



The President's Challenge

Active Lifestyle Program for a Healthier U.S.!

A program of the President's Council on Physical Fitness and Sports (PCPFS)

www.fitness.gov



Active Lifestyle Overview

The President's Challenge is the Physical Activity and Fitness Awards Program of the President's Council on Physical Fitness and Sports (PCPFS). As a way to motivate and reward youth and adults for being physically active on a regular basis we offer the **Active Lifestyle Program** of the President's Challenge.

The Active Lifestyle Program provides the opportunity to earn the **Presidential Active Lifestyle Award (PALA)** for youth ages 6-17. For adults (ages 18 years and older) this program offers the opportunity to earn the **Presidential Adult Active Lifestyle Award (PAAL to the PALA)**.

The Presidential Active Lifestyle Award (PALA)

The PALA has been created to recognize youth ages 6-17 for establishing and maintaining a physically active lifestyle. Whether it is in physical education class, on a sports team, or being active with family and friends, there are numerous benefits of being physically active. The goal of the PALA is to motivate youth to be physically active in hopes that this activity will continue throughout their lives.

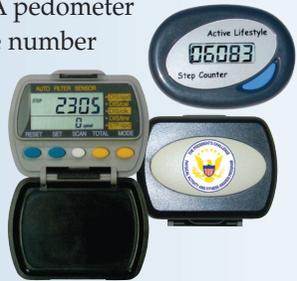
Requirements for the Award

Amount of Physical Activity: There are two ways to keep track of the amount of physical activity for this award. One way is to accumulate a minimum of 60 minutes of physical activity. This

What is Physical Activity? This is an umbrella term defined as "any bodily movement produced by skeletal muscles that results in energy expenditure." In practical terms it means using and moving large muscle groups as contrasted to lying or sitting down. Physical activity for youth is typically intermittent in nature and may include such activities as walking to school or riding a bike. As children become older, activities become longer in duration and easier to track. In any circumstance large muscle movement is the goal. Activities such as playing video games do not qualify because they do not produce large muscle movement.

activity can be done at one time for 60 minutes or the minutes of activity can be accumulated in shorter segments throughout the day. Another way to measure the activity is to use a pedometer.

What is a pedometer? A pedometer is a device that will count the number of steps taken. More advanced pedometers will also keep track of the number of calories used, distance covered, time elapsed during exercise, and possibly speed of travel.



The number of steps that must be reached anytime throughout the day is 11,000 steps for girls and 13,000 steps for boys.

Frequency: The amount of physical activity required must be done at least five days a week to earn the award.

Number of Weeks: Six weeks of five days per week is the standard for the award. Youth are encouraged to earn the award multiple times. Stickers placed on the certificate indicate the number of times that the award has been earned.

Pedometer Goal Setting Technique: Due to the fact that many youth may be challenging themselves for the first time to be physically active we

offer a pedometer goal setting technique in order to earn this award. This method is not meant to replace the standard requirements but rather to serve as an option for those who may be discouraged at first by the amount of physical activity, or number of steps required.

To earn the PALA using the pedometer goal setting technique youth must reach the following goals each time they earn the award.



	Males	Females
1st Six Weeks	11,000 steps	9,000 steps
2nd Six Weeks	12,000 steps	10,000 steps
3rd Six Weeks	13,000 steps	11,000 steps
Continue at this level		

Keeping Track of Physical Activity: The log provided in this brochure will serve as a method for keeping track of physical activity. The participant simply records the amount of physical activity for each day of the week in minutes, or number of steps taken. At the end of each week the participant signs the log. Once the participant reaches six weeks of activity they must have the log verified by a supervising adult signature in order to be eligible to receive awards.

What are Presidential Active Lifestyle Award (PALA) winners eligible to receive?

Those who have earned the PALA are eligible to receive the Presidential Active Lifestyle Award emblem, the Presidential Active Lifestyle Award certificate, and stickers to be placed on the certificate. Bumper stickers and t-shirts are also available to reward and motivate youth to be active.

Active Lifestyle Model School

Based on the results of the Active Lifestyle Program and objectives of Healthy People 2010, we now offer any school the opportunity to become an Active Lifestyle Model School. A Model School is one that has 35 percent or more of their school enrollment earn the Presidential Active Lifestyle Award (PALA) two or more times during the school year. For more information on how your school can apply for this free program visit: www.indiana.edu/~preschal.



For more information, contact:

The President's Challenge Physical Activity and Fitness Awards Program

400 E. Seventh Street
Bloomington, IN 47405

800.258.8146
preschal@indiana.edu
www.indiana.edu/~preschal



The President's Council on Physical Fitness and Sports (PCPFS)

200 Independence Avenue, SW
Room 738H
Washington, DC 20201

202.690.9000
www.fitness.gov



Official Presidential Active Lifestyle Award T-Shirts



PRESIDENTIAL ACTIVE LIFESTYLE AWARD T-SHIRT
Oxford grey with silkscreened logo on chest.
Youth: Medium-Large or Adult: Small-XX-Large



PRESIDENTIAL ADULT ACTIVE LIFESTYLE AWARD T-SHIRT
Oxford grey with silkscreened logo on chest and ADULT just above eagle head.
Adult: Small-XX-Large



PRESIDENT'S CHALLENGE INSTRUCTOR T-SHIRT
White with navy blue rings on sleeves/collar and silkscreened logo across chest.
This style will change annually.
Adult: Small-XX-Large

NOTE: All t-shirts are 5.6 oz. 100% preshrunk cotton. See size chart below.

Size Chart	S	M	L	XL	XXL
Mens	34-36	38-40	42-44	46-48	50
Womens (Bust)	34-36	38-40	42-44	N/A	N/A
Womens (Blouse)	10-12	14-16	18-20	N/A	N/A
Youth	N/A	10-12	14-16	N/A	N/A

To place t-shirt orders phone 800-258-8146 or use the order form on reverse side. Please include this page if using the order form. You can FAX your order form to our office at 812-855-8999.

Award Shirts													
Description	Code	Color	S	M	L	XL	2XL	Total Quantity	1-11	12-23	24-143	144+	Total
Adult PALA Tee	065	Grey							8.50	7.75	7.25	6.90	
Youth PALA Tee	066	Grey	n/a			n/a	n/a		7.35	6.60	6.10	5.75	
Adult PAAL Tee	067	Grey							8.50	7.75	7.25	6.90	
Adult Instructor Tee	090	White							9.95	9.25	8.75	8.50	
Total to be transferred to Presidential Active Lifestyle Program order form on reverse side.													

Please contact our office for return and exchange authorizations.



PALA Log

This log is for youth ages 6-17 to keep track of the amount of physical activity, or number of pedometer steps, accumulated each day in order to earn the Presidential Active Lifestyle Award (PALA). This log can also be downloaded from the President's Challenge website at:

www.indiana.edu/~preschal/palaform.pdf

Example

Week 1	Activities	# Minutes or Pedometer Steps
Monday	Rode Bicycle, Skate Board	70
Tuesday	Pedometer	13,050
Wednesday	Dance Lessons, Walk the Dog	75
Thursday	Pedometer	11,177
Friday	Roller Blading, Street Hockey	65
Saturday	Scooter Riding, Soccer	75
Sunday	Went to Park w/family, Karate Lessons	60
Participant Signature		Date

Verification

I would like to submit my form for the Presidential Active Lifestyle Award. I have completed the following requirements to earn this award.

_____ I have performed at least 60 minutes of activity or the appropriate number of pedometer steps for at least five days each week.

_____ I have performed my physical activities for at least 6 weeks.

I certify that I have accomplished the requirements necessary for the Presidential Active Lifestyle Award.

Participant Signature

Supervising Adult's Signature

Youth Active Lifestyle Log

Name _____ Grade _____

Instructor _____ Period _____

Week 1	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 3	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 5	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Submit this log with your award order form or you can now keep track of your physical activities on our website using our online fitness locker. To open your locker go to www.indiana.edu/~preschal.

Week 2	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 4	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 6	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date



Do Your Part To Make It "A Healthier U.S."
 (As outlined by President George W. Bush, June 20, 2002)

1. Be Physically Active Each Day
 2. Eat a Nutritious Diet
 3. Get Preventative Screenings
 4. Make Healthy Choices
- <http://www.healthierus.gov/>

FOR OFFICE USE ONLY

Rec. _____ / _____ / _____ Pd. _____ • Ck # _____ Rush Customer # _____ INT _____

The Presidential Active Lifestyle Program Order Form

Ship to:

Name (Required) _____

School/Organization _____

Address _____
(Sorry, no P.O. boxes)

City _____ State _____ Zip Code _____

E-mail _____ Phone Number (_____) _____

Check if you would like to be added to our e-mail list.

Billing Address (if different than above):

Name (Required) _____

School/Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone Number (_____) _____ Check/Money Order # _____

Bill us (institutional purchase orders only). Card Number _____
(Only MasterCard and Visa accepted)

Purchase Order # _____ Signature: _____ Exp. Date: _____

Description	Unit Price	Quantity	Amount
Presidential Active Lifestyle Awards:			
PALA Set (Student) (emblem, certificate, stickers)	(100) \$01.75		
PAAL Set (Adult) (emblem, certificate, stickers)	(101) \$01.75		
PALA Certificate (Student)	(110) \$00.50		
PAAL Certificate (Adult)	(111) \$00.50		
PALA/PAAL Stickers	(120) \$00.30		
PALA Bumper Sticker (Student)	(130) \$00.25		
TrekLinq Pedometer	(140) \$15.00		
StepLinq Pedometer	(141) \$12.00		
President's Challenge Instructor Emblem	(040) \$01.75		
Get Fit! Handbook (Qty of 1-99)	ea. (060) \$01.25		
Get Fit! Handbook (Qty of 100+)	ea. (061) \$01.00		
Official Award T-Shirts (bring total forward from T-shirt order form on reverse side)			

Shipping & Handling: <small>(Foreign orders must be prepaid in U.S. currency.)</small>	
Less than \$10.00	= \$4.00
\$10.00-\$24.99	= \$5.00
\$25.00-\$49.99	= \$6.00
\$50.00-\$99.99	= \$7.00
\$100 or more	= 8% of subtotal

Sub-Total (+)	
Rush Charge (25% of Sub-Total or \$25.00 whichever is greater) (+)	
Shipping & Handling (=)	
GRAND TOTAL	

Please Note: Please allow 18 days from receipt of your order at our program office for delivery of your awards.

This form may be photocopied.

Mail this completed form to: President's Challenge, 400 E. 7th Street, Bloomington, IN 47405-3085 or fax to 1-812-855-8999.

How to Order



Four Easy Ways To Order!

1 Order by Mail:
President's Challenge, 400 E. 7th Street
Bloomington, IN 47405-3085



- Orders accepted YEAR ROUND!
- Orders must be accompanied by payment or an official purchase order.
- Delivery Time: 18 days from receipt of order at our program office (please allow 5-7 days for U.S. mail delivery of your order to our program office!!)
For Example: If we receive your order at our program office on April 1st, you will receive your order on or before April 19th.
- Orders within the 48 contiguous states sent FedEx Ground ONLY.
- Mail orders and inquiries:
The President's Challenge
400 E. 7th Street, Bloomington, IN
47405-3085

3 Order by Fax:
(1-812-855-8999)



- Orders accepted YEAR ROUND by Fax/24 hours a day. Orders must be completely filled out and a phone number included where you may be contacted.
- Institutional purchase order or charge (MasterCard or Visa) requested for all Fax orders.
- Delivery Time: 18 days from receipt of order.
- Orders within the 48 contiguous states sent FedEx Ground ONLY.
- If you order by Fax please **do not** send a confirming order as a duplication may result.

2 Order by Phone:
(1-800-258-8146)



- Orders accepted YEAR ROUND!
- To place orders OR if you have questions or inquiries.
- Business Hours: 8 AM to 5 PM Monday through Friday.
- Institutional purchase order or charge (MasterCard or Visa) requested for phone orders.
- Delivery Time: 18 days from receipt of order.
- Orders within the 48 contiguous states sent FedEx Ground ONLY.
- If you order by phone please **do not** send a confirming order as a duplication may result.

4 Order Online:
(<http://www.indiana.edu/~preschal>)



- Orders accepted YEAR ROUND via the Internet/24 hours a day /365 days per year.
- Delivery Time: 18 days from receipt of order.
- Orders within the 48 contiguous states sent FedEx Ground ONLY.
- If you order online please **do not** send a confirming order as a duplication may result.



Rush Orders: *Extra Charge*

- **Delivery Time:** Four business days from receipt of order at our program office.

For Example: If we receive your order at our program office on a Monday, you will receive your order on or before Friday.

- **Cost:** To place a RUSH order, just add in 25% of the subtotal or \$25.00 (whichever is greater) on the appropriate line of the order form.

Please order early!

Policies

- **International Orders Policy:** All international orders shipped U.S. Postal Service. No international rush orders accepted.
- **Incomplete Order Policy:** Upon receipt of your order, please verify contents for accuracy. If your order is incomplete please contact the program office immediately.
- **Refund Policy:** Sorry, no refunds or exchanges for award materials. Exception—Certificates bearing signatures of former presidents will be exchanged at no cost. Be sure to send your address when exchanging certificates.

The Presidential Adult Active Lifestyle Award (PAAL to the PALA)

The PAAL is for adults (18 years and older) who serve as active role models for children and youth. By earning this award, adults can enhance their own health and encourage children and youth to be physically active. Studies have shown that being active with others increases the likelihood that this activity will continue in the future.

Requirements for the Award

Amount of Physical Activity: As with the PALA, there are two ways to keep track of the amount of physical activity in order to earn this award. One way is to accumulate a minimum of 30 minutes of physical activity (either one bout of 30 minutes or shorter segments adding up to 30 minutes). Another way to measure activity is to accumulate 10,000 steps using a pedometer that measures the number of steps taken.

Frequency: The amount of physical activity required must be done at least five days a week to earn the award. The activity may be done on your own or by being active with children and youth.

Number of Weeks: Six weeks of five days per week is the standard for the award. Adults are encouraged to earn the award multiple times. Stickers placed on the certificate indicate the number of times that the award has been earned.

Pedometer Goal Setting Technique: Due to the fact that many adults may be challenging themselves for the first time to be physically active we offer a pedometer goal setting technique in order to earn this award. This method is not meant to replace the standard requirements but rather to serve as an option for those who may be discouraged at first by the amount of physical activity, or number of steps required.

To earn the PAAL using the pedometer goal setting technique adults must reach the following goals each time they earn the award.

	Adults
1st Six Weeks	8,000 steps
2nd Six Weeks	9,000 steps
3rd Six Weeks	10,000 steps
Continue at this level	

Keeping Track of Physical Activity: The log provided in this brochure will serve as a method for keeping track of physical activity. The participant simply records the amount of physical activity for each day of the week in minutes, or number of steps taken. At the end of each week the adult verifies their log by signing their name. When they have successfully completed all six weeks, fill out the form and have one of the young persons with whom they have been active verify the form by signing.

What are Presidential Adult Active Lifestyle Award (PAAL to the PALA) winners eligible to receive?

Those who have earned the PAAL are eligible to receive the Presidential Adult Active Lifestyle Award emblem, the Presidential Adult Active Lifestyle Award certificate, and stickers to be placed on the certificate. T-shirts are also available to reward and motivate adults to be active.

Log your activity online!

You can now keep track of your physical activity, or pedometer steps, on the President's Challenge website. Your personal physical activity locker will let you know when you have earned the PALA or the PAAL, as well as enhance your motivation to continue. To open your locker go to: www.indiana.edu/~preschal.



PAAL to the PALA Log

This log is for adults (ages 18 years and older) to keep track of the amount of physical activity, or number of pedometer steps, accumulated each day in order to earn the Presidential Adult Active Lifestyle Award (PAAL). This log can also be downloaded from the President's Challenge website at:

www.indiana.edu/~preschal/paalform.pdf

Example

Week 1	Activities	# Minutes or Pedometer Steps
Monday	Swimming, Cleaning House	40
Tuesday	Pedometer	10,500
Wednesday	Dance Lessons, Walk the Dog	75
Thursday	Pedometer	10,000
Friday	Softball	30
Saturday	Bicycling	40
Sunday	Hiking with Family	50
Participant Signature		Date

Verification

I would like to submit my form for the Presidential Adult Active Lifestyle Award. I have completed the following requirements to earn this award.

— I have performed at least 30 minutes of physical activity daily or accumulated 10,000 pedometer steps, alone or with a young person for at least five days each week.

— I have performed my physical activities for at least 6 weeks.

I certify that I have accomplished the requirements necessary for the Presidential Adult Active Lifestyle Award.

Participant Signature

Child or Youth Signature

Adult Active Lifestyle Log

Name _____

Week 1	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 3	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 5	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 2	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 4	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Week 6	Activities	# Minutes or Pedometer Steps
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Participant Signature		Date

Submit this log with your award order form or you can now keep track of your physical activities on our website using our online fitness locker. To open your locker go to www.indiana.edu/~preschal.

Items Offered with the Active Lifestyle Program

- Presidential Active Lifestyle Award—Emblem and certificate with stickers (set of five in each strip). Stickers indicate the number of times the award has been earned.
- Presidential Adult Active Lifestyle Award—Emblem and certificate with stickers (set of five in each strip). Stickers indicate the number of times the award has been earned.
- Bumper Stickers for a proud parent of PALA Award Winners.
- The President's Challenge Instructor's Emblem: For those who administer any program of The President's Challenge Program, including the Active Lifestyle Program.
- The *Get Fit!* Handbook for youth ages 6-17
- The President's Challenge Pedometers for use with the Presidential Active Lifestyle Awards.



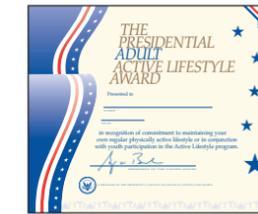
Presidential Active Lifestyle Award Emblem (Actual Size: About 3" square)



Presidential Adult Active Lifestyle Award Emblem (Actual Size: About 3" square)



Presidential Active Lifestyle Certificate (Actual Size: 8" x 10")



Presidential Adult Active Lifestyle Certificate (Actual Size: 8" x 10")



Bumper Sticker (Actual Size: 3" x 12")



Strip of Stickers for Presidential Active Lifestyle Certificates



Instructor's Emblem (Actual Size: About 3 3/4" diameter)

We now offer two different pedometers for your use with the Active Lifestyle Program.



The StepLinq is our basic pedometer that will keep track of the number of steps that you take in a day. It features the phrase Active Lifestyle on the outside, a recessed reset button, and a spring belt clip. This pedometer is great for the younger kids.

President's Challenge Pedometers (Actual Size: Each is approximately 2" x 1 1/2")



The TrekLinq is our more advanced pedometer that will keep track of the number of steps in a day, distance, speed, time elapsed during exercise, calories, time of day, as well as archiving and scanning features. It features the President's Challenge logo on the cover, a spare battery, and a belt clip. This pedometer is great for older kids and adults.

Get Fit! Handbook (Actual Size: 5 1/2" x 8 1/2")

