Surveying the scene

- Quantitative and qualitative research
- Key informant interviews w/ legislative, community & policy perspectives
  - Chairs of Education Committee
  - Staff of Senate President
  - Kids’ Sports, E.D.
  - OEIB, Chief Education Officer
  - OSBA, Director of Board Development/Policy Services
Informant summary

- All in all...
  - PE is supported
  - Schools are overwhelmed
  - ORS 329.496...
    - Implementation is slow
    - Political resolve is steadfast
    - Could be a stimulus for positive change
Support for ORS 329.296 is firm
- “...as strong as its supporters”

Standards and values needed
- “PE is not a luxury...”

ORS meant to be unfunded
- However, education is #1 spending priority
Education & community perspective

- Lack of physical literacy among youth
- Low belief in schools that mandate will be enforced as written
- What’s the solution?
  - *State vs. Local focus*
  - *Traditional vs. Non-traditional approach*
What’s to be done?

@ State level, make asks specific.

@ Any level, consider what is realistic.

@ Local level, collaborate and innovate.
What’s important to remember?

- The language in ORS 329.496 is open to interpretation
- End goal = healthy kids
- The paths to get there are many
Strategic Next Steps

- Build momentum @ community level
- Educate about benefits of PE
- Work w/the PE Establishment to innovate together
- Re-brand the PE Mandate
Next Steps

- What can county health, and CCOs do now to work on basic obesity prevention?

- What can communities do to advocate/show support?
AHA advocacy goals fall 2014

**Short Term**
- Create enthusiasm and optimism around the 2017 PE goals at all levels
- Be ready to support more actively should the need arise at a State level

**Long Term**
- Ensure successful implementation of ORS 329.496
- Proactively develop longer term solutions for funding and implementation sustainability
What can YOU do?

- Be an advocate
  - Register yourself @ www.YoureTheCure.org
  - Flag your interest in PE
  - Email Sarah.Higginbotham@heart.org

- Share stories of progress & success w/
  - American Heart
  - Decision makers
  - Us... right now😊
Questions
Thank you!

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