



*Empowering students to be fit for life.*

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{Date}

{Contact Name}  
{Address}  
{City}, {State} {Zip Code}

Dear {First Name Last Name},

I am writing to invite you to participate in an evaluation of the Presidential Youth Fitness Program (PYFP). The PYFP has partnered with the, CDC, US Centers for Disease Control and Prevention (CDC), the Robert Wood Johnson Foundation and ICF International to conduct this important program evaluation in a small number of schools nationally. The PYFP provides a model for fitness education within a comprehensive, quality physical education 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.

As you know, 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 physical educators, 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. Your school has been selected to participate in this evaluation [PYFP SCHOOLS: because it has received PYFP funding and has been implementing the program since [2013 or 2014]][non-PYFP SCHOOLS: because it shares many characteristics with a selected PYFP school]

Physical Education teachers will be asked to complete a brief survey [PYFP schools: and focus groups] at the end of the [Spring 2017 or Fall 2017 semester]. There will also be several data collection activities that will take place during the [Spring or Fall 2017] semester. These will include fitness assessments of all 6<sup>th</sup> graders enrolled in PE (beginning and end of semester), accelerometry data collection with 10 students per 6<sup>th</sup> grade PE class at the beginning and end of the PE semester and student surveys [PYFP schools: and student focus groups].

The evaluation team at ICF will be working with a school liaison to coordinate recruitment and data collection activities. [Liaison Name] will be the liaison serving your school. The school liaison will be reaching out to determine the best time to come to your class to provide students with an overview of the evaluation and to distribute recruitments materials. [non-PYFP schools: School liaisons will also help to plan the best times/days for the ICF team to travel to your school and assist with Fitness Assessments. [PYFP Schools: Schools liaisons will also help to plan the best times/days for the ICF team to travel to your school and assist with Fitness Assessments at the end of the semester and will work with you to determine

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### *Founding Partners*



the best time and day for conducting focus groups with PE teachers. The focus groups will ask questions about PE practices and student attitudes about PE and physical activity. If the focus group is scheduled outside of school hours you will receive a \$15 gift card in appreciation for your time participating in the focus groups]. Please feel free to contact your school liaison at xxx-xxx-xxxx or Project Manager, Dr. Isabela Lucas (ICF International) 404-592-2155 if you have any questions. Your support for this evaluation, which will help assess and improve the Presidential Youth Fitness Program, is appreciated.

Along with this letter we have sent you a document with frequently asked questions about the evaluation and their answers the PYFP Evaluation Overview shared with your school administrator.

We hope that we can count on your support in conducting the PYFP evaluation and your participation in the PE teacher survey [PYFP SCHOOLS: and focus groups]. Your participation in the PYFP evaluation, as well as that of your students, is voluntary and may be discontinued at any time. 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.

If you have any immediate questions or would like to see a copy of the survey or focus group guides, 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