



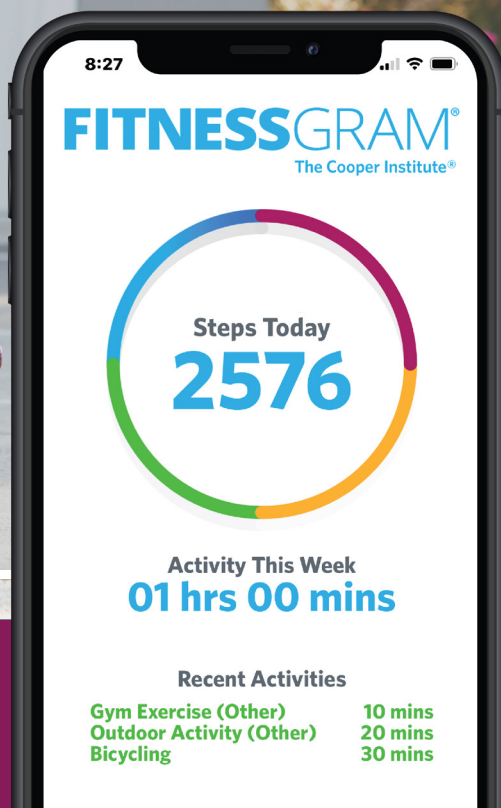
The
Cooper Institute®
WELL. INTO THE FUTURE.

COOPER QUARTERLY

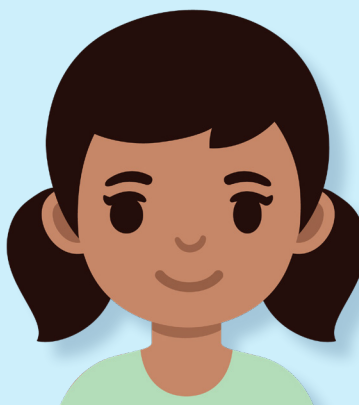
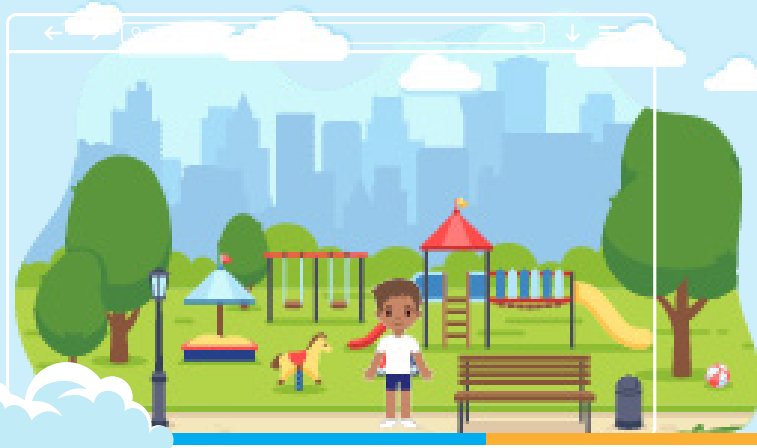
W I N T E R N E W S L E T T E R 2 0 2 1



GET ACTIVE.
STAY HEALTHY.
@HOME



Improving Physical and Mental Well-Being of
America's Student Population.



FitTalks with FitnessGram are short vignettes that provide explanations and examples of health-related components of fitness, specifically aerobic capacity, body composition, and muscle fitness.



MESSAGE FROM THE CEO

Laura F. DeFina, MD, FACP
President, CEO and Chief Science Officer

Dear Friends,

Reflecting back on 2020, it was a challenging year with the Coronavirus outbreak impacting schools, leaving athletic activities canceled, and recreation facilities closed down.

When we surveyed our FitnessGram teachers during the pandemic, we learned that 79% of students were engaging in substantially less physical activity than before which is a great cause for concern. Other researchers in Verona, Italy found that children and adolescents in a longitudinal study decreased their time spent in sports by 2.3 hours per week and increased their screen time by 4.9 hours per week. Further, a survey done in Shanghai showed that children decreased their physical activity from 540 to 105 minutes per week.

Research has demonstrated that low levels of physical activity in youth can lead to obesity and other life-long health problems. Therefore, there was an evident need for readily available physical activity and physical education resources.

In response to this need, The Cooper Institute has launched an online FitnessGram Playground site to improve physical and mental well-being of students.

It is full of online resources for educators, parents, and youth to use at home or in a social distanced classroom setting. These resources include FitnessGram Online Learning Modules with FitTalks, Get 60: Fit 4 FitnessGram - H.Y.P.E. Break videos, FitnessGram Activity Tracker app, and the PACER Test Remixes! powered by Hip Hop Public Health.



The Get 60 videos were developed to keep children (and their families!) active 60 minutes a day in a fun and enjoyable way. All resources are focused on improving our youths well-being now and Well. Into the Future.

I encourage everyone to visit the new FitnessGram Playground at FitnessGram.net/solution and get active with us!

We would also like to invite you to follow us on our social channels to stay informed with the latest research and education for life-long health and wellness.

We are grateful for your continued support and hope you continue to stay active and healthy!



00's

2001

The "Expanding on Excellence" Campaign for The Cooper Institute is created to attract world-class scientists to conduct leading-edge research into the relationship between physical activity and health.

2003

The Cooper Institute signs an agreement with the President's Council of Physical Fitness and Sports and the American Alliance for Health, Physical Education, and Recreation and Dance to promote its mission.

2004

The United States Air Force contracts with The Cooper Institute to develop and deliver a one day course for executives called the "Fit for Duty" course.



NEW ONLINE FITNESSGRAM PLAYGROUND

IMPROVING PHYSICAL AND MENTAL WELL-BEING OF AMERICA'S STUDENT POPULATION

FitnessGram Activity Tracker App designed to track steps and minutes of physical activity and increase awareness of physical activity patterns.



The high prevalence of obesity in U.S. children remains a significant public health problem. And, with the prevailing shift to online learning, there are far greater concerns about low levels of physical activity amongst students across the country.

To address this, The Cooper Institute launched FitnessGram Playground, an online site offering thousands of homes and schools access to physical activity and fitness resources. This program is sponsored by United Way of Metropolitan Dallas and the NFL Foundation.

"During these challenging times, it is critical that our parents, teachers and students get access to the evidence-based health-related fitness content to improve youth physical and mental well-being," says Andjelka Pavlovic, Ph.D., Director of Youth Research and Education for The Cooper Institute. "The Cooper Institute research shows that students who participate in 60 minutes of daily physical activity boast improved cardio fitness, healthier body weight, improved attendance and higher academic scores."

Utilizing the recommended 60 minutes of moderate to vigorous exercise per day as a framework, The Cooper Institute partnered with New York City based nonprofit, Hip Hop Public Health to develop a dance-inspired fitness video series.

"Our latest collaboration expands upon our growing collection of H.Y.P.E. Breaks designed to Help Young People Energize," adds Hip Hop Public Health CEO and Executive Director, Lori Rose Benson. "We are thrilled to continue our partnership with The Cooper Institute to provide communities with free, fun, standards-based resources that lift up spirits and encourage daily physical activity in school or at home."

Now, millions of kids nationwide and thousands of schools will have access to the following resources:

- FitnessGram Online Learning Modules
- Get 60: Fit 4 FitnessGram H.Y.P.E. Break Videos Vol. 2
- FitnessGram PACER Test Remixes! powered by Hip Hop Public Health
- FitnessGram Activity Tracker App
- The Cooper Institute YouTube Channel

2007

The Cooper Institute leads the effort to increase physical education minutes in Texas requiring elementary students to receive at least 30 minutes a day of moderate or rigorous physical activity and established the physical fitness assessment requirement currently in place.

2008

The Cooper Institute as part of the Smoke-Free Texas Coalition advocated to ensure Dallas, Texas adopted a comprehensive smoke-free ordinance ensuring over 1 million residents continue to be protected from the harm of second-hand smoke.

2009

The Cooper Institute and University of Texas Southwestern Medical Center researchers conducted research that higher levels of fitness are associated with markedly lower health care costs.

2009

NFL PLAY 60 was developed in 2007 to tackle childhood obesity by getting kids active for 60 minutes per day. In 2009, The Cooper Institute received a grant from the NFL Foundation to scientifically evaluate the effectiveness of NFL PLAY 60 programs. The NFL PLAY 60 FitnessGram project continues to be the implementation and evaluation program for the NFL PLAY 60 youth health initiative.



RESEARCH & POLICY A RECIPE FOR A HEALTHIER POPULATION



As a new Congress, legislatures and city councils across the country prepares to gavel in for the very first time this year, The Cooper Institute is looking forward to advancing policies that will improve the health and wellness of all citizens.

The Cooper Institute has been meeting with lawmakers and staff over the past few months and sharing our research demonstrating not only the importance, but the benefits of a physically active population.

Additionally, our team has been involved with public health advocates throughout the country developing science-based public policies and legislative agendas that will be shared with federal, state and local decision makers.



**THE FUTURE
OF WELLNESS
SINCE 1970**

FITNESS | CLINIC | RESEARCH

For nearly 50 years, The Cooper Institute has established the benefits of regular physical activity and the links between fitness and the prevention of many chronic diseases.

Now more than ever we must ensure our students are receiving quality physical education and achieving the recommended 60 minutes of moderate to vigorous aerobic physical activity reach day for good physical and mental health.

The Cooper Institute will be advocating for efforts to strengthen physical education standards and increase the quantity of other physical activity opportunities during the school day such as:

- Recess
- Classroom breaks/activity between classes
- Physical activity integrated into the curriculum

Additional policies that we will be advancing include increasing funding and education of chronic condition treatment, prevention and awareness thereby decreasing the overall burden placed on taxpayers, tobacco prevention policies such as increased cigarette and e-cigarette taxes, expanded telemedicine proposals and policies that eliminate food insecurity exacerbated by the COVID-19 pandemic.

As we continue advancing the mission of promoting life-long health and wellness, we look forward to working with not only our legislative leaders but volunteers such as yourself to positively impact the well-being of children and adults through public health policies.

We look forward to sharing our progress and invite you to visit our blog for updates on our legislative efforts and opportunities for engagement.



12330 Preston Road, Dallas, TX 75230
972-341-3200 | CooperInstitute.org

The Cooper Institute is dedicated to promoting life-long health and wellness through research and education.

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