



KEY INFORMANTS & ACTION

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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*



Legislative and policy perspectives



- 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

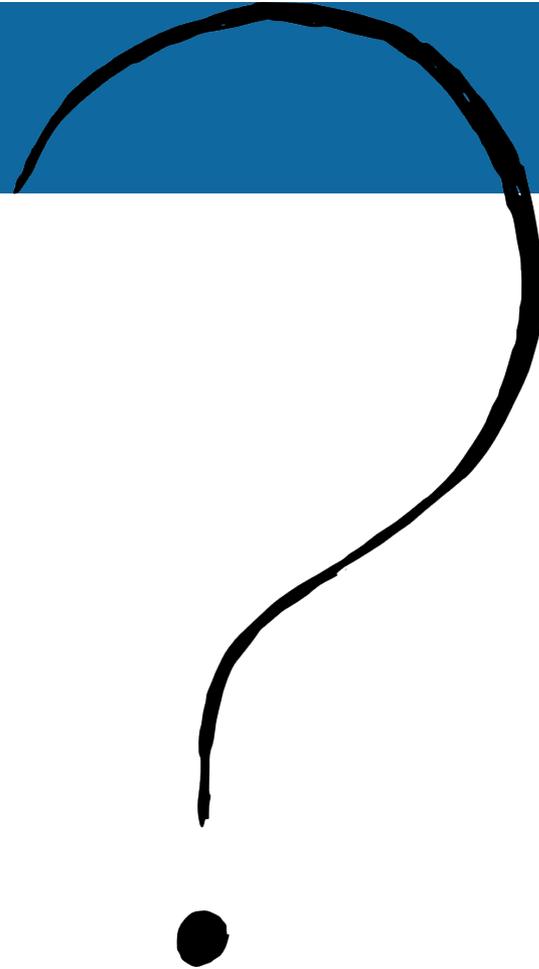
What can YOU do?



- 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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