

The original documents are located in Box 23, folder “President's Council on Physical Fitness” of the Sarah C. Massengale Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: October 2

Time: 545pm

FOR ACTION:

Sarah Massengale
Max Friedersdorf
Bobbie Kilberg
Robert Hartmann

cc (for information):

Jack Marsh
Jim Connor
Ed Schmults

FROM THE STAFF SECRETARY

DUE: Date: October 5

Time: 400pm

SUBJECT:

Executive Order-"Physical Fitness and Sports"

ACTION REQUESTED:

☐ For Necessary Action

☐ For Your Recommendations

☐ Prepare Agenda and Brief

☐ Draft Reply

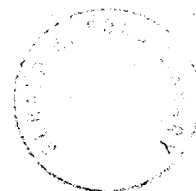
☒ For Your Comments

☐ Draft Remarks

REMARKS:

please return to judy johnston, ground floor west wing

*Approve (no changes),
SCM
9-5-76 (called in)*



PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

James M. Cannon
For the President



Office of the Attorney General
Washington, D. C. 20530

OCT 1 1976

The President,

The White House.

My dear Mr. President:

I am herewith transmitting a proposed Executive order entitled "Physical Fitness and Sports."

This proposed order was submitted by personnel of the Department of Health, Education, and Welfare who serve on the staff of the President's Council on Physical Fitness and Sports. It has been forwarded for the consideration of this Department as to form and legality by the Office of Management and Budget with the approval of the Director, after revision in that agency.

The proposed Executive order is approved as to form and legality.

Respectfully,

A handwritten signature in dark ink, which appears to read "Antonin Scalia", is written over the typed name.

Antonin Scalia
Assistant Attorney General
Office of Legal Counsel

OCT 1 1976

The President,

The White House.

My dear Mr. President:

I am herewith transmitting a proposed Executive order entitled "Physical Fitness and Sports."

This proposed order was submitted by personnel of the Department of Health, Education, and Welfare who serve on the staff of the President's Council on Physical Fitness and Sports. It has been forwarded for the consideration of this Department as to form and legality by the Office of Management and Budget with the approval of the Director, after revision in that agency.

The proposed Executive order is approved as to form and legality.

Respectfully,

Antonin Scalia
Assistant Attorney General
Office of Legal Counsel



OCT 1 1976

MEMORANDUM

Re: Proposed Executive order
entitled "Physical Fitness and Sports"

The attached proposed Executive order was submitted by personnel of the Department of Health, Education, and Welfare who serve on the staff of the President's Council on Physical Fitness and Sports. It has been forwarded for the consideration of this Department as to form and legality by the Office of Management and Budget with the approval of the Director, after revision in that agency.

The proposed order amends Executive Order No. 11562 of September 25, 1970, as amended, by revising the provision which sets forth the functions of the Secretary of Health, Education, and Welfare in developing and coordinating a national program for physical fitness and sports. The proposed order would also add a provision relating to responsibilities under the Federal Advisory Committee Act (5 U.S.C. App. 1).

The proposed Executive order is acceptable as to form and legality.

Antonin Scalia
Assistant Attorney General
Office of Legal Counsel



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

GENERAL COUNSEL

SEP 16 1976

Honorable Edward H. Levi
Attorney General
Washington, D. C. 20530

Dear Mr. Attorney General:

Herewith, in accordance with the provisions of Executive Order No. 11030, as amended, is a proposed Executive order entitled "Physical Fitness and Sports."

This proposed order was prepared by Health, Education, and Welfare personnel who serve on the staff of the President's Council on Physical Fitness and Sports. It was forwarded by the White House. It has been edited and revised in this office without changing the substance of the proposed amendments.

As revised, the proposed order amends the statement of the responsibilities assigned to the Secretary of Health, Education, and Welfare; and, adds a new subsection 5(c) to the existing order, relating to responsibilities under the Federal Advisory Committee Act (5 U.S.C. App. 1), which act was enacted subsequent to the issuance of the original order.

This proposed Executive order has the approval of the Director of the Office of Management and Budget.

Sincerely,

(Signed) William M. Nichols

William M. Nichols
General Counsel

4 Enclosures

Executive order (1 original/6 copies)
White House Memo and Attachment
President's Council on Physical Fitness
and Sports' letter
MFR with comments from DHEW

EXECUTIVE ORDER

PHYSICAL FITNESS AND SPORTS

By virtue of the authority vested in me by the Constitution and statutes of the United States of America, and as President of the United States of America, Executive Order No. 11562, as amended, is further amended as follows:

Section 1. Section 1 is amended to read:

"Section 1. Program for physical fitness and sports. The Secretary of Health, Education, and Welfare (hereinafter referred to as "the Secretary"), shall, in carrying out his responsibilities in relation to education and public health, develop and coordinate a national program for physical fitness and sports. The Secretary shall:

"(a) Enlist the active support and assistance of individual citizens, civic groups, professional associations, amateur and professional sports groups, private enterprise, voluntary organizations and others in efforts to promote and improve the health of all Americans through regular participation in physical fitness and sports activities;

"(b) initiate programs to inform the general public of the importance of exercise and the link which exists between regular physical activity

and such qualities as good health and effective performance;

"(c) strengthen coordination of Federal services and programs relating to physical fitness and sports participation;

"(d) encourage State and local governments to emphasize the importance of regular physical fitness and sports participation;

"(e) seek to advance the physical fitness of children, youth, adults and senior citizens by systematically encouraging the development of community recreation, physical fitness and sports participation programs;

"(f) develop cooperative programs with medical, dental, and other similar professional societies to encourage the implementation of sound physical fitness practices;

"(g) stimulate and encourage research in the areas of physical fitness and sports performances;

"(h) assist educational agencies at all levels in developing high-quality, innovative health and physical education programs which emphasize the importance of exercise to good health;

"(i) assist business, industry, government and labor organizations in establishing sound physical fitness programs to elevate employee health and to reduce the financial and human costs resulting from physical inactivity."

Sec. 2. The following new subsection is added to Section 5:


"(c) Notwithstanding the provisions of any other Executive order, the functions of the President under the Federal Advisory Committee Act (5 U.S.C. App. 1), except that of reporting annually to the Congress, which are applicable to the Council established by this Order, shall be performed by the Secretary in accordance with guidelines and procedures established by the Office of Management and Budget."

THE WHITE HOUSE

, 1976

THE WHITE HOUSE
WASHINGTON

April 27, 1976

MEMORANDUM FOR: RON KIENLEN
FROM: SPENCE JOHNSON 
SUBJECT: Executive Order - President's
 Council on Physical Fitness
 and Sports

Pursuant to our discussion earlier today I have attached a copy of the proposed new Executive Order for the President's Council on Physical Fitness and Sports.

The Executive Order Number 11562 was issued in 1970. In mid-February the President met with the Council to acquaint himself with their activities. At that time he indicated his support for a new Executive Order which was more reflective of their current program.

EXECUTIVE ORDER

11562

DEVELOPING AND COORDINATING A NATIONAL
PROGRAM FOR PHYSICAL FITNESS AND SPORTS

By virtue of the authority vested in me as President of the United States, it is hereby ordered as follows:

Section 1. Program for physical fitness and sports. The Secretary of Health, Education, and Welfare (hereinafter referred to as "the Secretary") shall, in carrying out his responsibilities in relation to education and public health, ~~including specifically the health of children and youth,~~ develop and coordinate a national program for physical fitness and sports. The Secretary shall:

(1) Enlist the active support and assistance of individual citizens, civic group, professional associations, amateur and professional sports groups; private enterprise, voluntary organizations; and others in efforts to promote and ~~improve physical fitness and sports participation programs for all Americans;~~ *the health of all Americans through regular participation in physical fitness and sports*

(2) Initiate programs to inform the general public of the importance of exercise and the link which exists between regular physical activity and such qualities as good health and effective performance;

(3) ~~Stimulate, improve, and~~ Strengthen coordination of Federal services and programs relating to physical fitness and sports participation; and improve coordination between such programs;

(4) Encourage State and local governments in efforts to ~~enhance~~ *emphasize the importance of regular* physical fitness and sports participation;

(5) Seek to ~~strengthen~~ *advance* the physical fitness of ~~American~~ children, youth, and adults/by systematically encouraging the development of community/~~centered~~ *recreation,* and other physical fitness and sports participation programs; ~~to encourage~~ innovation, ~~improve teacher preparation,~~ and strengthen State and local leadership;

(6) Develop cooperative programs with medical, dental, and other similar professional societies to encourage/ ~~and implement~~ *the implementation of* sound physical fitness practices;

(7) Stimulate and encourage research in the areas of physical fitness and sports performances; and

(8) Improve school health and physical education programs for all pupils,

~~including the handicapped and the physically underdeveloped~~, by assisting which emphasize the essential role of exercise in optimal healthful living and which educational agencies in developing quality programs/te encourage innovation,

improve teacher preparation, and strengthen State and local leadership; and

(9) Assist business, industry, government and labor organizations in establishing sound physical fitness programs to elevate employee health and to reduce the financial and human costs resulting from physical inactivity. [Furthermore, to solicit their active support for the national program of physical fitness and sports.]

Section 2. President's Council on Physical Fitness and Sports. (a) There is hereby established the President's Council on Physical Fitness and Sports (hereinafter referred to as "the Council"), which shall be composed of the President's Consultant on Physical Fitness, who shall be the Chairman, and fourteen other members appointed by the President. The Council shall meet on the call of the Chairman.

(b) The members of the Council shall receive no compensation from the United States by reason of their service on the Council, but shall be reimbursed for travel expenses, including per diem in lieu of subsistence, as authorized by law for persons serving the Government without compensation (5 U.S.C. 5703).

Section 3. Functions of the Council. (a) The Council shall advise the President and the Secretary concerning progress made in carrying out the provisions of this order and shall recommend to the President and the Secretary, as necessary, steps to accelerate progress.

(b) The Council shall advise the Secretary on matters pertaining to ways and means of enhancing opportunities for participation in physical fitness and sports activities and on State, local, and private action to extend and improve physical activity programs and services.

Section 4. Conference on Physical Fitness and Sports. (a) There is hereby established a Conference on Physical Fitness and Sports (hereinafter referred to as "the Conference"), which shall be composed of one hundred members whom the President may from time to time appoint. The Conference shall meet on the call of the Secretary to assist him in carrying out his responsibilities under this order.

(b) The members of the Conference shall receive no compensation or expense allowances from the United States Government by reason of their service on the

Conference.

Section 5. Assistance by Agencies. (a) The Secretary and the Council are authorized to request from any Federal department or agency information or assistance deemed necessary to carry out their functions under this order and each department and agency is authorized, to the extent permitted by law and within the limits of available funds, to furnish such information and assistance to the Secretary and the Council.

(b) The Secretary shall appoint the Executive Director of the Council. Subject to law, (1) the Department of Health, Education, and Welfare shall furnish necessary staff, supplies, facilities, and other administrative services for the Council, (2) expenses of the Council shall be met from funds available to the Secretary, and (3) the Department may provide staff assistance to the Conference.

Section 6. Continuity. (a) The Council established by this order shall be deemed to be a continuation of the ^{President's Council} ~~Citizens Advisory Committee~~ on Physical Fitness and Sports which has heretofore existed under Executive Order 11562 of September 25, 1970 No. ~~11398~~ of March 4, 1968, as amended.

(b) ~~The seal prescribed by Executive Order No. 10820 of July 24, 1959, as amended, shall be the seal of the President's Council on Physical Fitness and Sports as reconstituted herein.~~

Section 7. Revocations. ^{11562 of September 25, 1970} Executive Order No. ~~11398~~ of March 4, 1968, and ^{is} Executive Order No. ~~11492~~ of October 30, 1969, are hereby revoked.

Section 8. Construction. Nothing in this order shall be construed to abrogate, modify, or restrict any function vested by law in, or assigned pursuant to law to any Federal department or agency or any officer thereof.

/s/ RICHARD NIXON

THE WHITE HOUSE

September 25, 1970

June 4, 1976

MEMORANDUM FOR THE RECORD

Subject: Proposed Executive order entitled "Developing
and Coordinating a National Program for Physical
Fitness and Sports"

Mr. Timothy White, Department of Health, Education, and
Welfare (General Counsel's Office, ext. 245-7767) advised
that they had no objection to the issuance of this proposed
Executive order.



Steven D. Needle
Assistant General Counsel



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

September 17, 1976

MEMORANDUM FOR

Spencer Johnson
Associate Director
The Domestic Council

From: Executive Director
PCPFS

Subject: Executive Order

No word on the status of the proposed Executive Order.
Could you follow through on this and give me a reading
as to where it is and what action is contemplated?

A handwritten signature in cursive script that reads "C. Carson Conrad".

C. Carson Conrad



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503



GENERAL COUNSEL

SEP 16 1976

Honorable Edward H. Levi
Attorney General
Washington, D. C. 20530

Dear Mr. Attorney General:

Herewith, in accordance with the provisions of Executive Order No. 11030, as amended, is a proposed Executive order entitled "Physical Fitness and Sports."

This proposed order was prepared by Health, Education, and Welfare personnel who serve on the staff of the President's Council on Physical Fitness and Sports. It was forwarded by the White House. It has been edited and revised in this office without changing the substance of the proposed amendments.

As revised, the proposed order amends the statement of the responsibilities assigned to the Secretary of Health, Education, and Welfare; and, adds a new subsection 5(c) to the existing order, relating to responsibilities under the Federal Advisory Committee Act (5 U.S.C. App. 1), which act was enacted subsequent to the issuance of the original order.

This proposed Executive order has the approval of the Director of the Office of Management and Budget.

Sincerely,

(Signed) William M. Nichols

William M. Nichols
General Counsel

4 Enclosures

Executive order (1 original/6 copies)
White House Memo and Attachment
President's Council on Physical Fitness
and Sports' letter
MFR with comments from DHEW

COPY FOR MS. SARAH MASSENGALE - THE WHITE HOUSE

EXECUTIVE ORDER

PHYSICAL FITNESS AND SPORTS

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and such qualities as good health and effective performance;

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"(d) encourage State and local governments to emphasize the importance of regular physical fitness and sports participation;

"(e) seek to advance the physical fitness of children, youth, adults and senior citizens by systematically encouraging the development of community recreation, physical fitness and sports participation programs;

"(f) develop cooperative programs with medical, dental, and other similar professional societies to encourage the implementation of sound physical fitness practices;

"(g) stimulate and encourage research in the areas of physical fitness and sports performances;

"(h) assist educational agencies at all levels in developing high-quality, innovative health and physical education programs which emphasize the importance of exercise to good health;

"(i) assist business, industry, government and labor organizations in establishing sound physical fitness programs to elevate employee health and to reduce the financial and human costs resulting from physical inactivity.".

Sec. 2. The following new subsection is added to Section 5:


"(c) Notwithstanding the provisions of any other Executive order, the functions of the President under the Federal Advisory Committee Act (5 U.S.C. App. 1), except that of reporting annually to the Congress, which are applicable to the Council established by this Order, shall be performed by the Secretary in accordance with guidelines and procedures established by the Office of Management and Budget.".

THE WHITE HOUSE

, 1976

THE WHITE HOUSE
WASHINGTON

April 27, 1976

MEMORANDUM FOR: RON KIENLEN
FROM: SPENCE JOHNSON 
SUBJECT: Executive Order - President's
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 and Sports

Pursuant to our discussion earlier today I have attached a copy of the proposed new Executive Order for the President's Council on Physical Fitness and Sports.

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EXECUTIVE ORDER

11562

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(4) Encourage State and local governments in efforts to ~~enhance~~ *emphasize the importance of regular* physical fitness and sports participation;

(5) ~~Seek to strengthen~~ *advance* the physical fitness of ~~American~~ children, youth, and adults *of all ages* ~~by systematically encouraging the development of community-centered and other physical fitness and sports participation programs; to encourage innovation, improve teacher preparation, and strengthen State and local leadership;~~ *recreation,*

(6) Develop cooperative programs with medical, dental, and other similar professional societies to encourage ~~and implement~~ *the implementation of* sound physical fitness practices;

(7) Stimulate and encourage research in the areas of physical fitness and sports performances; ~~and~~

- (8) Improve school health and physical education programs for all pupils, including the handicapped and the physically underdeveloped, by assisting which emphasize the essential role of exercise in optimal healthful living and which educational agencies in developing quality programs/te encourage innovation, improve teacher preparation, and strengthen State and local leadership; and
- (9) Assist business, industry, government and labor organizations in establishing sound physical fitness programs to elevate employee health and to reduce the financial and human costs resulting from physical inactivity. Furthermore, to solicit their active support for the national program of physical fitness and sports.

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(b) ~~The seal prescribed by Executive Order No. 10820 of July 24, 1959, as amended, shall be the seal of the President's Council on Physical Fitness and Sports as reconstituted herein.~~

Section 7. Revocations. *11562 of September 25, 1970* Executive Order No. ~~11398 of March 4, 1968~~, and *is* Executive Order No. ~~11492 of October 30, 1969~~, are hereby revoked.

Section 8. Construction. Nothing in this order shall be construed to abrogate, modify, or restrict any function vested by law in, or assigned pursuant to law to, any Federal department or agency or any officer thereof.

/s/ RICHARD NIXON

THE WHITE HOUSE

September 25, 1970



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

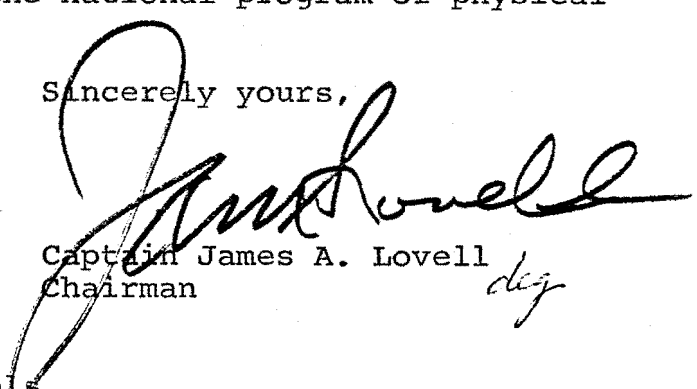
May 20, 1976

Dear Mr. Nichols:

In reply to your letter of May 14, 1976, regarding the proposed Executive order entitled, "Developing and Coordinating a National Program for Physical Fitness and Sports," I have reviewed the proposed Executive order and approve of the revised wording.

Thank you for giving me the opportunity of reacting to the proposal. As you may know, the members of the President's Council on Physical Fitness and Sports unanimously requested the President to issue a new Executive order. It was their feeling that such action would indicate the support of the current Administration for the national program of physical fitness and sports.

Sincerely yours,


Captain James A. Lovell
Chairman *deg*

Mr. William M. Nichols
General Counsel
Office of Management and Budget
Washington, D.C. 20503

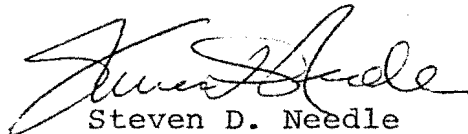
Dictated by James A. Lovell

June 4, 1976

MEMORANDUM FOR THE RECORD

Subject: Proposed Executive order entitled "Developing
and Coordinating a National Program for Physical
Fitness and Sports"

Mr. Timothy White, Department of Health, Education, and
Welfare (General Counsel's Office, ext. 245-7767) advised
that they had no objection to the issuance of this proposed
Executive order.

A handwritten signature in dark ink, appearing to read "Steven D. Needle", is written over a faint, circular official stamp.

Steven D. Needle
Assistant General Counsel



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

August 18, 1976

MEMORANDUM FOR: Sarah Massengale
Assistant Director
Domestic Council

Casey and I recently discussed a copy of a letter sent by you for our information. The letter was from Mr. Jerry Thomas to Richard Cheney regarding some suggestions on physical fitness and sports. I thought you would be interested in learning that many of Mr. Thomas's suggestions have either been recommended by the PCPFS or are activities currently being conducted.

Mr. Thomas recommended that the President name a special citizens' committee of athletic celebrities to promote physical fitness. This has been previously recommended to the White House by Mr. Conrad. In his recommendation, Mr. Conrad noted that our Advisory Conference, composed of 100 athletic celebrities appointed by President Nixon, was in need of major revitalization. Many of the celebrities originally appointed in 1970 have either lost their enthusiasm for the responsibility or have faded from celebrity status.

Mr. Thomas also suggested expanding recreational and physical fitness facilities in schools and communities. During the past few years, we have given this idea top priority and have experienced considerable success. At this point in time, we do not view facilities as a major problem in the national program of physical fitness and sports. The basic problem has more to do with a national commitment and local leadership development. We also have an award program for individuals (ages 10-17) who score at the 85th percentile on a battery of physical fitness tests. This award, titled "Presidential Physical Fitness Award," has been received by 2,586,226 young people during the past several years. Almost 12 million boys and girls competed for the award last year.

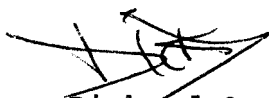
In his final paragraph, Mr. Thomas suggested a youth sports program. It should be noted that a program, very similar to the one he suggested, is in its eighth year of operation. The program, called the National Youth Sports Program, was originally developed and supervised by the PCPFS in cooperation with the NCAA. This year, for the first time,

it is being supervised by the Community Services Administration in 135 locations throughout the United States.

Finally, we continue to place our major emphasis in sports development among those lesser known Olympic activities which have received so little attention in this country. Among the sports we have given major emphasis to are: team handball, pentathlon, cross-country skiing, long-distance running, orienteering, and field hockey. We are currently developing programs for race walking.

Sarah, your suggestion that we get together to share ideas regarding the future of the PCPFS is most timely. Perhaps you will want to touch base with Spencer Johnson, since we have discussed this matter with him in a general way. I believe he has some definite views on the subject.

I will call you in the near future to discuss a meeting time.



Richard O. Keelor, Ph.D.
Director, Program Development

cc: Spencer Johnson



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

July 14, 1976


MEMORANDUM FOR

Sarah Massengale
Assistant Director
Domestic Council

We greatly appreciate your presence and supportive remarks during our recent meeting with Secretary Mathews and Dr. Cooper. It was obvious that the Secretary understood our position and, with Dr. Cooper's general endorsement, we are optimistic regarding the future of our proposal.

We anxiously await the final confirmation of the Executive Order and the further developments regarding our '77 budget and the FY '78 proposal which we understand will soon be developed by Assistant Secretary Cooper.

Thank you again for your support and cooperation which we believe will ultimately reflect themselves in a new national emphasis on physical fitness.


Richard O. Keelor, Ph.D.
Director
Program Development

cc: Spencer Johnson



June 7, 1976

MEMORANDUM FOR: DR. ARTHUR FLEMMING
FROM: SARAH MASSENGALE
SUBJECT: NATIONAL PROGRAM ON
PHYSICAL FITNESS FOR OLDER
AMERICANS

I would appreciate your comments and
recommendations on the attached memorandum.

Thank you.



Sarah



THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20201

May 28, 1976

MEMORANDUM FOR

Spencer Johnson
Associate Director
The Domestic Council

Subject: Older Americans

Because of recent events, we would like to again recommend that consideration be given to the President's involvement with the national emphasis on enhancing the health and vitality of older Americans through regular exercise. This proposal, which was originally forwarded with a little different approach, has been given new perspective with a recent activity involving Victor Borge and the Ohio Governor's Council on Aging.

Just last week that agency hosted a Statewide Fitness Conference for Older Americans which drew a crowd in excess of 4,000 conferees who listened to Victor Borge and participated in exercise programs under his direction for a full half day of the conference. The overwhelming enthusiasm of these older people for maintaining their health through vigorous exercise and Victor Borge's personal identification with this concept made it very clear to us how popular this theme is to the average older person.

Commissioner Flemming will soon make a judgment regarding the feasibility of funding a national program on physical fitness for older Americans for next year. The demonstration project co-sponsored by the President's Council on Physical Fitness and Sports last year has proven to be extremely successful, and Mr. Conrad was given some assurance by Dr. Flemming that this national project would receive high priority for next year. As a result, it would appear that a program of national emphasis on fitness for older Americans will be announced by AOA some time in the immediate future.

With the above information as background, we would like for you to review the original proposal, adjusting it to fit a scenario which would involve the President, together with Dr. Flemming, Casey Conrad, Bertha Adkins (Chairman, Federal Council on Aging) and other appropriate people to announce this new national program.



The President, a practitioner of regular exercise himself, could easily support the concept of physical fitness and regular exercise as a means of enhancing one's health and maintaining a vital and active lifestyle. In announcing the program, he could briefly address the older population in this country by making the following major points:

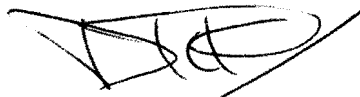
- (1) that older Americans represent an extremely valuable segment of the American population;
- (2) that research conducted by his Council on Physical Fitness and Sports demonstrates that older Americans tend to be less active and less inclined to understand the importance of regular exercise in maintaining their health;
- (3) that research seems to indicate that regular physical exercise can enhance the health of older Americans and reduce the human and financial costs of health care and institutionalizing;
- (4) that he firmly believes that regular exercise cannot only enhance the health and vitality of older Americans but can significantly improve the independence and overall sense of well-being for an active and vigorous life after 60;
- (5) that he urges all Americans to carefully consider the personal health practices. Sometimes, it's not so much what your doctor does for you, but what you do for yourself in practicing good health habits which can help keep you well and active.

This would be an opportunity for the President to hit hard at the value of older Americans in this country and the absolute need to maintain their active participation in our society. He could simply sum up the logic of maintaining the independence and health of older Americans through regular exercise and the resulting benefits that this would have in conserving one of our great human resources. Furthermore, this could provide the President with an opportunity to identify with older people and to express a warm and personal feeling for their health and well-being.



As suggested in the original proposal, it would be highly appropriate for the President to present an award to Mr. Borge who has volunteered his good name and considerable personal time and effort in promoting the fitness and health of older Americans through this cooperative program with the President's Council on Physical Fitness and Sports. You may care to review the original proposal with regard to other details and Mr. Borge's distinguished background as a citizen and patriot.

You may also want to involve Senator J. Glenn Beall in any ceremonial activities. Senator Beall has been very interested and active in focusing attention on this program.



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