



*Empowering students to be fit for life.*

[Date]

[Contact Name]

[School Name]

[Address]

[City], [State] [Zip Code]

Dear Superintendent [SUPERINTENDENT Last Name],

I am writing to invite one of the schools in your district to participate the Presidential Youth Fitness Program (PYFP) Evaluation. The PYFP has partnered with ICF International, the US Centers for Disease Control and Prevention (CDC) and the Robert Wood Johnson Foundation (RWJF) to conduct this important program evaluation in a small number of schools nationally. As you know, the PYFP provides a model for fitness education within a comprehensive, quality physical education (PE) program and we are eager to assess the impact the program has on students, PE teachers and their schools. It is the mission of the PYFP to provide a model for fitness education that includes all of the resources needed to empower students to live healthy and active lifestyles.

Physical activity is critical to our children's health and well-being. Research shows that healthier children are better able to learn, miss fewer school days, have higher self-esteem and are at lower risk for developing chronic diseases. The PYFP focuses on professional development for PE teachers, a health-related fitness assessment, and motivational recognition to empower students to adopt and maintain an active lifestyle. In order to assess program outcomes, the PYFP Evaluation has been designed to focus data collection activities in schools implementing the PYFP and in similar schools that have not implemented the PYFP.

The school listed below has been selected to participate in the PYFP Evaluation as a funded PYFP partner school.

**The selected school in your district is:**

[School Name]

[Address]

As a PYFP partner school, there is an expectation to participate in program evaluation. We are very appreciative of [SCHOOL NAME's] efforts to implement the PYFP and hope that you give permission for [SCHOOL NAME] to participate in the PYFP evaluation.

Students in grade 6 will be asked to have their height and weight measured in privacy, and complete a measure of cardiovascular endurance; this will occur twice during their PE class – once at the beginning of the [Spring or Fall 2017] semester and again at the end of the semester. In addition, PE teachers, sixth

**Founding Partners**



grade students and school administrators will be asked to complete a brief survey at the end of the spring semester. In a subset of schools, we will also conduct accelerometer (a device similar to a fitbit or pedometer that measures levels of physical activity) data collection with sixth grade students enrolled in physical education and focus groups with PE teachers, students and parents.

In recognition of the important contribution that [SCHOOL NAME] will provide this project, and to express our appreciation for the time and effort involved, we will provide each participating school with all equipment (e.g., high quality stadiometer and digital scale) used to conduct fitness assessments (\$425 value) along with an additional monetary award (\$300 gift card to purchase school supplies for all schools and an additional \$200 gift card for schools participating in focus groups and/or accelerometry data collection). School-level results of the fitness assessments and student surveys will be shared with each school at the end of the evaluation. Each participating school will be asked to identify a school liaison who will serve as the primary point of contact for all evaluation activities. School liaisons will be provided with a monetary award in appreciation for their time and support. All school liaisons will receive a \$300 gift card. Those who assist with accelerometry will receive an additional \$300 and those assisting with focus groups, an additional \$100. A non-monetary prize will also be provided to students participating in the accelerometer data collection Prizes will be equivalent to \$15 at the beginning of the semester and \$35 at the end of the semester. Parents and teachers participating in the focus groups taking place outside of school hours will receive \$15 gift cards. For teachers who participate in focus groups during school hours, no tokens of appreciation will be provided. The details related to data collection activities and thank you gifts are provided on the enclosed PYFP Evaluation Overview and Acknowledgement Form.

Information collected through the Evaluation will be used to assess the impact of the PYFP and to inform program improvement. Program evaluation procedures are designed to protect participant privacy and allow for confidential participation. Results from this evaluation will only be presented in aggregate; participating districts, schools, teachers and students will not be identified in any published reports.

Your support for this evaluation will help ensure the participation of [SCHOOL NAME]. Enclosed is the PYFP Evaluation Overview, sample parental and student recruitment materials, and a packet of information to be forwarded to the principal of the selected school. Within one week, a representative from ICF International, a nationally recognized public health consulting firm contracted to lead this evaluation, will contact you to confirm receipt of this information and answer any questions. If you have any immediate questions, please call Dr Isabela Lucas of ICF International at 404-592-2155. Your support for this evaluation, which will help assess and improve the Presidential Youth Fitness Program, is appreciated.

Sincerely yours,

**Jane Wargo**

Program Director  
Presidential Youth Fitness Program

Enclosures

Cc: Sarah M. Lee, Centers for Disease Control and Prevention  
[PRINCIPAL, SCHOOL]  
Isabela Lucas, ICF International  
[Recruiter], ICF International