Illinois Public Health Institute; Mark Bishop, representing the Healthy Schools Campaign; Michael Brunson, representing the Chicago Teachers Union; Neil Duncan, representing by the Illinois Assoc. for Health, Physical Education, Recreation & Dance; Kelly Nowak, representing the Illinois Association of School Boards; Sandy Noel, representing the Illinois Association for Health, Physical Education, Recreation & Dance; Rick Reigner representing the IL YMCA Statewide Alliance

Springfield location: Joey Ohnesorge, Principal Consultant for Health, PE, HIV, Illinois State Board of Education, representing State Superintendent Christopher Koch

By telephone: Angela Crotty representing the Illinois Association of School Business Officials; Lynne Haeffele, representing the Office of the Lt Governor; Michael Isaacson, representing the Northern Illinois Public Health Consortium; Annie Lionberger, representing the CEO of Chicago Public Schools; Amanda Minor, representing the Illinois Association of Public Health Administrators

Illinois Department of Public Health Staff: Cheri Hoots (Springfield)

Illinois State Board of Education Staff: Mark Haller (Springfield)

Illinois Public Health Institute Support Staff: Jess Lynch (Phone); Sarah Chusid (Chicago); Coby Jansen (Chicago)

Task Force Standards Revision Committee Members not in attendance: Bruce Bohren representing the Illinois PTA; Lynne Braun, representing the American Heart Association; Representative John Cavaletto, Illinois State Representative, 107th District; Representative Linda Chapa LaVia, Illinois State Representative; Daryl Morrison, representing the Illinois Education Association; Stephanie Whyte, representing the Chicago Board of Education; Dr. William Truesdale, representing the Illinois Principals Association

Welcome & Opening Remarks:

Chair Jessica Madrigal called the meeting to order at 10:00am and welcomed everyone to the meeting.

Committee members and support staff in Springfield, Chicago, and participating by teleconference introduced themselves.

Approval of Meeting Summary from February 8, 2013

The meeting summary from the 2/8/13 meeting was approved.

Identify “Ask” for Target Audiences

The committee decided to create a work plan that could be implemented by the Task Force to promote implementation of enhanced PE programs and policies at the local level. In the previous meeting, committee members identified seven key audiences (superintendents and district officials; school boards; principals; PE teachers and adapted PE teachers; non-PE teachers; parents; and students) that should be reached by this work.

Committee members brainstormed a list of key actions that committee members thought each target audience should do to promote enhanced PE, based on their level of influence. A common “ask” among all audiences was that they learn about the connection between PE, physical activity and academic achievement. They also wanted superintendents, district officials, school boards, and principals, in particular, to learn about the “Return on Investment” gained by providing quality PE and other physical activity during the school day. Other common “asks” included implementing strategies to measure compliance with, monitor, or enforce the daily PE mandate; integrate quality PE and physical activity in the school day and the Wellness Policy; ask leaders to be champions and share information with colleagues; integrate academic subjects into PE lessons; integrate physical activity breaks into the classroom; promote training and professional development for PE teachers and other faculty; and utilize metrics to assess the impact of enhancing PE and its connection to academics.

Develop Targeted Messages

The committee then identified key messages that motivate the target audiences. Many of these messages emphasized the benefit of PE and physical activity on academic achievement and behavior; recommended specific amounts of PE (e.g., elementary students need 150 minutes of daily PE, middle and high school need 225 minutes per week); explained to the audience that there are plenty of existing resources that can be used to implement quality PE and physical activity throughout the school day, etc.

Other takeaway points included:

- Professional development workshops for teachers could be great forums for communicating the importance of Enhanced P.E.
- The committee must create a sense of urgency
- There must be a package of resources and information to go along with message to help audiences ‘unpack’ and use Enhanced PE materials
- Need to strike a careful balance in cross-pollinating P.E. and non-P.E. curriculum. There are many great opportunities here but we don’t want to undercut role of certified P.E. teachers

From all of the above, the committee identified one core message and multiple supportive messages:

Core Messaging: Enhancing PE and adding more physical activity during the school day improve:

- academic achievement
- student behavior and conduct
- health

Supportive Messaging:

- Enhancing PE entails changing policies, practices, and curricula to ensure students spend more time in moderate to vigorous physical activity (MVPA).
- Schools benefit from a return on investment (ROI) from the allocation of dollars and time for PE and physical activity during the school day.

- Quality PE also includes integration of other academic topics into PE, scheduling PE before challenging classes to maximize its impact on academic achievement, and adopting collaborative learning approaches.

Identify Communications Venues

The committee then generated a list of communication venues/opportunities for each target audience. Many opportunities identified included communicating through professional associations represented on the task force (e.g., IASA, IASBO, IASB, PTA association, teacher unions, IAHPERD) or other interest groups (e.g., Illinois Coalition for Adapted PE). Potential channels for communication included regular newsletters/bulletins, professional conferences, webinars, district and regional association meetings, messages from association leadership, etc.

The committee then fleshed out a list of resources for each target audience, such as research summaries (e.g., The Learning Connection by Action for Healthy Kids), the ISBE/INET model wellness policy, existing programs that promote quality physical activity (e.g., Fuel Up to Play 60), fact sheets and model policies produced by the California Association of School Boards, and national initiatives like the Presidential Youth Fitness Program and Let’s Move.

Physical Activity Break

The committee identified the following work products that would need to be developed to implement a Communications Plan to reach the target audiences:

- Fact sheet
- PowerPoint Presentation template that captures the task force’s main message regarding PE and academics (can be delivered at conferences, via webinar, at school board meetings, etc)
 - o Presenter packet that enables task force members and community groups to deliver the presentation
- Catalogue of resources & links – general and audience-specific
- Campaign/materials that promote the anticipated revisions to the curriculum standards
- Information that announces/advertises the existence of the task force, in general
- White paper (or use the Research Summary prepared by IPHI)
- Wellness training for School Boards (combined Competitive Foods, Enhanced PE, and new curriculum standards)
- Superintendent’s Weekly Message from Dr. Koch

Identify and Prioritize Specific Outreach Targets/ Outline Timeframe and Work Plan: Member Assignments

Assignee	Assignment
Entire committee	To prioritize the messaging for each target audience, committee members were asked to complete a forthcoming online survey to rank target ‘asks’ by order of importance, with the goal of identifying critical ‘asks’ for each target audience and begin a process of prioritizing and addressing the remaining items.
Entire committee	Committee members were asked generally to talk to communications staff at their respective organization or association to find out about upcoming communications deadlines or other resources
Kelly Nowak	Will talk to IASB to determine existence of white paper
Co-chairs and staff	Synthesize information into draft Communications Plan

Next meeting: The next meeting will be held on Monday, April 8th from 11am to 1pm.

Public Comment

There were no members of the public in attendance.

Closing Remarks

Chairs Madrigal and Sophie thanked everyone for coming to the committee meeting.

Adjourn

Meeting was adjourned at 1:00pm