2015 EDITION

The Inactivity Pandemic

The Impact On Our Country And The Sports And Fitness Industry
Key Content & Overview

• The Inactivity Pandemic – 2015 Edition
• The $20 Billion Problem For the Sports & Fitness Industry
• The Causes or ‘Roots’ of Inactivity
• What PHIT America Is Doing
• What You Can Do
• ‘Getting In The Game’ – Working Together
• Questions
The Lancet States, “physical inactivity is a pandemic”
The Inactivity Pandemic Actually Started Well Before 2012

82.7 Million or 28.3% Totally Inactive In the USA – ALL TIME HIGHS

Source: Physical Activity Council, 40,000 Americans
Most Age Categories Are Becoming Increasingly Inactive

% Inactive By Year & Age

5 of 8 Age Categories Are Increasingly Inactive

Source: Physical Activity Council, 40,000 Americans
Biggest Issue Is With Children, Our Future

Children Are Increasingly Inactive

% Totally Inactive By Year
Source: Physical Activity Council, 40,000 Americans
What About Frequent Participants
Or Those Who Are Are
“Active To Healthy Standards”? 

“Active To Healthy Standards” Are Those Who Are Active 3 Times A Week In Any Of 104 Activities or Sports
2 of 3 Americans Are Not Active To Healthy Standards

The Trend Is “Not Healthy”

2014 Results

Active To Healthy Standards: 32.9%
Not Active To Healthy Standards: 67.1%

% Not Active To Healthy Standard

2007: 64.9%
2009: 65.2%
2011: 65.5%
2013: 66.1%
2014: 67.1%

Source: Physical Activity Council, 40,000 Americans
There Are Fewer Youth Frequent Participants

Has Youth Sport Competition Gotten Too Serious?

% Of Children Who Are Active 3 Times A Week or More in Any Activity

<table>
<thead>
<tr>
<th>Year</th>
<th>6~12</th>
<th>13~17</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>34.3%</td>
<td>44.7%</td>
</tr>
<tr>
<td>2008</td>
<td>26.9%</td>
<td>39.8%</td>
</tr>
<tr>
<td>2009</td>
<td>26.9%</td>
<td>39.8%</td>
</tr>
<tr>
<td>2010</td>
<td>26.9%</td>
<td>39.8%</td>
</tr>
<tr>
<td>2011</td>
<td>26.9%</td>
<td>39.8%</td>
</tr>
<tr>
<td>2012</td>
<td>26.9%</td>
<td>39.8%</td>
</tr>
<tr>
<td>2013</td>
<td>26.9%</td>
<td>39.8%</td>
</tr>
<tr>
<td>2014</td>
<td>26.9%</td>
<td>39.8%</td>
</tr>
</tbody>
</table>

Source: Physical Activity Council, 40,000 Americans
How Have These Trends Affected US Participation Rates In Leading Sports & Fitness Categories?
10 of 12 Youth Sports Are Declining In Participation

“Core” Participants 6-17 Years Old – 5 Year Change (Millions)

Source: Physical Activity Council, 40,000 Americans
## Core Participants Share For Each Category – Year to Year

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2007</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2014</th>
<th>POINTS</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Sports</td>
<td>16.3%</td>
<td>14.8%</td>
<td>13.9%</td>
<td>13.0%</td>
<td>12.8%</td>
<td>(3.5 PTs.)</td>
<td>(21.5%)</td>
</tr>
<tr>
<td>Fitness Sports</td>
<td>44.1%</td>
<td>44.1%</td>
<td>44.1%</td>
<td>43.7%</td>
<td>42.1%</td>
<td>(2.0 PTs.)</td>
<td>(4.5%)</td>
</tr>
<tr>
<td>Winter Sports</td>
<td>2.1%</td>
<td>1.8%</td>
<td>2.0%</td>
<td>2.3%</td>
<td>2.3%</td>
<td>+0.2 PTs.</td>
<td>9.50%</td>
</tr>
<tr>
<td>Outdoor Sports</td>
<td>30.6%</td>
<td>29.7%</td>
<td>29.7%</td>
<td>29.0%</td>
<td>28.3%</td>
<td>(2.3 PTs.)</td>
<td>(7.5%)</td>
</tr>
<tr>
<td>Water Sports</td>
<td>4.2%</td>
<td>3.7%</td>
<td>3.4%</td>
<td>3.7%</td>
<td>3.6%</td>
<td>(0.6 PTs.)</td>
<td>(14.2%)</td>
</tr>
<tr>
<td>Individual Sports</td>
<td>21.9%</td>
<td>17.8%</td>
<td>15.8%</td>
<td>16.3%</td>
<td>15.1%</td>
<td>(6.6 PTs.)</td>
<td>(30.0%)</td>
</tr>
<tr>
<td>Tennis</td>
<td>2.9%</td>
<td>3.0%</td>
<td>2.9%</td>
<td>2.7%</td>
<td>2.7%</td>
<td>(0.2 PTs.)</td>
<td>(6.8%)</td>
</tr>
</tbody>
</table>

**Snow Or Winter Sports Doing Well**

**Overall – Sports & Fitness Losing Out To Other Lifestyle Trends**

Source: Physical Activity Council, 40,000 Americans
Another View Of Core Participation Rate Trends

Participation Share Rate of US Population

Source: Physical Activity Council, 40,000 Americans
The Impact: ‘Consumer Price Index’ For Sports Products Is Negative

The Sporting Goods CPI Has Been Down 26 Straight Months

Source: May 2015 Report

Down 56 Out Of The Last 60 Months!

Source: NSGA

NATIONAL SPORTING GOODS ASSOCIATION
The Inactivity Pandemic Is Having Major Health Implications

Inactivity, “The Invisible Killer”
Inactivity Is The #4 Killer Worldwide – Ahead Of Obesity

<table>
<thead>
<tr>
<th>Rank</th>
<th>Cause of Death</th>
<th>Percent of Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High Blood Pressure</td>
<td>12.8%</td>
</tr>
<tr>
<td>2</td>
<td>Tobacco Use</td>
<td>8.7%</td>
</tr>
<tr>
<td>3</td>
<td>High Blood Glucose</td>
<td>5.8%</td>
</tr>
<tr>
<td>4</td>
<td>Physical Inactivity</td>
<td>5.5%</td>
</tr>
<tr>
<td>5</td>
<td>Overweight &amp; Obesity</td>
<td>4.8%</td>
</tr>
<tr>
<td>6</td>
<td>High Cholesterol</td>
<td>4.5%</td>
</tr>
<tr>
<td>7</td>
<td>Unsafe Sex</td>
<td>4.0%</td>
</tr>
<tr>
<td>8</td>
<td>Alcohol Use</td>
<td>3.8%</td>
</tr>
<tr>
<td>9</td>
<td>Childhood Underweight</td>
<td>3.8%</td>
</tr>
<tr>
<td>10</td>
<td>Indoor Smoke Solid Fuels</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Source: WHO

“We may see the first generation that will be less healthy & have a shorter life expectancy than their parents.”

Richard H. Carmona, Former Surgeon General
“The hysteria over obesity has concealed the real problem, which is that we are less active than ever before. We have been so worried about getting fat that we have forgotten to get fit.”
The Health Consequences of the Inactivity Pandemic – Dramatic!

Inactivity is Twice as Deadly as Obesity
In a survey of 330,000 people, inactivity was found to be responsible for twice as many early deaths as obesity*

Inactivity – Increased Healthcare & Reduced Wellness
80% of adolescents are at risk of disease as a result of physical inactivity**

“Sitting is the New Smoking”
More people die from inactivity (5.3 million) each year than from smoking (5.0 million)**

*American Journal of Clinical Nutrition by Dr. Ulf Ekelund (University of Cambridge, United Kingdom)
** The Lancet
The Value Of Physical Education

• Gets Kids Active Outside Of School
• Adults Are Active Today If They Had PE
• Active Kids Are Better Students Too

Note: 48% of All High Schools Have No PE; Average School Budget For PE - $764 Per Year
PE Gets Kids Active...Outside Of School

% of Children Active Outside Of School In Various Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>NO PE In School</th>
<th>HAVE PE In School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Sports</td>
<td>15.3%</td>
<td>51.0%</td>
</tr>
<tr>
<td>Outdoor Activities</td>
<td>13.8%</td>
<td>45.9%</td>
</tr>
<tr>
<td>Cycling</td>
<td>14.6%</td>
<td>43.7%</td>
</tr>
<tr>
<td>Running/Jogging</td>
<td>12.4%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Swimming for Fitness</td>
<td>10.8%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Water Sports</td>
<td>6.5%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Winter Sports</td>
<td>5.7%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Racquet Sports</td>
<td>4.9%</td>
<td>16.8%</td>
</tr>
<tr>
<td>Golf</td>
<td>4.3%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Fitness Club Activities</td>
<td>4.3%</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

3-4 Times More Likely To Be Active in Every Sport or Activity Outside of School

Source: Physical Activity Council, 40,000 Americans
% of Adults Who Are INACTIVE Today – Had PE or No PE

Physical Education = Active For Life!

Source: Physical Activity Council, 40,000 Americans
Bonus Benefit: The Effect On The Brain & Learning

An Active Body = Active Mind
High Fitness Scores = High Academic Scores

Independent Research: “Activity Improves Academic Results”

• Institute of Medicine
• Purdue University
• Medical University of South Carolina
• University of Gothenberg
• University of Eastern Finland

• Dundee University
• Strathclyde University
• Charleston, South Carolina
• University of North Texas
• Pediatrics & Adolescence Medicine
Does Inactivity Affect Fandom Of Professional Sports?
Fandom Goes Up Dramatically When You Get Someone Active

% Of Americans Who Are Fans Of Each Professional Sport

<table>
<thead>
<tr>
<th>Sport</th>
<th>% of Inactives</th>
<th>% of Actives*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL</td>
<td>58.4%</td>
<td>41.6%</td>
</tr>
<tr>
<td>MLB</td>
<td>37.3%</td>
<td>62.7%</td>
</tr>
<tr>
<td>NBA</td>
<td>23.8%</td>
<td>76.2%</td>
</tr>
<tr>
<td>NHL</td>
<td>17.4%</td>
<td>82.6%</td>
</tr>
<tr>
<td>PGA</td>
<td>11.9%</td>
<td>88.1%</td>
</tr>
<tr>
<td>LPGA</td>
<td>9.0%</td>
<td>91.0%</td>
</tr>
<tr>
<td>Men's Tennis</td>
<td>4.2%</td>
<td>95.8%</td>
</tr>
<tr>
<td>Women's Tennis</td>
<td>5.5%</td>
<td>94.5%</td>
</tr>
<tr>
<td>MLS</td>
<td>13.9%</td>
<td>86.1%</td>
</tr>
</tbody>
</table>

*Active In Any Of 104 Different Sports Or Activities

Source: Physical Activity Council, 40,000 Americans
Will These Inactivity Trends Continue?
The Ramifications On Revenues
Research States It Will Continue

‘Designed to Move’ - The Future Global Outlook

**Total Decline In Physical Activity (MET Hours Per Week)**
What Will People Spend Their $'s On?

% Spending

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports/Recreation Footwear</td>
<td></td>
<td></td>
<td></td>
<td>54.0%</td>
</tr>
<tr>
<td>Sports/Recreation Clothing</td>
<td></td>
<td></td>
<td></td>
<td>51.4%</td>
</tr>
<tr>
<td>Sports/Recreation Equipment</td>
<td></td>
<td></td>
<td>43.0%</td>
<td></td>
</tr>
<tr>
<td>Outdoor Recreation Activities</td>
<td></td>
<td></td>
<td>41.1%</td>
<td></td>
</tr>
<tr>
<td>On Gym Membership/Fees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel To Take Part In Sports And Recreation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Sports Outside School (Rec Sports)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lessons/Instruction/Sports Camps</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual Sports Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Sports At School</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter Sports</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Trending UP: Outdoor Recreation Activities, On Gym Membership/Fees, Travel To Take Part In Sports And Recreation

Trending Down: Sports/Recreation Footwear, Sports/Recreation Clothing, Sports/Recreation Equipment, Team Sports At School
Do Active Americans Spend More $’s Than Inactives?

Yes. Dramatically More - 2 To 3 Times More!

Source: Physical Activity Council, 40,000 Americans
Do Active Americans Spend More $’s Than Inactives?

IN REAL $’s – IT PAYS TO CREATE GET AMERICA ACTIVE

**ACTIVE**
Person Average Spend Per Year
$900

**INACTIVE**
Person Average Spend Per Year
$200

+$700

Source: Physical Activity Council, 40,000 Americans
The Industry Will Lose $20 Billion In Revenue Through 2020

The % Of Americans Participating Is Getting Smaller

<table>
<thead>
<tr>
<th>Year</th>
<th>Fewer Participants</th>
<th>Loss Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>73.8%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>71.7%</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>69.6%</td>
<td></td>
</tr>
</tbody>
</table>

$20 Billion Loss In Sports & Fitness Revenue Between 2014 & 2020 Due To Declining Participation Rates

Source: Physical Activity Council, 40,000 Americans
What Caused The Inactivity Pandemic?

The Reasons – The ‘Roots’ of Inactivity
The ‘Roots’ of Inactivity – Major Causes

1. We’ve Engineered Activity Out Of Our Lives
   • Life is Easier...Not Better Or Healthy
   • 36% used bicycles for transportation in 1949, 2% Today

2. Physical Education Has Been Taken Out Of Our Schools – Probably the #1 Factor
   • ‘No Child Left Behind’; Academics focused
   • Not promoting the real value of physical activity & sport – body, mind, sprit

3. The Electronics Industry Has ‘Captured’ Our Children
   • 24% of Kids Online Constantly (Fun Factor of Sport vs. Technology)
   • Moving fingers vs. moving your body

4. ‘Hyper-Parenting’ – Taking The Fun Out of Sport
   • ‘Helicopter Parents’ - Building resumes versus fun

5. Sports Have Become ‘Too Serious’ & Specialized – Not Fun For Average Participants
   • 26% of parents hope their child will become a professional athlete (RWJF)

PHIT America Focus Or Program
The ‘Roots’ of Inactivity – Major Causes

6. Increasing Cost To Play or Participate
   • ‘Pay To Play’, league play, equipment costs, etc.

7. Safe Environments, Especially in Inner Cities
   • Why school-based programs are so critical

8. We Are Not Promoting The Real Values of Activity & Sport
   • Body, Mind and Spirit

9. The Sports & Fitness Industry Is Complacent
   • Too Many ‘On The Sidelines’

10. The Focus Of Many Governing Bodies & Professional Leagues
    • Every Sport You See On TV Is Declining in Participation
    • Too focused on just fandom
PHIT America Solutions To Fight Inactivity

Our Intervention ‘Tool Kit’ To Get People Playing...Participating

Programs To Change Behaviors Of Americans, Especially Children

1. Jump-Start More Movement Through School-Based Programs
2. Help Parents Fight The ‘Electronics Challenge’
3. Reduce The Cost Of Physical Activity & Sport
4. Education Of The Values of Sport & Physical Activity
5. Push Everyone To Work Together – Join Our Alliance

A MOVEMENT FOR A FIT AND HEALTHY AMERICA
1. Jump-Start More Movement Through School-Based Programs
   Focusing On Children
While we want to help everyone to be active, fit and healthy, we are focused where we can make the biggest impact today and long term – Children

**Children – Improving Health for a Lifetime**

- Children’s bodies, minds and healthy habits are still being developed
- Children’s fitness and wellness habits last for a lifetime
- Children can be conditioned more easily than adults
- Children are willing – They want to learn – We can teach them
- Children will bring health and wellness into the total family

We Intervene Into the Lives Of Children Around The World Efficiently & Effectively
We Don’t Just Go After Kids
We Go To Kids Directly...Where The Kids Are

Our Intervention...Engaging Kids...Where The Kids Are

Today’s Kids Are Increasingly Sedentary & Not Really Together

Our Grassroots Programs Are...‘Where Kids Are’, In Schools, Classrooms, Sport Programs, & Homes

A MOVEMENT TO BE ACTIVE, FIT, AND HEALTHY!
1. Jump-Start More Movement Through School-Based Programs

GO! Grants Support Needy School-Based Program

- New for 2015, launched with the Sports & Fitness Industry Association
- 20 companies from the sport & fitness industry are fueling GO! Grants
- Giving out 156 GO! Grants across the USA – Up to $5,000 per grant
- Programs supported are either pre, post or during the school day
- Managed and implemented by 3 year partner, KIDS in the GAME
  - Vetting, implementing, monitoring and getting results & Sponsor visibility
- Sponsors get local visibility in the programs
- ROI GOAL: < $40 per child to introduce a child to a life of activity and better health

Engaging Kids In Programs...Where The Kids Are...In Schools

Great News:
- 50,000 Children
- Cost <$10 Per Child
- We Are Adding Customers To the Sports & Fitness Industry

- Become A Sponsor
- Get More Kids Active
- Brand Exposure
- Invest In Your Future
Initial Sponsors of our GO! Grants – Who KIND Will Be Associated With
1. Jump-Start More Movement Through School-Based Programs

FREE BASIC EDITION
“In Support of PHIT America”

Quick Bouts of Physical Activity For A Stronger Body & Mind

• Fun 3-5 Minute Exercises Videos – Can be used independently or grouped for longer workouts
• Proprietary, cutting edge technology using ‘state of the art’ graphics that kids love
• Designed for Today’s Environment – Video streamed into school classrooms, PE classes, & homes
• Open Source Platform - Local versions for local needs...for anyplace in the World!
• Low cost per child - Great ROI - $5 or less per child per yearly subscription
• Passionate, driven, and talented Founder & CEO and Staff
• In 50 states & 50+ Countries engaging 3 million children in the best programs around the World
1. Jump-Start More Movement Through School-Based Programs

PEP - Physical Education Program

US Grants Provided for School-Based Physical Activity Programs

- Almost $1 billion in grants for curriculum, equipment, training, etc.
- Large grants for school districts
- Jumpstart more movement in school physical education programs
- No $’s for PEP Appropriations for 2016 – First time in over 10 years
- We are still working on the House (Appropriations)
- New legislation, ESEA (Every Child Achieves Act), provides PE Funding through 2021
  - Senate Committee unanimous support; We need to push the House
- It is critical everyone contact their Members of Congress now

Engaging Kids In Programs...Where The Kids Are...In Schools

- Become A Sponsor
- Attend SFIA National Health through Fitness Day
- Advocate Online NOW!
CONTACT CONGRESS NOW – BEFORE SEPT 30

ADVOCATE

Pass The PHIT Act and Sustain The PEP Program

The PHIT Act and PEP Program are two vital pieces of US Legislation which will help create a more active, fit and healthy America. We need to reduce and prevent health care costs by having a more fit and healthy society.

The PHIT Act, HR1218, when passed, will give Americans an incentive to exercise, get fit and stay healthy by using pre-tax medical accounts to reduce the cost of being physically active. The PEP Program helps rebuild and support physical education programs throughout the USA. Grants are given directly from the U.S. Department of Education to local schools and community based programs. PEP is the only money in the entire Department of Education's budget for physical education.

Let's save PEP and pass PHIT for a more fit and healthy America. Send your letter of support to your Members of Congress now!

In order to address your message to the appropriate recipient, we need to identify where you are. Please [look up](#) and use your full nine-digit zip for the best results.

Please enter your zip/postal code: [Submit](#)

Click [here](#) to advocate for the PHIT Act only.

Click [here](#) to advocate for the PEP Program only.
2. Help Parents Fight The ‘Electronics Challenge’
Digital Insanity
The Issue – Electronics Controlling Our Lives and PLAYTIME

Before Smartphones & Social Networks

How We Knew Who Our Friends Were

How Kids Play Outside Now
2. Help Parents Fight The ‘Electronics Challenge’

**Parents DISCONNECT Their Children From Electronic Devices & Apps**
- Totally block certain times (i.e. 4-6PM)
- Set ‘Activity Levels’ or steps per day for their child
- Monitor their children’s electronics time
- Basic phone functions still work

**Children RECONNECT with Fun, Active, Healthy Living (PLAY)**
- Activity Meter is included
- Must hit activity levels to unlock their phones
- Parents receive weekly PLAYTIME ideas from PHIT America
- Monthly ‘Healthy Eating Tips’ To Parents
- Parents receive discount coupons from PHIT America Sponsors

**New FREE App**
Use on iOS & Android

**PHITPact PLAYTIME**
App Designed With OurPact, A Leader In Family Solutions

**Will Be Promoted Via Our Documentary, Sponsors, PR, etc.**

https://www.youtube.com/watch?v=HUgv5MDF0cQ
2. Help Parents Fight The ‘Electronics Challenge’

SIGN A PLEDGE TO FIGHT DIGITAL INSANITY – GET KIDS MOVING AGAIN!

PHITAmerica.org/PLEDGE

Commitment To Reduce 'E-Time' - Increase Physical Activity - Promote Healthy Living

I pledge these three simple common sense approaches to fight ‘digital insanity while promoting active, healthy lifestyles’:

1. Limit the use of digital devices and 'e-time', especially for children.
2. Make sure children are exposed to and participate in PLAY or physical activities every day and are not addicted to a life dominated by 'e-time'.
3. Encourage friends to join the pledge against 'digital insanity' to promote active, healthy living.

Note: Examples and research showing the how 'e-time' is affecting America, especially our children, are below. By pledge, you will be added to the PHIT America Fan Club which has no financial obligation. You will receive periodic updates and News Articles from PHIT America. You can opt out at any time.
3. Reduce The Cost Of Physical Activity & Sport
3. Reduce The Cost Of Physical Activity & Sport

PHIT Act – Personal Health Investment Today

New Legislation Creates An Incentive To Be Active and Fit

• Another cooperative program working with the SFIA, Sports & Fitness Industry Association
• Allows Americans to use pre-tax medical accounts for physical activity expenses:
  • Sporting Goods & Fitness Equipment
  • Health & Fitness Club Memberships
  • Tournament & Race Entry Fees
  • Sport League Registration Fees
  • Tennis Lessons, Greens Fees, etc.
  • Sport and Fitness Instruction
  • ‘Pay to Play’ fees
• Bi-partisan support – 17D / 15R co-sponsors in 2015 – “Ahead of schedule”
• Hired a top level lobby firm, PR Firm (BBDO), PHIT Act Coalition, etc.
• 100 million Americans will have pre-tax medical accounts by 2020
• SFIA & PHIT America Commitment – “Pass the PHIT Act by 2016”
• We need support from everyone – Advocate today!

The PHIT Act Will Help America Get Fit And Lower Healthcare Costs!

[ SFIA Increase Participation Plan]

• Become A Sponsor
• Attend SFIA National Health through Fitness Day
• Advocate Online
HELP US PASS THE PHIT ACT!

ADVOCATE

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Click here to advocate for the PHIT Act only.

Click here to advocate for the PEP Program only.
4. Education Of The Values of Sport & Physical Activity
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PHIT America News Articles, Website, Social Media, PR, Etc.

- Our dedicated staff is pushing our pro-activity message to America 24-7
4. Education Of The Values of Sport & Physical Activity

AMERICA’S 15 FASTEST GROWING SPORTS
Big Picture Trends May Show How
SILVER SPRING, MD — April 7, 2015 — There are a number of them, PHIT America searches when PHIT America Founder Jim Baugh saw working with children to look at this video. It is The key to quality of life in the U.S. can be found in the recent TED Talk by Peter C. Gray, beginning right now. For children, it’s a necessary the worst words for kids,” says Gray.

Gray is not advocating that people start doing in the right direction. Instead, he shared a nurse about our children need, whether it’s in parks, in the

TOP PERCENTAGE % GROWTH

<table>
<thead>
<tr>
<th>Activity or Sport</th>
<th>Care*</th>
</tr>
</thead>
<tbody>
<tr>
<td>MMA for Competition</td>
<td>257,600</td>
</tr>
<tr>
<td>Off-Road Triathlons</td>
<td>922,000</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>1,022,000</td>
</tr>
<tr>
<td>Traditional Triathlons</td>
<td>1,439,000</td>
</tr>
<tr>
<td>Rugby</td>
<td>440,000</td>
</tr>
<tr>
<td>Archery</td>
<td>1,340,000</td>
</tr>
<tr>
<td>Field Hockey</td>
<td>764,000</td>
</tr>
<tr>
<td>Roller Hockey</td>
<td>551,000</td>
</tr>
<tr>
<td>Running For Competition</td>
<td>204,000</td>
</tr>
<tr>
<td>High Impact Aerobics</td>
<td>5,504,000</td>
</tr>
<tr>
<td>BMX Cycling</td>
<td>1,145,000</td>
</tr>
<tr>
<td>Swimming for Fitness</td>
<td>8,815,000</td>
</tr>
<tr>
<td>Mountain Biking</td>
<td>4,335,000</td>
</tr>
<tr>
<td>Boardwalking/Windsurfing</td>
<td>285,000</td>
</tr>
</tbody>
</table>

*Care: Multiple races per year - Author

EDUCATIONAL NEWS ARTICLES
Copy, Paste, Personalize, Post

THE POWER OF ‘PLAY’ - IT'S NOT JUST FOR KIDS
If You Care About Kids, Everyone Should Care
SILVER SPRING, MD — April 7, 2015 — There are a number of them, PHIT America searches when PHIT America Founder Jim Baugh saw working with children to look at this video. It is The key to quality of life in the U.S. can be found in the recent TED Talk by Peter C. Gray, beginning right now. For children, it’s a necessary the worst words for kids,” says Gray.

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WANT A $2000 TAX-FREE INCENTIVE TO GET ACTIVE?
You Can Make This Happen!
SILVER SPRING, MD — February 17, 2015 — If you are searching for some financial relief from the soaring costs of keeping your child busy playing sports, ask Congress to pass the PHIT (Personal Health Investment Today) Act — today!

A recent story in the New York Times indicated the large amount of money that parents are currently paying to keep their children busy playing sports, often on ‘travel/all-star’ teams, in pursuit of college athletic scholarships.

In layman’s terms, the PHIT Act is pending Congressional legislation that would allow consumers to use their pre-tax medical accounts to get reimbursed for physical activity expenses that complement a healthy lifestyle, such as health club dues, sports league registration fees, entry fees for road races, pay-to-play school sports fees, personal trainer costs, and many sport-specific equipment purchases.

“The best way to address our health care crisis is to improve health through physical activity and sports,” says Dr. Steven Blair, professor of the departments of exercise science and epidemiology/biostatistics at the Arnold School of Public Health at the University of South Carolina. “There are many life-long physical activities that will make a difference in the health of Americans and the PHIT Act will encourage increased participation in sports.”

The cost to get children active or stay active has grown through the years. In the New York Times article, Travis Dorsch, who is now an assistant professor at Utah State University, said that spending on sports has grown so high — up to 10.3 percent of gross income in his research — that it is hurting family harmony, “A family bringing in $50,000 a year could be spending $5,500,” he said.
4. Education Of The Values of Sport & Physical Activity

Educational Website – Eye Opening Research For The Average American

- Become A Sponsor
- Push Out Our Articles
- Use Our Content
- Education America!
4. Education Of The Values of Sport & Physical Activity

New PHIT America Documentary
• Coming in the fall of 2015
• A 30-minute video on the ‘Inactivity Pandemic’, its ramifications, the benefits of physical activity and PE and our PHIT America solutions
  • Target – Moms, Dads, Grandparents
  • We will hear from medical and educational experts
  • Real life success stories – kid getting active & healthy
  • Benefits of physical education
  • Parental engagement
  • PHITPact App - Disconnect – Reconnect
  • Donate and support PHIT America
• Other video segments (15 minutes, 3 minutes, etc.) will be available as well

Educating Parents & Kids

• Push Out Our Documentary
• Big Sponsor ‘Presented By…’
• Post On Your Website
What You Can Do
To Fight The Inactivity Pandemic & Increase Participation
The ‘Roots’ of Inactivity – Major Causes

1. We’ve Engineered Activity Out Of Our Lives – Life is Easier...Not Better Or Healthy
2. Physical Education Has Been Taken Out Of Our Schools – Probably the #1 Factor
3. The Electronics Industry Has ‘Captured’ Our Children – 24% of Kids Online Constantly (Fun Factor of Sport vs. Technology)
4. ‘Hyper-Parenting’ – Taking The Fun Out of Sport
5. Sports Have Become ‘Too Serious’ & Specialized – Not Fun For Average Participants
6. Increasing Cost To Play or Participate – ‘Pay To Play’, league play, equipment costs, etc.
7. Safe Environments, Especially in Inner Cities
8. We Are Not Promoting The Real Values of Activity & Sport – Body, Mind and Spirit
10. The Focus Of Many Governing Bodies & Professional Leagues - Every Sport You See On TV Is Declining in Participation

PHIT America Focus Or Program
What Everyone Can Do To Fight The Inactivity Pandemic

1. Download this presentation and present it to your team
2. Study the ‘Roots’ of Inactivity list, and come up with your own plan to get more people, especially children, more active and participating in sports or fitness activities
   • Ask, “What Can We Do?”
3. Promote ‘physical activity’ and sport as part of your company mission statement
   • Not just sell or products, promote the benefits of physical activity constantly
4. Have a featured section on your website promoting “Why Physical Activity and Sport Is The Miracle Drug” - Use content from PHITAmerica.org
5. Have every employee ‘live, breath, and preach’ the benefits of sport & physical activity
6. Promote local sporting events constantly – get more people playing and not just buying
   • Especially for the new or beginning participant
7. Work with competitors in your area to grow a particular sport or activity
   • If you ‘grow the pie’, everyone wins
   • Working together is the only way we will beat this trend
5. Push Everyone To Work Together

Join Our Alliance
Our Solutions To Improve Health – Fight Inactivity

Programs To Get America Active, Fit & Healthy

1. Jump-Start More Movement Through School-Based Programs
   • On The GO! Programs, Sustain the PEP Program, Brain Breaks
2. Help Parents Fight The ‘Electronics Challenge’
   • New PHITPact PLAYTIME App
3. Reduce The Cost Of Physical Activity & Sport
   • Pass The PHIT Act
4. Education Of The Values of Sport & Physical Activity
   • Website, Articles, Social Media, Documentary
5. Push Everyone To Work Together – Join Our Alliance
   • A Way For Everyone To Contribute and Help

We Have A Great Intervention Tool Kit
5. Join Our Alliance!

We are giving companies of all sizes a way to join our Alliance

- We have 6 ways for individuals to join our Alliance as well
- Over 100 companies are on our team now
- Major sponsors can expose their brands through our programs
  - GO TO JoinPHITAmerica.org or email – Jim@PHITAmerica.org

$3,000
Roger Goodell Joins Speaker Lineup for 2015 SFIA Industry Leaders Summit

NFL Commissioner Roger Goodell has joined the speaker lineup for the 2015 SFIA Industry Leaders Summit (ILS), to be held Sept. 9-10 in New Orleans. Goodell will be part of a dynamic panel addressing the challenges facing youth sports participation.

http://teamsconference.com/
Thank You To All of Our Speakers & Participants

Questions Can Be Submitted to the GoToWebinar Toolbar

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MARK YOUR CALENDARS

SFIA Research Webinar
2015 U.S. Trends in Team Sports Findings
August 20, 2015
Click here to register

2015 Industry Leaders Summit
September 9-10, 2015 • New Orleans, LA
www.sfia.org/ils

2016 Consumer Electronic Show (CES)
Sports Tech Conference & Marketplace
January 6-9, 2016 • Las Vegas, NV
www.cesweb.org

2016 Litigation & Risk Management Summit
February 1-2, 2016 • New Orleans, LA
www.sfia.org/lrms

2016 National Health Through Fitness Day
March 8-9, 2016 • Washington, DC
www.sfia.org/nhtf