

MICHIGAN FITNESS FOUNDATION

GOVERNOR

Rick Snyder

HONORARY CO-CHAIRS

David Brandon
*Director of Intercollegiate Athletics,
University of Michigan*

Mark Hollis
*Athletics Director,
Michigan State University*

GOVERNOR'S COUNCIL ON PHYSICAL FITNESS

Thomas Minter—*Chair*

Paul J. Barbeau

Doreen Bolhuis

J. Bryan Dixon, M.D.

Lila Lazarus

Florine Mark

Peaches McCahill

Nolan Moody

Michelle Phillipich

James Pivarnik, Ph.D.

Anuja Rajendra

Clare Stachel

Terence A. Thomas, Sr.

Cynthia Vander Sloot

Ronald Winter

MICHIGAN FITNESS FOUNDATION BOARD

Peaches McCahill —*Chair*

Mary Zatina—*Vice Chair*

Paul Barbeau—*Associate Vice Chair*

Dale L. Shugars—*Secretary/Treasurer*

Laura Appel

Doreen Bolhuis

Jan Christensen

Debbie Dingell

Patricia Herndon

Geraldine Jackson

Florine Mark

Thomas Minter

Julie L. Novak

Lisa Padgett

Dawn Siggett

Terence A. Thomas, Sr.

Ex Officio

Sandra R. Knollenberg

PRESIDENT AND CEO

Marilyn R. Lieber

February 19, 2014

Dear Chairman Kahn,

My client, The Michigan Fitness Foundation (MFF), the non-profit fiduciary for the Governor's Council on Physical Fitness, Health & Sports, respectfully requests the opportunity to briefly testify during the February 20, 2014 Senate Appropriations Committee Hearing on SB 608. Specifically, MFF is concerned about Sec. 353 (Page 25) as written. The section allocates \$1.8 million appropriated for a "health and nutrition education software platform" for a contract with a single provider to provide secure personal user health and nutrition data for all public K-12 pupils; establishes criteria for the platform and for the competitive request for proposals process; and creates a work project appropriation." It is concerning that the criteria as written is very narrowly tailored, and seems to mirror a funding proposal being espoused by a singular provider of the services contemplated in this section. This provider has testified several times before the House and Senate K-12 Subcommittees requesting funding to provide services which mirror those found in Sec. 353.

MFF has several questions that it believes the Committee should entertain and consider, including but not limited to the following:

1. Are there specific evaluation results of any kind to demonstrate any knowledge, attitude or behavior changes resulting from the proposed intervention? Have these programs been peer-reviewed, deemed an evidence-based intervention or even garnered national support as a best practice?
2. This program is VERY focused on BMI. According to many experts in the field of child health, a second grader shouldn't be focused on their BMI, but rather developing life-long habits to keep them at a healthy weight. A school-based BMI experiment in Alabama has been recognized as a failed public health intervention. MI should not repeat this mistake.
3. Is this effort sustainable? This is 3 years/ \$1.8 million. What would the future hold?
4. How does a school-based program differ from true health surveillance? Is isolating this effort to schools short sighted?
5. Where does the \$1.8 million go? Most of the technological components contemplated have already been developed and are being marketed by the industry leading vendors.
6. Was this system reviewed and developed by qualified professionals and benchmarked against evidence-based best practices?
7. The current subscription expense to this software is out of the reach of most school districts in these challenging financial times.
8. There are dozens or more free software apps that can already serve this function. Why duplicate and supplant?
9. Subsection 1(e) is extremely broad, and not easily accomplished.

MICHIGAN FITNESS

FOUNDATION

MFF has the following suggestions as the debate on this section continues:

1. The State should fund a separate evaluation contract for independent review of the program to determine its effectiveness.
2. Software platform should align with Exemplary Physical Education Curriculum (EPEC) and Michigan Model curriculums, already established, best practice curricula in most MI schools.
3. Participation by school districts and students should be voluntary. Promote local control.
4. Any such program should be piloted first to assess its effectiveness and "fit" in MI schools of 2014.
5. The RFP should promote partnership and collaboration, not limit to singular provider.

MFF respectfully requests the opportunity to briefly testify during tomorrow's hearing to highlight some of these issues and suggestions. Specifically, the following representatives from the Foundation will be in attendance and ready to testify with your authorization:

- Mike Maisner, Vice President of Active Communities
- Dr. Marci Scott, Vice President of Health Programs
- Deborah Harris, US Army Captain retired, Public Health Specialist

Thanks for your consideration.

Sincerely,



Marilyn Lieber
President and CEO