



**SFIA**<sup>SM</sup>

# NATIONAL HEALTH THROUGH FITNESS DAY

**March 10-11, 2020**  
**Washington, DC**



#PASSPHIT  
#PHITDAY20

**PROMOTING  
ACTIVE  
LIFESTYLES  
FOR A HEALTHY  
AMERICA**



# The American College of Sports Medicine: Since 1954, Improving Health through Science, Education and Medicine



From lab bench to clinical practice, ACSM provides the evidence base that guides professionals in many disciplines, working to improve health by encouraging a more active America.

The college is proud to partner with SFIA on National Health Through Fitness Day.

The ACSM portfolio includes signature programs and partnerships:

- Exercise is Medicine® global health initiative
- ACSM American Fitness Index®
- National Physical Activity Plan Alliance

**Contact: Monte Ward**  
**Vice President of Government Relations**  
**(202) 236-9079**  
**[mward@acsm.org](mailto:mward@acsm.org)**

[www.acsm.org](http://www.acsm.org)



**AMERICAN COLLEGE  
of SPORTS MEDICINE®**  
LEADING THE WAY



## THANK YOU FOR JOINING US

Thank you for joining us for the 21<sup>st</sup> annual National Health Through Fitness (NHTF) Day. Over the years, we have made great progress on increasing activity in America. We started by securing over \$1 billion in federal P.E. funding for our nation’s schools, and when they moved P.E. funding to the states, we pivoted to expanding pre-tax medical accounts to cover activity expenses, as a way to help lower the cost of active lifestyles. We are now on the verge of passing the Personal Health Investment Today (PHIT) Act! Close to 300 current members of Congress have supported PHIT, and it is truly bipartisan. We will use NHTF Day to carry this momentum into 2020 and push PHIT across the finish line. We would not be in the position we are today without your support, thank you. Let’s finish the job and get more Americans moving.

### #PassPHIT

Today offers volunteers, celebrity athletes, sponsors and supporters the unique opportunity to meet in-person with Congress to show support for two

important initiatives that will increase physical activity for Americans:

- Personal Health Investment Today (PHIT) Act
- Physical Activities Recommendations (PAR) for Americans Act

To help you clearly articulate the significance of these initiatives during your congressional meetings, we’ve compiled compelling and thorough research, as well as talking points. Effective communication of our physical activity message to Congress doesn’t have to be difficult; by following these guidelines, you can effectively promote our solutions to the inactivity crisis. Your presence on Capitol Hill is key to our success today, but your continued engagement with your representatives will go a long way in winning additional congressional support for PHIT and PAR.

SFIA hopes you will engage with us throughout the year, to ensure the PHIT Act passes, encouraging more active lifestyles for all Americans!

## WHAT TO EXPECT – MARCH 11:

It’s hard to dispute breakfast as being the most important meal of the day. We would be remiss if we sent you off to Capitol Hill on an empty stomach. Join us for the Breakfast Briefing at the **Hilton Washington DC National Mall Hotel**, beginning promptly at 7:00 a.m. in the Gallery Ballroom, located on the Second Floor. Each participant will be assigned to a table, often with their group for the day, and provided with a personalized packet of information, including their meeting schedules. As you review this information, please note the highlights for PHIT & PAR and identify the key points that will help you convey your message to Congress.

## The packet’s contents will include:

- Schedule of meetings with congressional offices
- Meeting Brief highlighting key public policy positions and backgrounds for each member of Congress you will meet
- Factual “Leave Behind” information on PHIT, the inactivity crisis & PAR to give to each office
- Blank Meeting Reports that are to be submitted back to SFIA (*An online submission option is also available.*)
- Finally, don’t forget to share the day with your followers on social media. Please use **#PassPHIT & #PHITDay20** in all your posts throughout the day!

## SPECIAL THANKS

SFIA would like to recognize the contribution of ACSM, our partner for the 2020 SFIA National Health Through Fitness Day. Their involvement is vital in getting members of Congress to focus on our initiatives and ensures the success of the event. SFIA would also like to thank all attendees for your continued support and efforts. Thank you!





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## ABOUT SFIA

The Sports & Fitness Industry Association (SFIA) is the trade association for companies who manufacture, market, design and sell products for the sports, fitness and active lifestyle marketplace. Today, SFIA represents over 1,000 brands in the sports and fitness industry, with a mission to “Promote Fitness Participation and Industry Vitality.”

## SFIA provides benefits for their members in four core areas

- **Thought Leadership** – Delivering Exceptional Education & Strengthening Industry Community
- **Industry & Public Affairs** – The Sports & Fitness Industry’s Voice on Capitol Hill & in the Media
- **Research** – Providing Information & Insight to Drive Decision Making
- **Member Services** – Providing a Robust Menu of Member Resources

For more information on becoming an SFIA member, visit [www.sfia.org](http://www.sfia.org)

SFIA was founded in 1906 to “meet the needs of the industry.” While the marketplace has changed in the past 110 years, SFIA’s goal of serving our members has not. Over the past several years, SFIA has helped our members address challenges around new product safety laws, provided best-in-class research to help members make informed business decisions, formed councils to address industry-specific challenges, promoted public policies to improve the business environment for our members, created the SFIA Industry Leaders Summit and so much more.



### A leading engineering and scientific consulting firm providing solutions to complex technical challenges. We assist clients with:

- Product and process innovation
- Research and development
- Materials development and evaluation
- Biomechanics and human performance
- User research and human factors
- Product performance
- Manufacturing process and audits
- Regulatory compliance
- Risk assessment and quality control
- Environmental and sustainability analysis
- Failure analysis, product recall and intellectual property litigation support



For more information contact:

**Kim B. Blair, Ph.D.** Senior Manager | (781) 266-6375 | [kblair@exponent.com](mailto:kblair@exponent.com)  
**Scott McLean, Ph.D.** Senior Manager | (248) 324-9119 | [smclean@exponent.com](mailto:smclean@exponent.com)  
**Elizabeth Rapp van Roden, Ph.D.** Senior Scientist | (215) 594-8877 | [erappvanroden@exponent.com](mailto:erappvanroden@exponent.com)

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OpSec's brand protection solutions fuse the physical and digital in ways go beyond authentication and anti-counterfeiting to provide end-to-end visibility into the supply chain from conception to consumer.

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# NO MATTER YOUR RACKET, WE'VE GOT YOU COVERED

**BASEBALL, FOOTBALL, GYMNASTICS,  
FENCING, AND YES, EVEN TENNIS.**

No matter your racket, as a sports and fitness manufacturer your products can cause you severe headaches. Because in today's litigious society your next liability claim may be just an injury away.

## SO WHAT'S THE ANSWER?



Official Insurance Carrier to the Sports and Fitness Industry Association (SFIA)

## FIRST TO LAUNCH TO THE SFIA

With four generations of insurance experience in the athletic world, our management has developed an insurance program dedicated to serving the hard-to-cover and difficult-to-place exposures of sporting goods manufacturers. Coverages like products liability and exposures such as CTE.

We are devoted to sports and fitness. So, all aspects of our business from underwriting to claims are dedicated to you winning the game.

## CONTACT

John Higdon: (314) 455-6338  
jhigdon@goldenstarins.com  
today to see how we can make a difference for your business.



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**Matthew Tingler**  
+1-312-609-4470  
mtingler@rwbaird.com

**Joe Pellegrini**  
+1-704-553-6612  
jpellegrini@rwbaird.com

**Andy Martin**  
+1-704-553-6615  
amartin@rwbaird.com

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# Fourth and Goal!

Ten clicks on the clock. You need to score now! Your corporate reputation and supply chain integrity are on the line. What play do you call? You call SURYS.

SURYS delivers **BIG** wins for global brand owners in the world's most demanding security markets. And we are innovators, with our new **Optokey™** smart label that combines multi-level optical and digital security features that give you true brand protection three ways:

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- Product I.D. with Track & Trace Functionalities
- Consumer Activation

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For more information call  
Alex Lewis 803-230-5114.

# SURYS

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## SFIA CORPORATE PARTNERS

SFIA would like to recognize the following Corporate Partners for their commitment to serving the sports and fitness industry. We encourage you to engage with their representatives that are in attendance at National Health Through Fitness Day to learn more about their best-in-class products and services, and how they might benefit from your organization or client.

### Exponent



Exponent's multidisciplinary team of scientists, physicians, engineers and regulatory consultants will perform either in-depth scientific research and analysis, or very rapid-response evaluations, to provide Exponent's clients with the critical information that both day-to-day and strategic decisions can require. They provide independent third-party design reviews, product/process development support, as well as regulatory compliance, product recall and litigation support services.

### Goldenstar Specialty Insurance



Goldenstar Specialty Insurance offers novel solutions to its members such as captive insurance incubation, policy holder dividend programs, and a home for unique or hard to place risks. Goldenstar works with well-established brokers and clients of all sizes to define, design and deliver innovative insurance solutions to better quantify and manage product liability risk, allowing them to unlock new opportunities for revenue growth through their manufacturer dividend program.

### OpSec Security



For over 35 years, OpSec Security has been serving our customers in the fight against counterfeiting. Our experienced and entrepreneurial team is committed to the continuous advancement of our technology platforms enabling our customers to exceed their enhancement and protection needs. OpSec is fully committed from the executive management level to the shop floor in continuing to effectively and efficiently manage our clients' programs, ensuring that objectives are fully met. We ensure delivery of the most advanced technological solutions that will help defeat unauthorized threats while providing enhancements to the integrity of the brand – always keeping the end user in mind.

### Baird



Robert W. Baird is a leading global investment bank focused on the middle market. Approximately 250 investment banking professionals in the U.S., Europe and Asia provide corporations, entrepreneurs, private equity and venture capital firms with in-depth market knowledge and extensive experience in merger and acquisition debt advisory and equity financing transactions. With the changing landscape of the sports and fitness industry, Baird can provide SFIA members with access to a variety of best-in-class financial services and advice to meet their evolving needs.

### SURYS



SURYS is a market-leader in physical and digital security solutions for authentication, product protection and product identification. The company originally pioneered the use of optically variable devices in currency, passports and other high value documents overseas, and is now poised to command the North America brand protection market. SURYS is positioned to offer SFIA members the most innovative technologies and services available to ensure authentic products reach the hands of consumers.

To learn more about the SFIA Corporate Partner Program, please visit [www.sfia.org/cpp](http://www.sfia.org/cpp)



SFIA would like to thank the 2020 Friends of National Health Through Fitness Day. These leading member brands have highlighted their commitment to strengthening the industry through the development and delivery of events, such as this advocacy event. All contributions for the program were used to enhance the event functions and networking opportunities.

## CELEBRITY ATHLETE PROVIDERS

SFIA would like to offer special thanks to our celebrity athlete providers of the 2020 SFIA National Health through Fitness Day. SFIA wants to recognize each for their continued support and efforts.



## CONGRESSMAN KEVIN BRADY

### Breakfast Speaker



### ABOUT REP. BRADY:

Kevin is the lead Republican on the House Ways and Means Committee - - considered by many to be the most powerful committee in Congress with jurisdiction over taxes, health care, Social Security, Medicare, international trade and welfare.

While serving as Chairman, Kevin authored and helped pass the Tax Cuts and Jobs Act, which reformed the U.S. Tax Code for the first time in more than 30 years, leading to millions of jobs being created, record revenue to the U.S. Treasury, the lowest unemployment rate in almost 50 years and the highest wage growth in a decade.

A champion of free enterprise and American-made energy, Kevin's focus is creating jobs, reducing Washington spending and sunsetting obsolete federal agencies.

Kevin previously served as chairman of the influential Health Subcommittee for the House Ways and Means Committee. As chairman, he focused on ensuring a strong, free market in the nation's health care

industry and look for ways to increase the quality of health care, while keeping costs low.

And as the former Chairman and Vice Chairman of the Joint Economic Committee, Kevin is a GOP leader.

Until 2013, Kevin was the leader of the Trade Subcommittee and led the successful effort to pass new trade agreements with Panama, South Korea and Colombia - and he served as the White House point man on the successful passage of the Central American Free Trade Agreement. On the Social Security Subcommittee, Kevin fought to preserve this important program for future generations once and for all.

Prior to his election to Congress, Kevin worked as a chamber of commerce executive for 18 years and served six years in the Texas House of Representatives where he was named one of the Ten Best Legislators for Families & Children. In 1994 he was named one of Five Outstanding Young Texans.

In order to stay close to the people he represents, Kevin never moved to Washington. He lives in Montgomery County with his wife Cathy and his two sons Will (18) and Sean (15) - and has logged nearly two million miles commuting to Congress each week.



# SCHEDULE OF EVENTS

## Tuesday, March 10, 2020

**5:00 p.m. – 7:00 p.m.**

### **National Health Through Fitness Day Awards Reception**

**Location: Capitol Visitors Center (SVC 210 – 212)**

First Street NE, Washington, DC 20515  
Tel: 301.495.6321 (\*Prior to March 10<sup>th</sup> event)  
On-site Tel: 301.910.9958

**Transportation:** SFIA is providing shuttle transportation to and from the Hilton National Mall Hotel and the Capitol Visitors Center for all guests from 4:45 p.m. – 7:30 p.m.

## Wednesday, March 11, 2020

**7:00 a.m. – 8:30 a.m.**

### **National Health Through Fitness Day Breakfast Briefing**

**Location: Hilton Washington DC National Mall Hotel**

**Room: Gallery Ballroom, Second Floor**  
480 L'Enfant Plaza, SW Washington DC, 20024  
General Phone: 202.484.1000

*Individual meeting schedules will be distributed at 7:00 a.m. during the Breakfast Briefing*

**Transportation:** SFIA is providing shuttle transportation to Capitol Hill for all participants after the Breakfast Briefing at the Hilton National Mall Hotel.

**9:00 a.m. – Group Photo**

**Location: Garfield Circle (West Front of U.S. Capitol)**

**9:30 a.m. – 4:30 p.m. – Meetings with Congress**

**Locations: Capitol House Office Building**

#### **House Office Buildings**

**Cannon Office (CHOB)**  
1<sup>st</sup> St. & Independence Ave. SE

**Longworth Office (LHOB)**  
Independence Ave. & New Jersey Ave. SE

**Rayburn Office (RHOB)**  
Independence Ave. & S Capitol St. SE

#### **Senate Office Buildings**

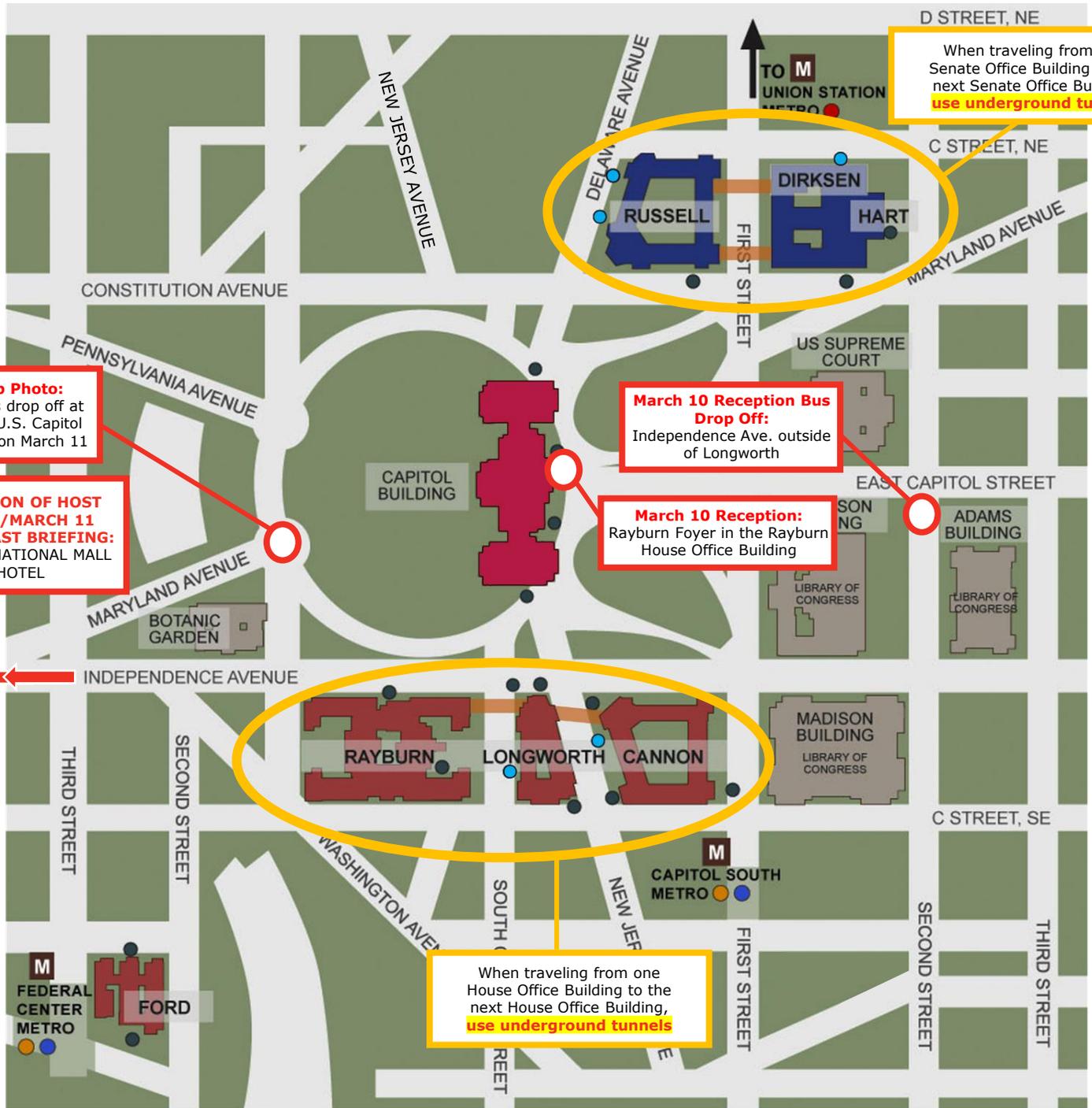
**Dirksen Office (DSOB)**  
1<sup>st</sup> St. & Constitution Ave. NE

**Hart Office (HSOB)**  
2<sup>nd</sup> St. & Constitution Ave. NE

**Russell Office (RSOB)**  
New Jersey Ave. & Constitution Ave. NE



# MAP OF CAPITOL HILL



- House office building (Rayburn, Longworth, Cannon, Ford)
- Senate office building (Russell, Dirksen, Hart)
- Building entrances
- Building entrances only open after 10 am for visitors
- Underground Tunnels
- M** Metro station
- Red line
- Blue line
- Orange line



# GETTING AROUND CAPITOL HILL

The three House Office buildings are connected by underground tunnels. Similarly, the three Senate Office buildings are connected by underground tunnels. You are encouraged to use these tunnels to go between meetings to avoid having to go through security again. **Please note that in order to walk from the House buildings to the Senate buildings, or vice versa, you must walk outside.** You cannot use the Capitol Building’s underground tunnels, unless accompanied by a Member of Congress or congressional staff.

<p><b>House Office Buildings</b> For House offices, you can tell the building and floor by the room number.</p> <p><b>Cannon House Office Building (CHOB)</b></p> <ul style="list-style-type: none"> <li>Any three-digit room number.</li> <li>The first digit indicates the floor.</li> <li>Example: 327 CHOB is on the third floor of Cannon.</li> </ul> <p><b>Longworth House Office Buildings (LHOB)</b></p> <ul style="list-style-type: none"> <li>Four digit room numbers beginning with “1”</li> <li>The second digit indicates the floor.</li> <li>Basement room numbers begin with a “B”.</li> <li>Example: 1223 LHOB is on the second floor of Longworth.</li> </ul> <p><b>Rayburn House Office Building (RHOB)</b></p> <ul style="list-style-type: none"> <li>Four digit room numbers beginning with “2”</li> <li>The second digit indicates the floor.</li> <li>Basement room numbers begin with a “B”.</li> <li>Example: 2449 RHOB is on the fourth floor of Rayburn.</li> </ul>	<p><b>Electric Lights and Bells System:</b></p> <p>One Long Bell: <i>Short Quorum Call</i> Two Bells: <i>Votes</i> Three Bells: <i>15-min Quorum Calls</i> Four Bells: <i>Adjournment</i> Five Bells: <i>5-Min Votes</i> Six Bells: <i>Recess</i> Twelve Bells: <i>Warning</i></p> <p>Seventh Light: <i>House in Session</i></p>
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<p><b>Senate Office Buildings</b> For Senate offices, you will need to know the building as well as the room number. In all buildings, the first digit indicates the floor.</p> <p><b>Dirksen Senate Office Building (DSOB)</b></p> <ul style="list-style-type: none"> <li>Three digit room numbers preceded by “SD”.</li> <li>Example: SD 145 is on the first floor of Dirksen.</li> </ul> <p><b>Hart Senate Office Building (HSOB)</b></p> <ul style="list-style-type: none"> <li>Three digit room numbers preceded by “SH”.</li> <li>Example: SH 320 is on the third floor of Hart.</li> </ul> <p><b>Russell Senate Office Building (RSOB)</b></p> <ul style="list-style-type: none"> <li>Three digit room numbers preceded by “SR”.</li> <li>Example: SR 216 is on the second floor of Russell.</li> </ul>	<p><b>Electric Lights and Bells System:</b></p> <p><b>Pre-session signals:</b> One long ring at hour of convening. One red light to remain lighted at all times while Senate is in actual session.</p> <p><b>Session Signals:</b> One ring: <i>Yeas and nays.</i> Two rings: <i>Quorum call.</i> Three rings: <i>Call of absentees.</i> Four rings: <i>Adjournment or recess. End of daily session.</i> Five rings: <i>7 ½ minutes remaining on yea and nay vote.</i> Six rings: <i>Morning business concluded. (Six rings with corresponding lights. Lights cut off immediately.)</i></p> <p><i>Recess during daily session. (Six rings with corresponding lights. Lights stay on during period of recess.)</i></p>
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TRAVEL TIME (MINS)	CAP	DSOB	HSOB	RSOB	CHOB	LHOB	RHOB
<b>CAP</b>		45	45	45	45	45	45
<b>DSOB</b>	45		15	15	60	60	60
<b>HSOB</b>	45	15		30	60	60	60
<b>RSOB</b>	45	15	30		60	60	60
<b>CHOB</b>	45	60	60	60		15	30
<b>LHOB</b>	45	60	60	60	15		15
<b>RHOB</b>	45	60	60	60	30	15	



# Tips for a Successful Visit with Your Representative or Senator

- **Review talking points** and Meeting Brief prior to meeting to determine his/her position.
- **Turn off** or silence cell phones.
- **Collect** business cards.
- **Complete report** from group meeting & submit to SFIA.  
Link here: <https://www.sfia.org/survey/?id=429> or fill out a hard copy in your folder.
- **Smile and have fun!** You are here to promote a physically active lifestyle.

## Protocol

- Be prompt and patient. Wednesday is the busiest day for hearings, caucus meetings, etc. Keep in mind that their schedule is fluid, and the meeting may change.
- If anything changes, be flexible. If you meet with the member's staff, understand they may know more specifics about the issue. Respect a staff-only meeting in the same manner. Members juggle many issues and rely on staff for guidance.

## Open

- Let Representative/Senator interact with athlete to start (if applicable).
- Designate member of your group to open meeting to discuss issues.
- If meeting with your own congressman, take the lead!
- Have everyone in the group introduce themselves at the start of the meeting.
- If you're representing your company, give a brief introduction of your business and the position you serve, including:
  - **Revenues** – Congress translates this into taxes and local economy.
  - **Number of Employees** – Congress translates this into votes and jobs.

## Be Direct and Identify Your Primary Interest

- Request support for the PHIT Act to help families with activity costs. Active lifestyles are not free anymore.
- Ask member to cosponsor and promote PAR.
- Be sure to give staff "Leave Behind" materials while discussing the issues (distributed March 11<sup>th</sup>).
- Stay on topic. Time can be very limited, so highlight the most important points early.
- Use highlighted Talking Points.
- Point out key sections in the "Leave Behind" documents. Refer to page 16.

## Be Local!

- Members of Congress want to represent the best interests of their district or state. Whenever possible, demonstrate the connection between what you are requesting and the interests of the people back home.
- Connect with congress on local landmarks, schools, events, mutual friends, etc.

## Close

- Thank them for their time and support.
- Ask them to further their support of healthy, active lifestyles by becoming a cosponsor of the PHIT Act, if they are not one already.
- Ask for support of the Physical Activities Recommendations for Americans Act.
- Ask if there is any follow-up we can provide.
- Invite Representative or Senator to visit your facilities/stores whenever possible.

## After the Meeting

- Submit all Meeting Summary Reports using link below or email/fax to SFIA.
  - Email: [bsells@sfia.org](mailto:bsells@sfia.org)
  - Fax: 301.495.6322
  - Electronically:  
<https://www.sfia.org/survey/?id=429>

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in London  
and dads in Ohio.



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NATIONAL HEALTH  
THROUGH FITNESS DAY  
March 10-11, 2020 | Washington D.C.



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@EASTONFASTPITCH  
@EASTONSLWPITCH

 @EASTON\_BASEBALL  
@EASTONFASTPITCH  
@EASTONSLWPITCH

 @EASTONBASEBALL  
@EASTONFASTPITCH  
@SLWPITCHEASTON

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POWERFUL.  
LIFE-CHANGING.**

**IMPORTANT.**

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- ▶ AED Grants
- ▶ First Stick Program
- ▶ TryLax Clinics

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**USLACROSSE.ORG**

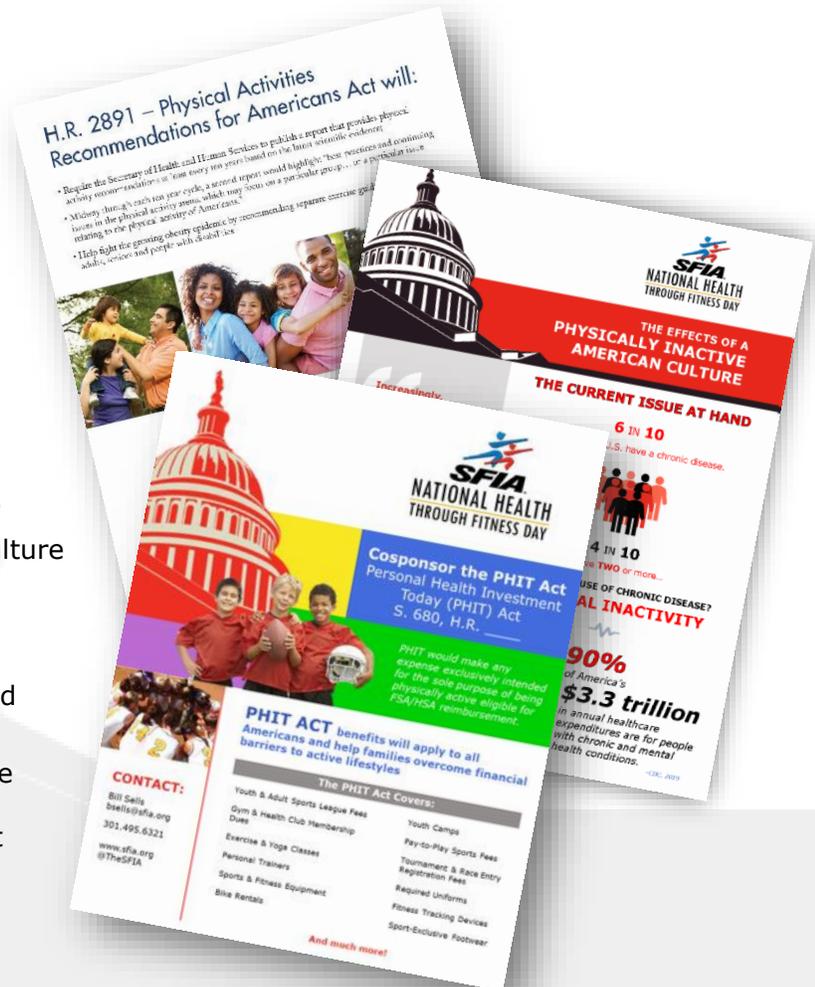




## Meeting Packet Overview

Each participant will be provided with a personalized packet of information that includes their schedule for the day, as well as:

- 1. A Meeting Brief** highlighting key public policy positions and background information on each member of Congress
- 2. "Leave Behind" documents** to give to each office
  - The Effects of a Physically Inactive American Culture
  - PHIT Act statistics & facts
  - PAR statistics & facts
- 3. Blank Meeting Reports** to be submitted or turned into SFIA
  - After each meeting, a designated member of the group needs to complete a meeting report for the group to inform SFIA how the meeting went and note whether or not SFIA must follow-up with the office



“On average, someone who meets the exercise guidelines pays **\$2,500** less in annual healthcare expenses related to heart disease than someone who did not exercise.”

*The American Heart Association, The Economic Burden of Physical Inactivity, 2016*

 #PASSPHIT  
#PHITDAY20



## SECTION I OBJECTIVES





# SFIA NATIONAL HEALTH THROUGH FITNESS DAY

## OBJECTIVE: PROMOTE ACTIVE LIFESTYLES FOR A HEALTHY AMERICA



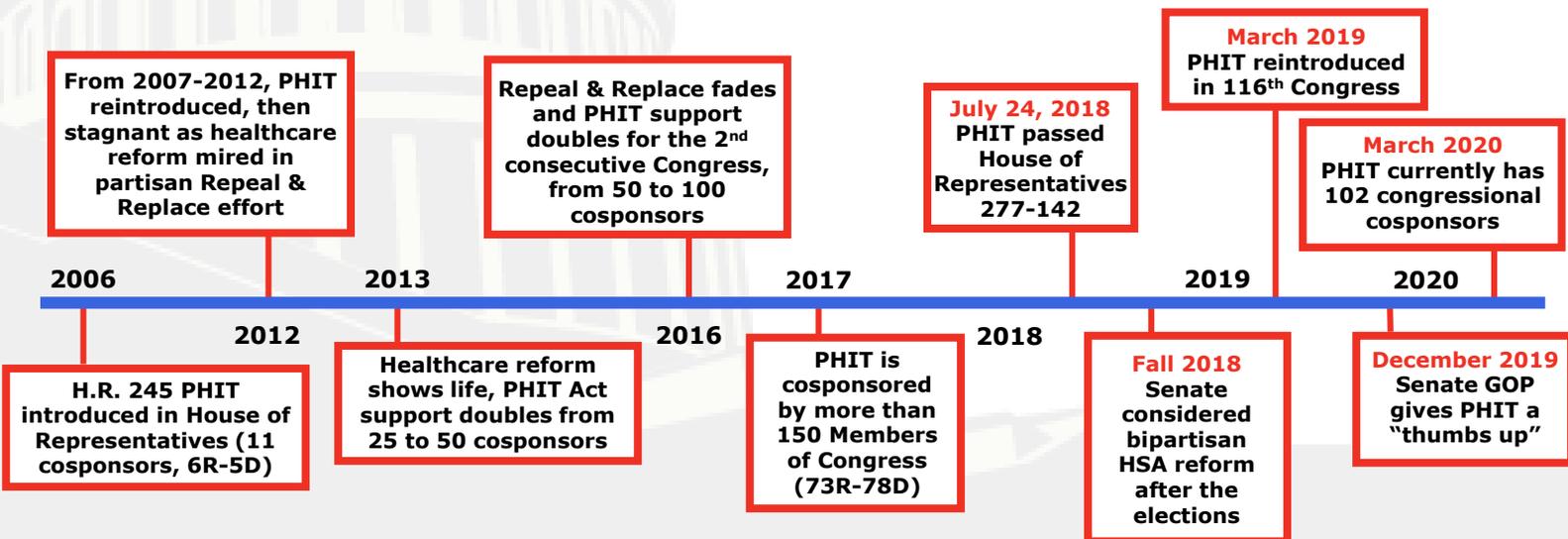
Since 2000, the Sports & Fitness Industry Association (SFIA) has held National Health Through Fitness Day to bring together celebrity athletes, sports & fitness industry leaders, medical professionals, youth organizations, physical education teachers and other advocates of physical activity to promote initiatives that will lead Americans to live healthier, more active lifestyles.

For the last 20 years, participants met with Congress to promote the best ways to reverse the inactivity & obesity trend, and improve health in our nation. Today, we will promote via two initiatives: **The Personal Health Investment Today (PHIT) Act** & the **Physical Activity Recommendations (PAR) for Americans Act**. For more information on these initiatives, refer to the Initiatives Section of this book.

### During your meetings with members of Congress, request that they...

- **Push for passage of the Personal Health Investment Today (PHIT) Act**, a bill to promote healthy behavior by modifying the IRS definition of medical expenses to include physical activity as a form of prevention.
- **Cosponsor the Physical Activity Recommendations (PAR) for Americans Act**, a bill to require the Secretary of Health and Human Services to publish a report that provides physical activity recommendations at least every 10 years based on the latest scientific evidence.

### PHIT Path to Passage



**CHANGE IS NEEDED TO ENCOURAGE MORE ACTIVE LIFESTYLES**



# THE PROBLEM: Inactivity & Increasing Healthcare Costs

## A SEDENTARY AMERICAN CULTURE

- The inactivity pandemic is a root cause of rising healthcare costs.
- Youth inactivity continues to be a major concern & its impact is far-reaching.

## COSTS ARE A BARRIER TO ACTIVE LIFESTYLES

The average cost for sports participation is \$693 per child.<sup>1</sup> Only 30% of lower-income families (those making less than \$60,000 per year) have a child playing school sports, compared to 51% among families earning more than \$60,000 per year.<sup>2</sup>

Cost (is) articulated consistently as the biggest barrier to physical activity participation.  
-BioMed Central (BMC), Public Health 2015

## ECONOMIC & HEALTHCARE IMPACT OF OBESITY

Treating obesity-related illnesses have a dramatic economic impact on our country.

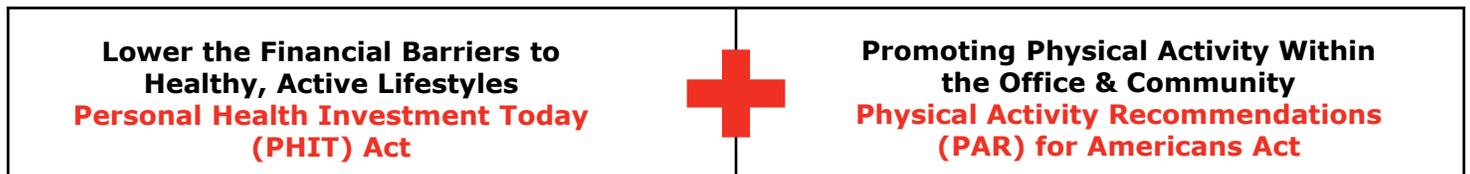
- It's estimated that maintaining the current physical activity levels among children 8-11 years old would result in \$1.1 trillion in medical costs and \$1.7 trillion in lost productivity over the course of their lifetimes.<sup>3</sup>
- Obesity-related costs account for \$150 billion of the nation's annual healthcare expenditures.<sup>6</sup>
- 90% of the \$3.3 trillion the U.S. spends on healthcare annually goes toward treating chronic disease and mental illness, which are more common among a sedentary population.<sup>7</sup>
- By 2025, healthcare spending, as percentage of GDP, will reach 20% - Double what it was in 1987.<sup>6</sup>
- \$117 billion of health care expenditures per year were associated with inadequate levels of inactivity.<sup>7</sup>

## ACTIVITY BEING CUT OUT OF SCHOOLS

With many schools no longer able to offer physical education, families are forced to pay-to-play recreationally. The means and resources available for our children to be physically active are becoming more challenging.



# THE SOLUTION: Investing in Health Promotion & Solution



 **HEALTHIER AMERICA** – REDUCED HEALTHCARE & ECONOMIC IMPACT

## THE NEGATIVE ECONOMIC IMPACT OF PHYSICAL INACTIVITY

"Researchers found that maintaining the current level of physical activity would result in 8.1 million... youths being overweight or obese by 2020, which would cost \$2.8 trillion in additional medical costs and lost wages over their lifetimes."

-Johns Hopkins Bloomberg School of Public Health<sup>8</sup>



## What Else Can You Do?

### Spread the word! Engage with us on social media during National Health Through Fitness (NHTF) Day:

**FOLLOW** – The SFIA is active on multiple social media platforms. We encourage you to follow us throughout the day on:



**@TheSFIA**

**SHARE** – Engage with other NHTF Day attendees and supporters by sharing your images and posts on social media, and use one (or both) of the following hashtags:

**#PASSPHIT | #PHITDay20**

**CAPTURE** – NHTF Day offers a unique opportunity to mingle with members of Congress and celebrity athletes. Capture a picture with them or of the day's events.



“**8** out of 10 of the **most expensive medical conditions** are attributed to chronic diseases more common among an **inactive population**. This results in an additional **\$1.45 trillion annually** in healthcare spending.”

*Healthpayer Intelligence, 2017*



#PASSPHIT  
#PHITDAY20



## SECTION II INITIATIVES





# PERSONAL HEALTH INVESTMENT TODAY (PHIT) ACT OVERVIEW

## AMERICA NEEDS PHIT TO REVERSE THE INACTIVITY TREND TO REDUCE HEALTHCARE SPENDING

The increase in sedentary lifestyles has fueled the rise in costly, preventable chronic diseases the country must now address. Increased physical activity and improved diet are the keys to solving this national pandemic.

National health expenditure growth is expected to average 5.5% annually, reaching almost \$6 trillion by 2027. That is 0.8% faster than GDP growth per year, raising the health share of the GDP to 19.4% in 2027.<sup>9</sup>

Not surprisingly, 8 of the top 10 most expensive medical conditions are more prevalent among inactive Americans. Combined, these 8 medical conditions, related to inactivity, cost \$1.45 trillion per year.<sup>10</sup>

Originally introduced in 2006, and reintroduced in every Congress since, the Personal Health Investment Today (PHIT) Act, would ease the financial burden of physically active individuals by making activity preventive health. Lowering financial barriers will help bring about the cultural changes toward more active lifestyles needed to improve health.

### TOP 10 MOST EXPENSIVE MEDICAL CONDITIONS

1	\$317 billion	Cardiovascular Diseases
2	\$300 billion	Smoking-Related Health Issues*
3	\$264 billion	Obesity/Inactivity
4	\$249 billion	Alcohol-Related Health Issues
5	\$245 billion	Diabetes
6	\$236 billion	Alzheimer's
7	\$171 billion	Cancer
8	\$128 billion	Arthritis
9	\$56 billion	Asthma
10	\$33 billion	Stroke

# \$264

**BILLION**



Inadequate levels of physical activity are associated with **\$117 billion** in annual health care costs

In addition, the United States spends **\$147 billion** on healthcare related to obesity

*(Health Payer Intelligence, July 2017)*

#### Chart 1

Source: Health Payer Intelligence, July 2017

\*Fewer active people smoke

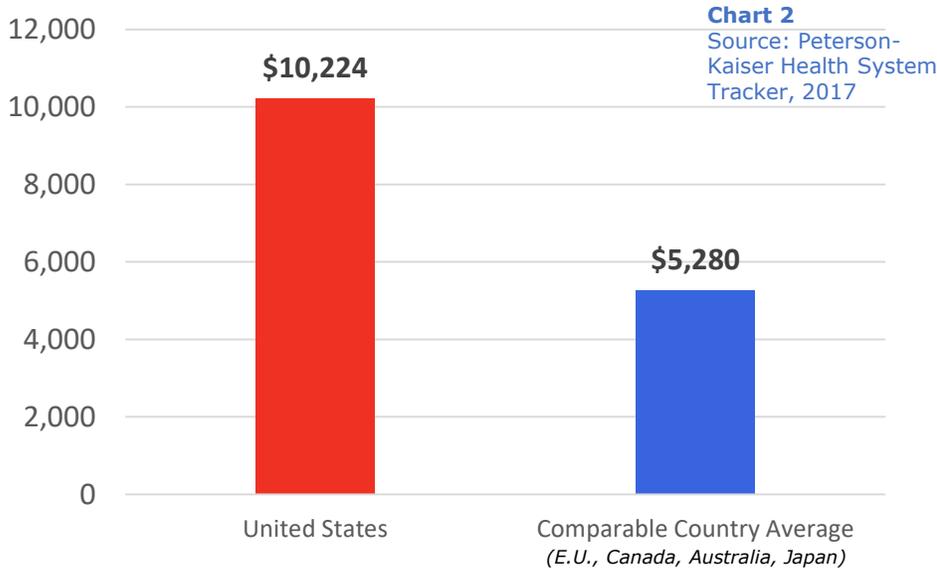
**“Inactivity contributes to 1 in 10 premature deaths.”**  
*CDC, 2018<sup>11</sup>*



# ACTIVITY WILL REDUCE RISING HEALTHCARE EXPENSES

## HEALTHCARE COSTS ARE THE PRIMARY DRIVER OF NATIONAL DEBT

### Health Consumption Expenditures per Capita



On average, other wealthy countries spend about half as much per person on health than the U.S. spends. <sup>14</sup>

Healthcare costs for people with a chronic condition are **5x higher** than for those without such a condition. <sup>12</sup>

By 2030, **83 million people in the U.S. will have 3 or more chronic health conditions**, up from 31 million in 2015. <sup>13</sup>

**“For every dollar we invest in encouraging Americans to get active, the more we save on future medical expenses. That’s a fact**

**That’s a fact**

-and it’s why we should be doing everything we can to help people get exercise and stay healthy.”

-Senator Chris Murphy,  
Lead Senate Democrat of the  
PHIT Act



## DECLARATION OF PRINCIPLES

Hockey builds community.

It teaches life lessons, strengthens character and helps individuals grow as people.

On the ice or in the street, in NHL arenas or local rinks, it’s all the same to us.

Through the sport, we have unlimited power to positively impact lives and communities.

No matter your gender or skin color, where you’re from or who you love, hockey welcomes you.

At the NHL, we believe **hockey is more than a game.**



©NHL



## PHIT POINT/COUNTERPOINT

In preparation for the congressional meetings that will take place on National Health Through Fitness Day, the following point/counterpoints are provided to assist you.

### GENERAL KEY POINTS TO INCLUDE IN YOUR ANSWERS:

- Think Prevention – **Invest in health now or pay more for treatment later.**
- PHIT will help families with **youth activity costs** & help to get kids off the couch.
- More physical activity means **less spending on preventable chronic disease.**
- ROI – Investing \$1.00 in physical activity leads to \$3.27 in medical cost savings.<sup>15</sup>

### POINT 1: How will PHIT benefit lower-income Americans who may not have disposable income to set aside money in pre-tax medical accounts?

**Response:** Pre-tax medical accounts are for everyone. The *median* household income for an HSA/FSA holder is \$57,060, even lower than the median household income of \$59,039.<sup>16</sup> In addition, it is more predictable to pay for prevention than treatment, and PHIT enables all Americans to set aside money for the annual costs of physical activities. PHIT also gives children from lower-income families a greater chance of being able to participate in increasingly-expensive sports & activities. The prevalence of pay-to-play school sports and diminishing P.E. programs are causing activity costs for children to be greater than ever. The average cost for a child to participate in a sport is \$693 per season. Families are struggling, and PHIT provides the pathway to a lifetime of healthy activity.

### POINT 2: Won't PHIT benefit only those who are already physically active?

**Response:** We need to start with the kids. If you are physically inactive as a child, you are more likely to be inactive as an adult. In 2019, 40% of adults who did not have P.E. as a child were inactive.<sup>17</sup> Active kids are 8x more likely to be active as an adult.<sup>18</sup> Inactive adults are 6x more likely to raise inactive kids. It is all a cycle. By making physical activity more affordable, people who may have been reluctant to join a health club, sign up for an exercise class, register their child for a youth league or participate in an adult recreational league/activity, due to the costs, will now be encouraged to do so through PHIT. It will lessen the financial burden of being physically active.

### POINT 3: Our tax code already has too many tax breaks; I want to simplify it by getting rid of all the loopholes.

**Response:** I understand your concern, but PHIT does not create a new tax break – It just gives consumers the option of using pre-tax dollars for prevention to promote health via physically active lifestyles. The overwhelming evidence on the health risks resulting from sedentary lifestyles has not changed personal behavior, and most activity is not free - let's use financial incentives to encourage healthy lifestyles. PHIT provides a financial incentive for a behavioral change.

### POINT 4: How do we know people will take advantage of PHIT and become more physically active?

**Response:** **PHIT puts personal fitness on sale.** Whenever you lower the cost, you stimulate consumer participation. PHIT is essentially a sale on fitness. The cost of being physically active is a barrier that did not exist previously, and PHIT lowers the barrier.

- Out of 1,000 adults surveyed, 83% said that they would be willing to follow a healthy lifestyle program if they received incentives.<sup>19</sup>
- **All ethnicities support PHIT:** 75% of Hispanics, 66% of African Americans and 61% of Whites want PHIT!<sup>20</sup>
- Financial incentives for physical activity are working in the private sector and in local communities. Wellness programs encourage physical activity to improve health, but pre-tax accounts do not; PHIT corrects this inconsistency.



### POINT 5: We need to address other health issues that are more important.

**Response: Inactivity is a silent killer – It’s worse for your health than smoking, diabetes & heart disease!**<sup>18</sup> Reducing medical spending is a top priority. Sedentary lifestyles are responsible for the dramatic rise in expensive chronic diseases in America. Reversing the obesity/sedentary lifestyle trends should be a national priority.

- 1 in 5 deaths of people over 35 are attributed to a lack of physical activity.<sup>21</sup>
- 4 out of 5 U.S. adults do not meet the government’s national physical activity recommendations.<sup>22</sup>
- Obesity affects nearly 1 in 5 children & 1 in 3 adults, putting them at risk for chronic disease. **Over a third of all Americans 17-24 years old are too overweight to join the military.**<sup>23</sup>
- **Inactive adults pay \$2,500 more per year in health costs than physically active adults.**<sup>24</sup>

### POINT 6: Why should this be a federal government issue?

**Response:** Simple: Healthcare accounts for almost 20% of our GDP and the number is growing.<sup>25</sup> The current system is not sustainable and we cannot medicate ourselves to health. Physical activity is key to preventing costly chronic illnesses that are contributing to the dramatic rise in our nation’s healthcare costs.

- 8 out of the top 10 most expensive medical conditions in America are more common among overweight & obese individuals.<sup>26</sup>
- America can’t afford to continue this unhealthy trend. Physical activity and a healthy lifestyles is the right approach. America needs PHIT to become more active!

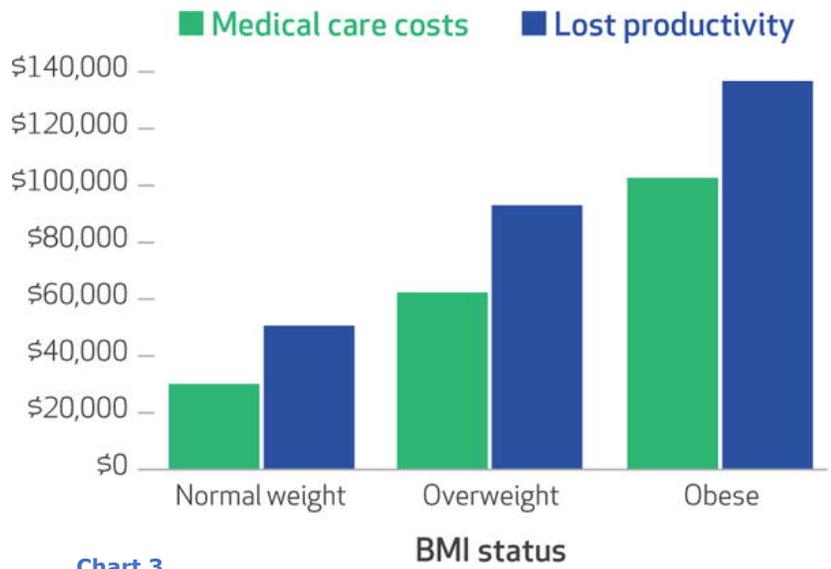


Chart 3  
Source: National Institute of Health, 2017

### POINT 7: I’m not a big supporter of pre-tax medical accounts. Why should I support an increase in the contribution limits to accommodate PHIT?

**Response:** PHIT does NOT create new pre-tax accounts and it does NOT increase the caps on existing pre-tax medical accounts. PHIT just gives consumers the option of investing in physical activity to prevent disease.

- By making physical activities more affordable, Americans will be encouraged to voluntarily invest in physically active lifestyles to improve health and reduce medical spending.

### Total HSA Assets

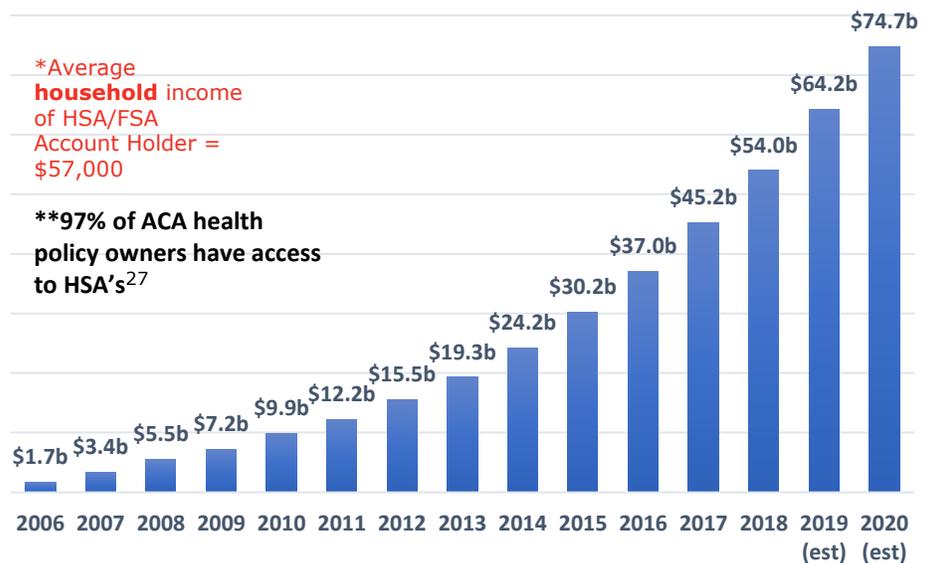


Chart 4  
Source: Aite Group, 2017



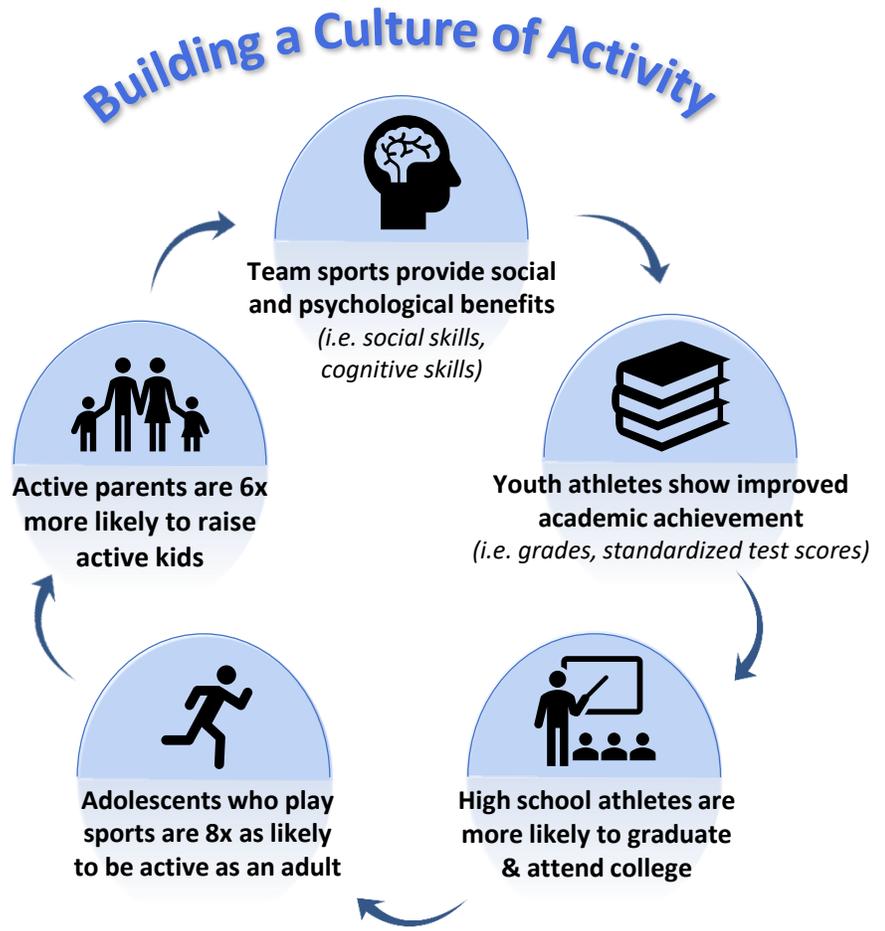
## PASS THE PHIT ACT

### ENCOURAGE PHYSICAL ACTIVITY BY LOWERING THE COST OF ACTIVE LIFESTYLES FOR AMERICANS

The PHIT Act (H.R. 1679/S. 680) is legislation pending in Congress that would modify the IRS definition of a "medical expense" to include physical activity as a form of prevention.

Americans invest \$75 billion in Health Savings Accounts (HSAs) and additional money in Flexible Spending Accounts (FSAs) and Health Reimbursement Accounts (HRAs).<sup>28</sup> Passage of the PHIT Act would allow consumers to use these funds to pay their physical activity expenses to prevent chronic illnesses.

The definition of expenses covered under the PHIT Act is "an expense exclusively intended for the sole purpose of being physically active."



## LOWER THE COST BARRIER OF THE FOLLOWING EXPENSES:

- ★ Pay-to-Play
- ★ Tournament Fees
- ★ Personal Trainers
- ★ Fitness Classes
- ★ Fitness Tracking Devices

- ★ Youth Sports Registration Fees
- ★ 'Pay-to-Play' for School Sports
- ★ Race/Fitness Event Registration
- ★ Outdoor Recreation
- ★ Yoga Classes

- ★ Golf Green Fees & Tennis Court Fees
- ★ Cleats, Skates, Bike Shoes, Ski Boots
- ★ Bike Rentals



# H.R. 2891 – Physical Activities Recommendations for Americans Act will:

- Require the Secretary of Health and Human Services to publish a report that provides physical activity recommendations at least every ten years based on the latest scientific evidence;
- Midway through each ten year cycle, a second report would highlight “best practices and continuing issues in the physical activity arena, which may focus on a particular group... or a particular issue relating to the physical activity of Americans.”
- Help fight the growing obesity epidemic by recommending separate exercise guidelines for children, adults, seniors and people with disabilities



***Lets get America moving again...  
Cosponsor H.R. 2891 – Physical Activities  
Recommendations for Americans Act***

**Contact: Monte Ward  
Vice President of Government Relations  
(202) 236-9079  
[mward@acsm.org](mailto:mward@acsm.org)**

# Lets get America moving again...

## Cosponsor the H.R. 2891 – Physical Activities Recommendations for Americans Act

- One of the gravest health challenges facing our nation is the rising prevalence of obesity and physical inactivity in the U.S. population.
- Studies by the Department of Health and Human Services indicate that 68 percent of adults and 16.9 percent of children of the United States are obese or overweight and the Centers for Disease Control and Prevention (CDC) indicate that poor diet and physical inactivity cause over 400,000 deaths each year.
- One common-sense way to combat obesity and rising health care costs is to promote physical activity by ensuring that Americans of every age and physical aptitude - and their health care providers - are well informed about the types and amounts of physical activity that people should perform to gain important health benefits.



- The 2018 Physical Activity Guidelines for Americans published by the U.S. Department of Health and Human Services (HHS) were designed to provide information and guidance on the types and amounts of physical activity that provide substantial health benefits for Americans aged 6 years and older.
- Federal guidelines were first issued in 2008 and no regular administrative process exists for subsequent revisions.
- The rapidly evolving nature of our scientific understanding of the benefits of physical activity requires that these guidelines be updated at least every 10 years.
- Legislation is supported by over 60 national organizations.





 #PASSPHIT  
#PHITDAY20

# SECTION III

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APRIL 13-14  
**2020**

# TEAM SPORTS RULES & MANAGEMENT CONFERENCE

INDIANAPOLIS, INDIANA

The National Federation of State High School Associations (NFHS), the National Collegiate Athletic Association (NCAA), and the Sports & Fitness Industry Association (SFIA) host the annual High School & Collegiate Team Sports Rules & Management Conference to discuss team sports rules, standards and regulations. This 1.5 day event is full of many individual sports presentations that you can't afford to miss!



## What to Expect

- 1 Team Sports Council Meetings (Football, Baseball/Softball, Lacrosse)
- 2 Welcome Reception with 110+ Team Sports Industry Attendees
- 3 Team Sports Breakout Sessions
- 4 Address & Discuss Changes in Team Sports Rules, Standards and Regulations

## Team Sports Breakout Sessions:

- Baseball/Softball
- Lacrosse
- Soccer
- Field Hockey
- Volleyball
- Football
- Basketball
- Ice Hockey
- Track & Field
- NOCSAE

Visit [www.sfia.org/calendar](http://www.sfia.org/calendar) to register!



# INDUSTRY LEADERS 2020 SUMMIT

CHICAGO  
SEPTEMBER 23-24, 2020

Join 250 of the most accomplished, respected and influential executives in the sports & fitness industry this September at SFIA's annual Industry Leaders Summit

## What to Expect



**250+**

C-Level Executives



**175+**

Brands/Companies



**15+**

Eye-Opening Speakers



**48**

Hours of Networking



**1,000+**

Connections Made



**\$150MM+**

Raised by SFIA Start-Up  
Challenge Finalists



"I was really impressed with the conference, I learned a ton. The diversity of the speakers was really impressive, and it was great to be a part of it. My jaw is still in **"drop-mode"** after learning about the participation rates over the last 10 years, and I look forward to being part of the solution to that."

**-Eric O'Toole**

General Manager for Sports & Fitness

Walmart  jet



# CHANGE IS NEEDED

Let's make physical activity  
a priority!



#PASSPHIT  
#PHITDAY20

Thank you for all of  
your support!

