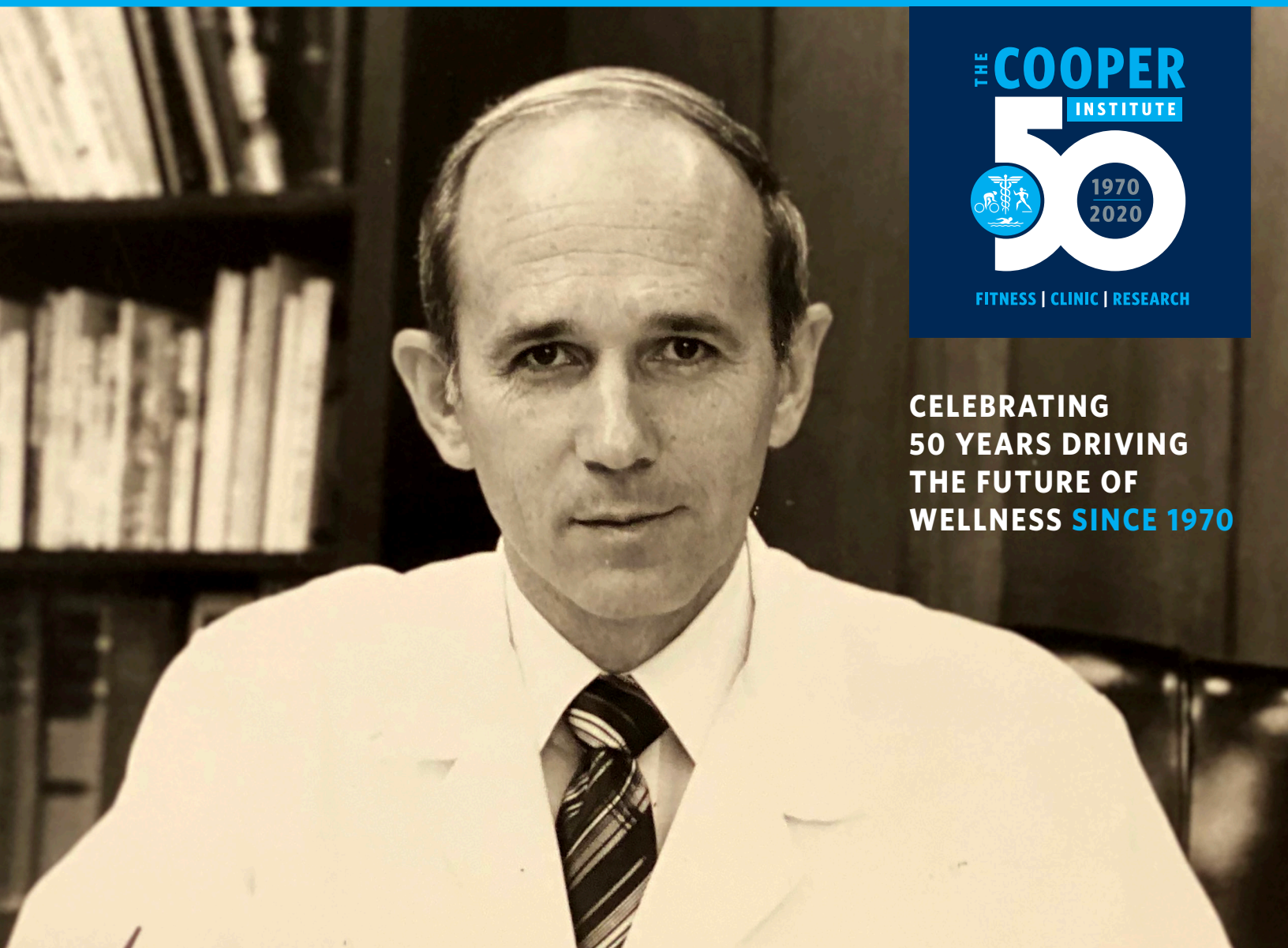




The Cooper Institute®
WELL. INTO THE FUTURE.

COOPER QUARTERLY

— FALL NEWSLETTER 2020 —



**CELEBRATING
50 YEARS DRIVING
THE FUTURE OF
WELLNESS SINCE 1970**

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

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THE FUTURE OF WELLNESS SINCE 1970.



MESSAGE FROM THE CEO

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

In March 2020, I doubt any of us thought that we would still be struggling with the impact of COVID-19 this fall – social distancing, wearing masks, extra handwashing, working from home, and students doing both online and in-person learning. Yet, here we are and even with these challenges, The Cooper Institute has carried on its important work on healthy living through research and education.

Our youth team continues to provide online physical activity and fitness assessment resources for students, teachers, parents and their respective communities. In fact, the youth team is in the process of developing exciting new videos geared towards educators, so they can teach their students the importance of health-related fitness and physical activity. In addition, in collaboration with Hip Hop Public Health, we are developing a fun fitness video that will keep kids moving in new and innovative ways.

These videos and a physical activity tracker app will be available in January 2021! More on these exciting additions in the next newsletter.

Through our youth programs, NFL Play 60 FitnessGram Project and Healthy Zone School Program, we provided schools with support for pandemic-related needs (e.g., technology, food, household essentials, and opportunities for safe exercise) regardless of school environment — in-person, remote, or hybrid. It is now more important than ever to ensure that our youth are getting adequate physical activity!



As we celebrate our 50-year history of ground-breaking research, the research team continues to explore the many benefits of preventive medicine and physical activity. With the retirement of Benjamin Willis, MD in September, we have welcomed two new researchers to the team.

First, Kerem Shuval PhD, MPH serves as the Executive Director of Epidemiology. Dr. Shuval was previously on faculty at two Schools of Public Health (University of Haifa and University of Texas), and was the Director of Physical Activity & Nutrition Research at American Cancer Society's Economic and Health Policy Research Program. His research focuses on ways to modify lifestyle behaviors, primarily physical activity, diet, and smoking, as they relate to chronic disease prevention, while integrating insights from public health and behavioral economics.

In addition, David Leonard, PhD comes to us from the University of Texas Southwestern Medical Center and serves as the Director of Epidemiology and Biostatistics. He is a trained scientist and statistician with expertise in the design and analysis of observational studies in cardiology and preventive medicine. Finally, we are proud to announce that Beth Wright, PhD (aka Carolyn Barlow) has been promoted to the Director of the Cooper Center Longitudinal Study – our renown research study. With our exceptional research team hard at work, keep your eyes open for exciting new research that will impact the next 50 years of living Well. Into the Future.

Thank you for your commitment to The Cooper Institute. Be safe and wash your hands!



1990

The Dallas Health Promotion Business Consortium formed to provide a forum for cooperative research and training activities among health promotion leaders in the Dallas/Fort Worth area businesses.

1991

Prudential Life Insurance begins a sponsorship of FitnessGram for national dissemination, lasting until 1996. Over 14,257 schools/agencies in all 50 states received the program during this time.

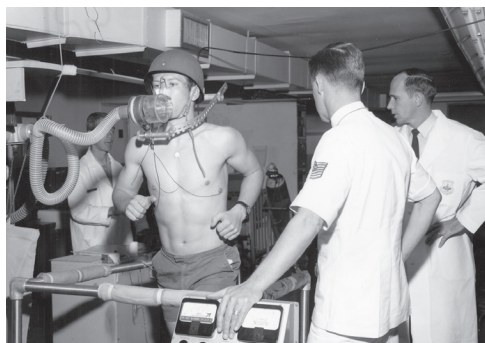
1992

Based on research conducted at The Cooper Institute, the American Heart Association labels physical inactivity as a fourth risk factor for heart disease.

Legacy Celebration



2020 is a special year at The Cooper Institute as we celebrate our 50th anniversary. It's an important milestone for us, so let's celebrate together!



This important milestone is something to be proud of as we reflect on years of success and world impact while improving the lives of future generations through research. The Cooper Legacy Celebration is honored to have Ray L. and Nancy Ann Hunt serve as the Honorary Co-Chairpersons. Mr. Hunt is a long-time member of the Board of Trustees and he and his wife have given significant support to the Institute for many years. Assisting with the celebration plans are Legacy Celebration Co-Chairpersons, Tyler and Angie Cooper and Tedd and Janet Tornelli-Mitchell. Dr. Tedd Mitchell is currently serving as the Chairman of the Institute Board of Trustees and Dr. Tyler Cooper is a member of the Board of Trustees and President and CEO of Cooper Enterprises.

2020 has also been a year of change and adaptability as we have faced COVID-19 together.

As business plans have pivoted, so have our 50th anniversary plans. Although we had been looking forward to celebrating together and honoring Dr. Kenneth Cooper in November at our annual Legacy Dinner, we will celebrate Dr. Cooper and his worldwide impact next spring when we can safely gather.

The Legacy Celebration committee is working on some exciting plans for the spring, not only in celebration of the 50th anniversary, but also celebrating the 90th birthday of Dr. Kenneth Cooper. As most of you know Dr. Cooper—known as the “father of aerobics”—is 89 years old, still seeing patients and speaking across the globe sharing his proven philosophy that exercise is medicine and fitness is a vital sign.

For over five decades, The Cooper Institute has made a positive impact in the lives of millions across the globe through research, education and youth initiatives.

Proving that exercise is medicine, The Cooper Institute ensures that all have the opportunity to live Well. Into the Future.

HONORING

KENNETH H. COOPER, MD, MPH

The Cooper Institute Founder and Chairman Emeritus



Ray and Nancy Ann Hunt
Legacy Celebration
Honorary Co-Chairpersons



Tedd and Janet Mitchell
Legacy Celebration
Co-Chairpersons



Tyler and Angie Cooper
Legacy Celebration
Co-Chairpersons

The Cooper Institute began with a simple vision to investigate and prove that health and fitness influence quality of life and longevity.

Please visit CooperInstitute.org for updates on The Cooper Legacy Celebration.

1993

Chaired by Fred Meyer and Ruth Ray Hunt, Fit for the Future, a fund-raising effort to support priority research projects and fiscal continuity for long-term studies, was launched.

1996

The Cooper Institute hosts the International Pre-Olympic Scientific Congress, attended by 900 participants from 56 countries. World-renowned scholars gave lectures and poster presentations in five thematic areas.

1999

One of The Cooper Institute's most significant papers, published in the Journal of the American Medical Association, took a closer look at barriers to activity and ways to help those who do not meet the public health recommendations of moderate exercise 30 minutes or more each day.

ACTIVE FAMILY LEGACY

A CONVERSATION WITH STEPHANIE VON TEMPSKE OAKES

Stephanie Oakes, (Marketing Public Relations, Columbus RV division of Forest River) and Cooper supporter, recently stopped by The Cooper Institute to share her fitness journey and the impact of the research and education has had on her life and her family.

What was your first experience with Dr. Kenneth H. Cooper in developing an interest in fitness?

Like so many college kids, I returned to Dallas after my freshmen year at Texas Christian University (TCU) looking for a summer job. My interest was physical fitness, so I became certified as an aerobics instructor at Cooper. I taught aerobics at Cooper Aerobics Center and a few places in Dallas. I also spent a lot of time at the clinic learning about preventive medicine - in those early days of research. All interested were welcomed and encouraged to participate in seminars or classes on nutrition, anatomy, heart and lung strength, bone strength, even how exercise and fitness affects mood and brain health. The following summer, Dr. Cooper offered me an intern position. My professional career was formulating - I decided then that stories about athletes, fitness and health within my communications major would be fun and rewarding. Dr. Cooper was at the beginning of changing the perception of fitness throughout our country. These opportunities to hear and absorb individual stories helped me begin a 25-year career in Health and Fitness Broadcasting.

I started in the Dallas Fort Worth market, then onto Atlanta for several years and then to New York to work at NBC's Today Show along with numerous related stations like the launch of the Discovery Health channel, two health related shows,



Stephanie Von Tempske Oakes shares a moment with her sons after a family workout.

the launch of The Food Network to name a few. I was blessed with two sons Luke in 2002 and Nick in 2003. I then wrote health and fitness books, hosted radio shows, podcasts and later settled into being the best parent I could be.

How do you and your family value the importance of exercise?

When my family and I moved back to Texas from the northeast, I immediately began working out with David Wiggins and Paul Nally at Coopers Aerobics Center. My sons Luke and Nick Graham enjoyed tennis, basketball, weights, and other activities available at Cooper.

My goal for our children's health has been to teach them that an active way of life is essential - beyond sports it's a lifelong lifestyle. As a family we continue to stay active. Since COVID began we've put in a home gym. When Cooper reopened and outdoor classes began, we all shifted to enjoy daily cardio and strength workouts.

Did you grow up in an active family?

Yes, I did and that is such an important component to health. My mother Julie Oakes has always been active. She started teaching dance classes with Jackie Sorenson (a friend of Dr. Cooper's from the Air Force) back in the 70's. The message about health was also instilled in me by my father, Dr. Phil Oakes, who as a physician promoted health and healing throughout his many years in practice and certainly as a father to his 6 children.

The Cooper Institute is celebrating its 50th anniversary this year. Having been so involved with Cooper, what do you see in the next 50 years?

If you had asked this a few years ago, I would have given a discouraging answer. The statistics of sedentary and overweight youth can be alarming. A generation of children becoming so involved in video games, on-line school work and social media, it seemed we'd taken a few steps backwards in keeping our children active. However, many school districts, parents and society in general are now astute and informed about handling all our devices.

The Cooper Institute has always been a strong advocate for children's health - through the development of FitnessGram (physical assessment testing) and through advocacy - consistent lobbying for quality physical education and health of the 'whole child'.

Any last thoughts?

Yes, especially to new parents - keep it all fun. Those first few years of competitive sports can be overwhelming.

My sons, as young men, now spend time with friends and girlfriends in the gym, on the golf course and tennis courts. Competition is friendly. They'll hit the slopes this winter. I'm hopeful, by spring, they'll be hiking trails with me while seeing new sites from an RV.

"I am encouraged by new research and use of new technologies. I believe this will continue to enable our children to live better quality and perhaps longer lives — thus giving them the opportunity to experience their entire lives with mobility and good health."