

file Koop

March 29, 1996



Mrs. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

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*Affiliations listed for purposes
of identification only.*

Dear Hillary:

I am writing today to share some information with you about a personal commitment of mine with which you may not be familiar but which I know to be consonant with your interests. It is an initiative which I believe has tremendous potential to improve the quality and accessibility of health information and education in this country.

You may be familiar with an old museum that was for many years one of the most visited facilities in Washington. Founded in 1862, the Army Medical Museum not only showcased the wonders of health and the human body, it was also the first federal medical research facility in the United States. The site of a wide range of historic events in medicine, the Museum served tens of millions of visitors during the eighty years it was housed on the National Mall. Sadly, in 1968, the Museum's home, a National Historic Landmark building known as the "Old Red Brick," was destroyed to make the site on the Mall available for construction of the Hirshhorn Museum of Modern Art. To this day, the Hirshhorn occupies that site, while the old Medical Museum operates out of a remote location at the Walter Reed Army Medical Center in upper Northwest Washington.

In the years since the Old Red Brick was torn down, literally hundreds of millions of people have travelled to the National Mall. While visiting museums there, these individuals -- many of them schoolchildren on class trips to Washington -- have seen countless items of importance to our nation's history, viewed extraordinary works of art, and marveled at the wonders of air and space. What they have missed, however, is any introduction to the health sciences or any information about how they might keep themselves healthy. Nor have they received any encouragement to consider careers in the health sciences such as basic science teachers, whose role in the education of future health professionals is so vital.

Prior to leaving my post as Surgeon General, I was part of a blue-ribbon panel that sought to remedy this problem by recommending that the old Museum be relocated back to the Mall in the form of a new, revitalized National Museum of Health and Medicine. By the time I left office in 1989, the National Museum of Health and Medicine Foundation had been established and I became its Chair. While Congress has supported the project with early planning funds and through legislation passed in 1994 guaranteeing the Museum a site back at the National Mall, recent fiscal constraints have made federal support for new museum construction

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March 29, 1996
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highly unlikely. Therefore, we have begun an intensive private sector fundraising effort to raise support for the new Museum. The Kellogg Company has pledged \$1 million to the project and we will announce an even larger commitment from one of our major pharmaceutical supporters in the near future.

Most important, we are planning a museum that will not only be a destination point for visitors to Washington, but which will reach across the nation through travelling exhibits and an Internet-based health education service. This service, the Health Online Outreach Project (HOOP), will electronically share the Museum's exhibits and programs with students in classrooms and people in homes throughout the nation. Working with the major school health education groups, as well as the Centers for Disease Control and Prevention and the NIH Office of Science Education, we are planning HOOP in a way which will guarantee access to the Museum for as wide and geographically diverse an audience as is imaginable

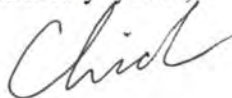
I have been leading this effort and have brought the project this far over a period of seven years. It is clear to me that, as I approach the age of 80, I cannot look forward to pursuing this task as vigorously as it should be pursued. What I need is an opportunity to enlist a bipartisan group of prominent Americans who have the national stature, the patriotism, the inclination, the drive, the time, and the commitment necessary to join the effort to create the new Museum and to bring new leadership to this task. If such a group could be brought together and I could introduce the project to them, I believe a very productive discussion would ensue. The interest and support which would result from such a dialogue would be invaluable to this effort.

I have a favor to ask, Hillary. Because of your stature and your commitment to improving the nation's health, I would like to ask you to consider inviting such a group to the White House and hosting the meeting. If you would be able to play such a role, my only additional request would be for you to take part in the discussion about the future of this initiative. Do you think this might be possible? Perhaps you would be more comfortable if the invitation came from you and a Democratic and Republican Senator committed to health. I know this is a significant request, but the stakes are high and the rewards for the nation's health are great.

Ordinarily, I would make an appointment to come see you to present this in person and discuss it with you. However, I am very rarely in Washington these days, having undertaken a heavy obligation to TIME LIFE MEDICAL, a new company whose Board I chair and whose Medical Director I am. We have embarked on a 20-city tour to display our wares, which I think will actually change the way medicine is practiced -- for the better.

I appreciate your consideration of this request. My staff will be in contact with your office to determine if this is something which can be pursued. Many thanks for all of the other things you do for the country. I hope this initiative will allow us to work together once again toward the goals we share.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Chick", written in dark ink.

C. Everett Koop, MD, ScD



NATIONAL MUSEUM OF HEALTH
& MEDICINE FOUNDATION

C. Everett Koop, MD

96 APR 4 PM 3:24

Mrs. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Attention: Melanne Verveer
Via Messenger

Washington, DC
20012-9748



BARBARA J. MOORE, Ph.D.
Executive Director

*file
Koop*

March 20, 1996

Ms. Melanne Verveer
Deputy Chief of Staff
Office of the First Lady
2nd Floor, West Wing
THE WHITE HOUSE
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Melanne:

When we sent you the fax from Dr. Koop last week, we inadvertently forgot to enclose the *Shape Up America!* Annual Report. It is enclosed in this package.

We would love to have the launch of the PSA in the beginning of May. I know that this fact was not included in the letter, and I apologize for the inconvenience.

Thank you.

Sincerely yours,

Anne E. Michel
Assistant to Dr. Koop

enclosure

Shape Up America!

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The C. Everett

Koop Institute

at DARTMOUTH

C. Everett Koop, M.D.

Senior Scholar

March 13, 1996

First Lady Hillary Rodham Clinton
2nd Floor, West Wing
THE WHITE HOUSE
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Hillary:

Shape Up America! has completed its first full year and we believe that we have a number of accomplishments to our credit. We are sending you a copy of our 1995 Annual Report so that you can see the progress we are making in disseminating our message and establishing programs that will encourage Americans to:

- Improve daily dietary intake
- Increase physical activity
- Achieve and maintain a healthy weight

For the coming year, **Shape Up America!** is engaged in several important initiatives. The first is the development of guidelines for physicians which will encourage them to intervene with their overweight and obese patients and provide them with a practical tool for doing so.

Our plans also call for the establishment of a national **Shape Up America!** Walking Campaign which can be implemented by local communities. We will design and provide materials to guide those individuals and organizations willing to form and lead walking groups. Numerous studies show that increased physical activity is critical to successful weight loss and maintenance.

Of special importance to me, **Shape Up America!** will launch a television public service announcement (PSA) to motivate Americans to achieve a healthier weight by improving their diet and activity patterns. I plan to personally deliver this message. At the conclusion of the PSA, we will provide viewers with a **Shape Up America!** clearinghouse phone number to contact for information on resources.

To maximize public attention to this new public service announcement, I was wondering if it would be too much to ask that you join me in launching this effort at a White House ceremony. I feel strongly that your involvement will increase public awareness and generate both excitement and enthusiasm among the media. It also fits in with the recent White House announcement on obesity. In order to underscore the soundness of our approach to stemming the obesity epidemic, we would like to include some of the members of our Scientific Advisory Committee at this event.

Hanover, New Hampshire 03755-3862

Tel. 603-650-1450 Fax 603-650-1452

First Lady Hillary Rodham Clinton
March 13, 1996

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Since **Shape Up America!** was launched from the White House lawn 15 months ago, it has undergone significant growth. In June, 1995, we hired Dr. Barbara Moore who now serves as our President. Actually, I have to admit that we stole Dr. Moore from Jack Gibbons at OSTP. Our coalition of not-for-profit organizations that have joined forces with us has grown to more than forty.

I am most grateful, Hillary, for the support you have provided **Shape Up America!** The White House launch, your reference to us in your new book, *It Takes a Village*, and the use of Dr. Moore's scientific expertise by members of Melanne's staff is extremely helpful to us. We would be delighted if you would, once again, lend us your personal support in our ongoing battle to encourage Americans to adopt a healthier lifestyle so that we can be successful in winning the battle against overweight and obesity in this country.

I look forward to your reply. I miss seeing you.

Sincerely yours,



C. Everett Koop, MD, ScD
Chairman and Founder

CEK/nls

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1995 ANNUAL REPORT *

* PRE-PUBLICATION COPY

Message From The Chairman

As a nation, we are experiencing an epidemic of obesity among both children and adults. Today, over 58 million American adults -- one third of the population -- is overweight or obese. Even more alarmingly, childhood obesity rates have been rising steadily over the last three decades, with 22 percent of children ages 6 to 17 years old now overweight. At the same time, Hispanics and African Americans have obesity rates that are 10 to 20 percent higher than whites while Native Americans and Hawaiians have a 10 to 40 percent greater prevalence of unhealthy weight.

From a public health perspective, this situation is nothing short of a crisis. U.S. obesity rates, already among the highest in the world, are continuing to go up -- from 25 percent of American adults in 1980 to 34 percent today. And since obesity is directly linked to a number of disabling and life threatening diseases -- diabetes, hypertension, heart disease, some forms of cancer, gallbladder disease, and osteoarthritis, these related disease rates will also continue to rise.

Who is paying the price? We all are and the cost in terms of dollars spent on health care and human suffering is much too high. Looking specifically at the nation's health care bill, medical researchers have calculated the cost of obesity-related diseases at more than \$100 billion annually. This includes direct costs, such as hospital care and physician services, and lost productivity caused by death and disability from weight-related diseases.

As a physician concerned about improving the public health, I am convinced that combating obesity in America cannot wait. In fact, if I had continued on as Surgeon General, my next priority would have been to put the risks of excess weight, poor diet and inactivity into perspective for the public, incorporating many of the same strategies the federal government has used so successfully to promote smoking cessation.

Now, as a private citizen -- and with the help and support of scientific, medical, nutrition, and physical activity experts; many national health and educational organizations; and concerned corporations -- I am devoting my time and attention to completing that "unfinished business." Thus, I asked First Lady Hillary Rodham Clinton to join me in announcing a national mobilization to place healthy weight and physical activity high on the national agenda. That White House Ceremony, occurring on December 6, 1994, officially launched Shape Up America!, a privately-funded, multi-year national campaign to convince Americans of the importance of healthy weight, an improved diet, and increased activity.

A year later, Shape Up America! is breaking important ground, not just in raising public awareness but in motivating Americans to take action. Through both public education and community projects, the campaign is stressing lifestyle changes that are readily achievable and attainable. Further, Shape Up America! is working to create new economic and workplace incentives to support weight reduction and activity efforts, spearheading

physician education programs, and advocating increased funding for school and community-based physical activity and nutrition programs.

But this is just a start. Effecting behavior change requires a sustained effort of time and resources -- and that's what Shape Up America! is committed to achieve. Towards this end, 1995's activities should be viewed as a work in progress. They represent the building blocks upon which the campaign will expand in 1996 and beyond.

Background

Shape Up America! is a public health initiative of the Koop Foundation, a 501 (c) 3 non-profit corporation. Headed by C. Everett Koop, M.D., the former Surgeon General of the United States, the campaign was launched in December 1994 to combat the rising rates of obesity in America. The campaign's mission is guided by scientific consensus that obesity is not just an appearance issue; it is a condition that can lead to serious disease. After smoking, which causes an estimated 400,000 deaths annually, obesity-related conditions are the second leading cause of death in the U.S., resulting in more than 300,000 lives lost each year. This is because obesity is associated with five of the ten leading causes of death and disability in this country -- heart disease, some forms of cancer, adult-onset diabetes, stroke, and hypertension (high blood pressure).

Considered by Dr. Koop as his new "crusade" to improve the public health, Shape Up America! is the result of Dr. Koop's long-standing interest in diet and health. Since 1988 when Dr. Koop released the *Surgeon General's Report on Nutrition and Health*, there have been a number of government and public health documents, all providing compelling documentation of the risks associated with an unhealthy weight. Accordingly, in 1990 the Public Health Service included a series of specific action steps to reduce obesity levels when it released the Year 2000 national health objectives. Included in *Healthy People 2000* is the call to reduce the prevalence of overweight to no more than 20 percent of adults and 15 percent of adolescents.

Recognizing that the U.S. is not meeting this important health objective and, in fact, is heading in the opposite direction (obesity rates are increasing steadily), in 1994, Dr. Koop decided to mount Shape Up America!, a privately funded campaign to place healthy weight, an improved diet and increased physical activity high on the national agenda. Unlike many government and voluntary health programs that incorporate information about obesity into broader disease prevention campaigns, Shape Up America! focuses specifically on obesity as both a preventable and treatable condition. This means promoting the fact that any loss of body fat is a measure of success and is beneficial for those who have too much. These benefits can be measured short term by lower blood pressure and cholesterol levels and long term by reduced disability and disease.

With the ultimate goal of stimulating behavior change, Shape Up America! is conducting a broad-based education initiative to encourage a better diet and increased physical activity in all individuals and a modest weight loss in overweight people that can be maintained over time. By employing a wide range of information channels -- the mass media, community organizations, health professionals and educators, schools, retail outlets, and the workplace -- the campaign is committed to reaching men, women, and children of all ages, regardless of their ethnicity

Further, the campaign is working to combat obesity in America through community and workplace interventions, targeted education programs, and public policy initiatives at the

national and grassroots level. Specifically, the campaign is galvanizing support for a five-point agenda for action that advocates:

- ⇒ Making public education about the prevention and treatment of obesity a national priority;
- ⇒ Creating new economic and workplace incentives for weight reduction efforts;
- ⇒ Generating public support for the increased funding and availability of school and community-based physical activity and nutrition programs;
- ⇒ Mobilizing the nation's physicians to combat obesity; and
- ⇒ Expanding research efforts into the prevention, causes and treatment of obesity.

According to Dr. Koop: "Creating a public policy agenda that elevates healthy weight, a better diet and increased physical activity as priority concerns must occur as a first step in combating the obesity epidemic in America. The changes advocated through the Shape Up America! initiative will serve as a catalyst for action that will make a difference in the lives of many Americans."

Program Structure

Shape Up America!, in consultation with its Scientific Advisory Committee, formulated overall program goals in 1995, which are to:

- Promote a new understanding by Americans of the importance of achieving and maintaining a healthy weight, an improved diet, and increased physical activity;
- Inform Americans of the logical, proven ways to achieve a healthy body weight;
- Increase cooperation among national and community organizations committed to advancing healthy weight, a better diet and increased physical activity as major public health priorities;
- Mobilize health care providers to combat obesity through education, treatment, and reimbursements for weight loss and exercise programs.

To achieve these objectives, Shape Up America! is financially supported by concerned members of the corporate community who provide unrestricted grants to underwrite the cost of the campaign's programs and activities. Sponsors are encouraged to implement marketing and public relations programs in support of the educational initiatives of the campaign that will contribute to the communication -- and acceptance -- of Shape Up America! messages. Accordingly, sponsors may utilize the campaign name and logo in their own marketing programs according to specific campaign guidelines.

The campaign is also supported by over 40 non-profit organizations that represent the Shape Up America! Coalition. Comprising food, nutrition, medical, public health, physical fitness, sports and special constituency groups, the coalition provides an important grassroots network for communicating campaign messages to the general public, health care professionals, employers, community leaders, policy makers, and the media.

As members of the Shape Up America! Coalition, organizations receive ongoing information about the campaign and are provided with all campaign materials. Coalition partners then assist the campaign through:

- internal communications activities that educate the organization's membership about the nation's obesity epidemic
- educational forums and speaking platforms that raise visibility for the obesity issue and highlight the role of Shape Up America! in addressing the problems of unhealthy weight and inactivity
- joint education programs that target the general public or an important influencer group (educators, physicians, dietitians, policy makers, employers)

-- media and public service advertising campaigns conducted by a partner

-- community-based public information programs or special events

Coalition partners are encouraged to use the logo and campaign materials in conducting their own education efforts. While these non-profit organizations have no financial relationship with Shape Up America!, they have agreed to underwrite the dissemination of campaign materials or conducting their own initiatives that incorporate the campaign's messages and themes.

In all activities conducted by Shape Up America!, the campaign is guided by the advice of its Scientific Advisory Committee. Comprised of individuals who are recognized authorities in the fields of obesity, nutrition, psychology, exercise physiology, medicine, and public health policy, this group provides counsel on the campaign's objectives, messages, and tactics and provides editorial review of all campaign materials. The members of the Scientific Advisory Committee are:

George Blackburn, M.D., Ph.D.

New England Deaconess Hospital
Boston, MA

Steven Blair, P.E.D.

Cooper Institute for Aerobics Research
Dallas, TX

William Castelli, M.D.

Framingham Heart Study
Framingham, MA

William Dietz, M.D.

New England Medical Center
Tufts University School of Medicine
Boston, MA

Johanna Dwyer, D.Sc., R.D.

Frances Stern Nutrition Center
New England Medical Center
Boston, MA

Gerald E. Gaull, M.D.

The Georgetown Center for Food and
Nutrition Policy
Washington, DC

Shiriki Kumanyika, Ph.D., M.P.H.
Center for Biostatistics and Epidemiology
Pennsylvania State College of Medicine
Hershey, PA

Bess H. Marcus, Ph.D.
The Miriam Hospital
Providence, RI -

Rebecca Mullis, Ph.D., R.D.
Department of Nutrition
Georgia State University
Atlanta, GA

James M. Rippe, M.D.
Associate Professor Medicine
Tufts University School of Medicine
Boston, MA

Judith S. Stern, Sc.D., R.D.
Department of Nutrition
University of California
Davis, CA

Xavier Pi-Sunyer, M.D.
Division of Endocrinology, Metabolism and Nutrition
St. Luke's - Roosevelt Hospital Center
New York, NY

Michael Pratt, M.D., M.P.H.
Centers for Disease Control and Prevention
Atlanta, GA

Thomas Wadden, Ph.D.
University of Pennsylvania School of
Medicine
Philadelphia, PA

Ernst Wynder, M.D.
American Health Foundation
New York, NY

Management of the campaign is the responsibility of Barbara J. Moore, Ph.D., president of Shape Up America! Dr. Moore joined the campaign in June 1995 and brings extensive expertise in obesity research, education and program development to this initiative. In fact, her participation in Shape Up America! is one of the highlights of 1995, providing Dr. Koop and the campaign the understanding of the issues related to obesity that are necessary to design effective programs and to create strategic alliances on an ongoing basis.

Translating Goals Into Action Launching Shape Up America!

"Obesity has reached epidemic proportions in the U.S. and nobody quite knows what to do about it. But last week two prominent medical authorities — former Surgeon-General C. Everett Koop and the Institute of Medicine, a unit of the prestigious National Academy of Sciences — issued timely recommendations that make a start toward pulling in the expanding national paunch ...A foundation headed by Dr. Koop will now promote public education, physical fitness and nutrition programs, and more federal funding for obesity research, a scandalously neglected area. This crusade is as important as any Dr. Koop undertook as Surgeon General."

New York Times, December 11, 1994

"There was C. Everett Koop, the former Surgeon General, joining forces with the White House last week at a news conference to kick off a campaign against obesity...Dr. Koop comes to the obesity issue with the lessons of his acclaimed anti-smoking initiative in mind. He and others cite the costs of treating health problems based on overweight and point to studies showing obesity is on the rise among Americans, that overweight is becoming — yes — an 'epidemic.' Even small changes, they believe, could bring about dramatic overall improvements and cost savings in public health."

Washington Post, December 19, 1994

"Dr. Koop's approach to the obesity problem is quite temperate...This regimen also has one big advantage: it seems possible, not daunting. The hope is that the campaign Dr. Koop has launched will convert multitudes of overweight citizens to dietary moderation coupled with regular moderate exercise. That would significantly raise the national fitness quotient."

Huntsville News, December 17, 1994

These were just a few of the many editorials appearing in newspapers across the country after former Surgeon General C. Everett Koop announced that combating the epidemic of obesity would be his new "great crusade" and launched his public education initiative, Shape Up America!, on December 6, 1994. At a White House ceremony hosted by First Lady Hillary Rodham Clinton and attended by over 100 government leaders, obesity and physical fitness authorities, and corporate executives concerned about weight management, Dr. Koop described obesity as one of the most pervasive health threats in this country and called for a national mobilization to address the problems of unhealthy weight and inactivity. "An intensified focus on achieving and maintaining a healthy weight is essential to reducing the risks that threaten the lives and future health of many Americans," Dr. Koop declared and added: "Elevating the issue of healthy weight must

become a new imperative to which we devote the intelligence and resources of our communities and our nation."

To put the serious consequences of obesity and inactivity before the American public, Dr. Koop released a new report -- "Weighing In For America's Health: Elevating Healthy Weight and Physical Fitness as a National Priority" -- which declared obesity as a public health crisis that must be addressed "to prevent unnecessary death, disability and disease." Providing a status report on the state of obesity in America, this report was prepared under the direction of the Shape Up America! Scientific Advisory Committee and was released to the national media; the medical, nutrition and physical activity communities; and to federal and state government agencies. Since the launch of Shape Up America! in December 1994, over 3,000 copies of the report have been distributed.

Focusing on Dr. Koop's new report and the White House ceremony that launched Shape Up America!, the campaign utilized a number of high impact communications strategies to put the issue of combating obesity before the American public: creating a comprehensive "fact file" of information on the health effects and costs of obesity; working with the priority media to ensure national coverage; distributing the fact file to print and broadcast outlets in 100 media markets to encourage local coverage; and involving Dr. Koop and the members of the Scientific Advisory Committee in media briefings and exclusive interviews following the campaign launch to generate follow-up articles and editorials. This strategy produced immediate and impressive results: in December 1994 and January 1995, 843 articles and editorials ran in newspapers nationwide, resulting in an audience reach of 60.9 million Americans.

The campaign also conducted a number of activities designed specifically to generate national television and radio coverage of Shape Up America! One such effort was to produce and distribute via satellite a video news release on December 6, 1994 that was used by the American Independent Network (a satellite programmer with more than 100 local television affiliates nationwide) as well as by 50 broadcast network and local stations around the country. This video news release, which featured footage of the White House ceremony and interviews with Dr. Koop and three experts from the Scientific Advisory Committee, resulted in 84 television stories that collectively reached 8,866,000 viewers.

To ensure immediate national and local attention for the campaign, Dr. Koop appeared on ABC's "Good Morning America" and then gave interviews by satellite to television stations in 18 markets from coast to coast. The collective reach of these television appearances -- combined with national network coverage of the campaign -- resulted in reaching an estimated 30 million Americans through television and radio alone with the news of Dr. Koop's new anti-obesity campaign.

The launch of Shape Up America!, which took many months of research, coordination, and planning, succeeded in putting the obesity epidemic before the American public in a very compelling way. As such, the launch created the initial awareness and interest needed for public education -- an ongoing process -- to begin to convert the way in which

the public currently thinks about weight loss: from a cosmetic issue to a public health problem that deserves national attention.

Translating Goals Into Action Involving the Scientific and Medical Community

When Dr. C. Everett Koop officially launched Shape Up America! in December 1994, 22 national medical /health, nutrition, physical activity, and related organizations had responded to the former Surgeon General's invitation to join the Shape Up America! coalition. Today, that list has grown to over 40 national organizations which have agreed to work with Shape Up America! to educate the public, community leaders, health providers, employers, the media, and policy makers about the health importance of achieving a healthy weight and increasing activity levels.

As of January 1996, the following non-profit organizations are participating in the Shape Up America! campaign as coalition members:

- American Academy of Pediatrics
- American Alliance for Health, Physical Education,
Recreation and Dance
- American Association for Active Lifestyles and Fitness
- American Association of Retired Persons
- American Cancer Society
- American College of Preventive Medicine
- American College of Sports Medicine
- American Diabetes Association
- American Dietetic Association
- American Fitness Association
- American Health Foundation
- American Heart Association
- American Institute of Nutrition
- American Medical Association
- American Nurses Association
- American Obesity Association
- American Osteopathic Association
- American Public Health Association
- American Running and Fitness Association
- American Society For Clinical Nutrition
- Association of State and Territorial Health Officials
- Association of Teachers of Preventive Medicine
- Center for Genetics, Nutrition and Health
- Harlem RBI (Reviving Baseball in Inner Cities)
- Health Resources & Services Administration
- International Sports Sciences Association
 - Maternal Child & Health Bureau
- Jewish Council for the Aging
- Kidshape Cedars-Sinai Medical Center

National Association of Community Health Centers
National Association of Governors' Councils on
Physical Fitness and Sports
National Association of Sports & Physical Education
National Center for Health Education
National Center for Productive Aging
National Council of La Raza
National Medical Association
National Women's Health Network
Partnership for Prevention
San Francisco League of Urban Gardeners (SLUG)
Society for the Advancement of Women's Health Research
Society for the Study of Ingestive Behavior
United States Physical Education Association
Wellness Councils of America

The Shape Up America! Coalition is supported by a 15-member Scientific Advisory Committee that reviews the campaign's mission and messages and sets the direction for the campaign's education and advocacy initiatives. Since the launch of the campaign, the Scientific Advisory Committee has met in December 1994, May 1995, and October 1995 to plan the campaign's activities and areas of focus. Through these deliberations and discussions, the Scientific Advisory Committee has identified four messages that are central to Shape Up America's mission:

- Add a total of 30 extra minutes of physical activity a day, using such conventional means as walking and climbing the stairs
- Eat a sensible, well-balanced diet that includes a variety of foods with plenty of grains, fruit, and vegetables
- Achieving and/or maintaining a healthy body weight is possible. You can do it!
- Help others to achieve a healthy weight

Underlying these messages is the consensus of the scientific community, most recently articulated in the Dietary Guidelines for Americans, that a modest weight loss of up to 5 to 10 percent, depending upon a person's height and frame, is a reasonable goal and one that can be maintained over time. For those whose weight reduction goals are greater, the new thinking calls for losing weight slowly -- in the range of one half to one pound a week.

The messages of Shape Up America! underscore the link between improved diet and physical activity and achieving and maintaining a healthy weight. Accordingly, a priority for the campaign is to change people's outdated beliefs about physical activity, making Americans aware of the health benefits of moderate exercise and the value of intermittent

activity. For this reason, the campaign is communicating that a total of 30 minutes a day of activity, with several breaks in between, is an option for those who can't fit sustained activity into their schedules. The campaign is also encouraging Americans to change their definitions of exercise to include common activities like walking, taking the stairs, gardening, and dancing. Here, the goal is to let people know that physical activity is something everyone can do: that moving more throughout the day is what is really important.

Translating Goals Into Action

Extending the Campaign's Reach Through Coalition Programs

To produce the multiplier effect that results when a network of organizations work cooperatively to educate the public, a priority for the campaign is to extend the reach and impact of Shape Up America! through special initiatives with the campaign's Coalition partners. In 1995 Shape Up America! collaborated with a number of Coalition members to design and implement a series of grassroots education projects.

Immediately following the launch of Shape Up America! the **American Association of Retired Persons** produced a video report that was distributed by AARP's Maturity Broadcast News Service to television stations nationwide. The AARP video news report specifically focused on the benefits of healthy weight and increased activity for older Americans, concluding that "just because you're at an age some may consider over the hill, doesn't mean your belly has to hang over your belt..." Distributed in time for new year's resolution stories, AARP's video report was viewed by between 3 and 4 million seniors over the 1994-95 holiday season.

To build awareness of the link between obesity and the increased risk of type II diabetes, the **American Diabetes Association** asked Shape Up America! to participate in the American Diabetes Alert, a one-day call to action to encourage Americans to be screened for diabetes. Held on March 28, the event teamed ADA president Kathleen Wishner with Shape Up! Advisory Committee member, Dr. George Blackburn, for a satellite media tour involving 20 cities. Dr. Koop was featured in a video news release that was sent via satellite to television stations nationwide and authored a column that ADA provided to newspapers around the country.

The ADA/Shape Up America! partnership also resulted in "Sound The Alert," a new brochure that includes a self-administered test to help Americans determine if they are at risk for having type II diabetes. The brochure identifies overweight and age as the major risk factors for the disease. Promoted widely as part of the American Diabetes Alert, the brochure was distributed nationally by the state and local chapters of the American Diabetes Association as well as by a number of local **Weight Watchers** organizations that agreed to join in this diabetes education initiative.

A third partnership involved the **National Association for Sports and Physical Education** (NASPE) which began working with Shape Up America! to educate parents about the need for physical education in the schools and to announce the development of standards for physical education in schools (K-12th grade). This alliance has led to joint authorship of "99 Tips for Family Fitness Fun," a new brochure on family fitness that will be distributed at the community level by NASPE's 23,000 physical education instructors, sports science leaders, coaches, and trainers.

In October 1995, the **American Dietetic Association (ADA)** provided Shape Up America! with a national platform to discuss the obesity epidemic in the U.S. by scheduling a plenary session for Dr. Koop and campaign officials at ADA's annual meeting in Chicago. Entitled "Removing the Barriers to Healthy Eating and Fitness," this forum highlighted a number of barriers that make it more difficult for individuals, and especially low-income Americans, to adopt a healthier lifestyle. The ADA annual meeting was attended by over 11,000 registered dietitians and other food and nutritional professionals, many of whom attended the Shape Up America! session.

Another important initiative resulting from a strategic alliance between Shape Up America! and a Coalition member was National Osteopathic Medicine Week, which took place November 5-11, 1995. Using the theme "Osteopathic Physicians: Shaping Up America's Health," the **American Osteopathic Association (AOA)** produced public service announcements, waiting room materials, and information kits that were distributed to all osteopathic affiliates, hospitals, schools, and state associations. Through this campaign, AOA produced nearly 500,000 audience impressions from its print publicity while the radio public service spot was aired over 5,000 times, eliciting nearly 5 million audience impressions.

In December 1995, Shape Up America! joined forces with the **Society for the Study of Ingestive Behavior (SSIB)** and the North American Association on the Study of Obesity (NAASO) to launch a new nutrition and fitness curriculum for use in schools. This curriculum is now being piloted as part of the Partners Program, an initiative of the Koop Institute at Dartmouth University which links medical students and school teachers to improve health education in schools throughout New Hampshire's Lebanon Valley. During 1996, Shape Up America! will be working with SSIB and NAASO to improve and evaluate this pilot test with the eventual goal of expanding its use nationally.

Besides these special projects, many of the organizations comprising the Shape Up America! Coalition have devoted considerable space within their internal publications to reporting on the campaign and its progress. It is hoped that the interest and awareness that already exists for the campaign will be converted into many new and varied education initiatives in 1996 and beyond.

Translating Goals Into Action

Informing Americans and Motivating Them to Act

With the successful launch of Shape Up America! as the foundation, the campaign's major educational priorities in 1995 focused on redefining healthy weight for Americans while promoting the role of the family in combating obesity. At the same time, Shape Up America! addressed the need for community resources to make neighborhoods safe and recreational facilities available as a new strategy to get Americans "moving" again.

Around these initiatives, the campaign developed new informational materials and conducted a series of high-impact activities as follows:

New Materials

Recognizing that many Americans set unrealistic goals for themselves when they decide to lose weight, the campaign published a new booklet providing the newest thinking of medical authorities on successful weight reduction strategies. Called "On Your Way to Fitness," this 32-page publication provides a new definition of achievable weight loss and stresses the importance of physical activity in achieving and maintaining a healthy weight. Since the booklet became available in May 1995, more than 40,000 copies have been distributed through the campaign's coalition members and health clubs nationwide. The availability of the booklet has also been widely promoted in national magazines and many newspapers.

New Consumer Attitude Research

Through a strategic alliance with Yankelovich Partners, the campaign has commissioned and publicized the findings of two new consumer surveys, each one identifying some of the major barriers to Americans adopting a healthier lifestyle. The first opinion poll of 1,000 adult Americans was conducted in May 1995 to examine the reasons behind the decline in activity levels in the U.S. This survey found that Americans are discouraged about being more active because of outdated views about the time and level of intensity that they believe are necessary to achieve a health benefit.

The other survey, released in October 1995, was designed to discover obstacles to healthful eating and increased physical activity and how these hindrances are affected by income. Using a sample of 1599 urban residents in which half had family incomes before taxes of less than \$25,000 a year and the other half had incomes over \$25,000 yearly, the survey uncovered a number of barriers that make it more difficult for poorer men and women living in cities to be more active and eat a better diet. Specifically, the survey found that concern over neighborhood safety and lack of access to parks, sidewalks and recreational areas are major deterrents for lower income urban Americans to become more physically active. At the same time, the survey found that the cost and lack of availability

of healthier foods are major reasons why lower-income Americans are not responding to current nutrition messages.

Both surveys were released to the media, generating nationwide coverage. The survey findings have also been provided to government agencies and national organizations that are conducting obesity prevention and health education campaigns.

Time Advertorial

In the May 8, 1995 issue, Shape Up America's! corporate sponsor, *Time* magazine, devoted eight pages to the messages of the campaign, providing helpful information on weight loss and physical activity. This special section -- worth approximately \$1.2 million in unpaid advertising space -- reached 25 million Americans and helped to elevate the obesity issue with policy leaders and other media outlets.

"48 Hours" Special Report

On November 16, 1995, Dr. Koop was featured in a CBS Television Network special on childhood obesity which examined the dangerous consequences of unhealthy weight for the one in five American children now classified as overweight. The "48 Hours" report, "Generation X-TRA Large," was seen by more than 11 million viewers.

Shape Up America! News Bureau

To position Shape Up America! as the credible information source on the healthy weight issue, the campaign created a "news bureau" function to provide the media with a steady stream of information on obesity-related topics. Besides generating news stories about the new survey findings and informational materials produced by Shape Up America!, the campaign issued statements around significant developments in the area of obesity research and public health policy. Through the news bureau, the campaign interpreted the findings of Harvard University researchers on the relationship between obesity and premature death through a national news release and 20-city radio tour. The campaign used the news bureau to issue a statement about the significance of the revisions to the Dietary Guidelines for America!, making the need for weight control and increased activity a major area of media focus. Additionally, the news bureau publicized the findings of the White House Office of Science and Technology Policy report, "Meeting the Challenge: A Research Agenda for America's Health, Safety and Food," citing the need for expanded research efforts to identify individuals at risk for obesity.

Community Outreach

With the ultimate goal of stimulating Shape Up America! campaigns in communities across America, the campaign has begun to partner with interested cities and states to design community-based programs. The first such effort took place on March 9, 1995 when Dr. Koop participated in Shape Up Gainesville!, a community health and fitness

expo conducted by the City Department of Health. Since that time, the campaign has been working to implement Shape Up Iowa!, Shape Up New York!, and Shape Up Atlanta! programs. At the same time, the campaign has promoted community interventions -- like urban gardening -- to help citizens reclaim their communities and make these localities safe again for simple activities like walking and jogging in combating obesity at the grassroots level.

Working With the Federal Government

The campaign has developed important alliances with a number of federal government agencies that are working in the areas of obesity prevention and increasing physical activity. A major highlight occurred on April 13, 1995 when Dr. Koop conducted a national teleconference for directors of state and community departments of health in cooperation with the Centers for Disease Control and Prevention. Dr. Barbara Moore also meets regularly with the National Task Force on the Prevention and Treatment of Obesity; contributed to the obesity section of the science research agenda issued by the Office of Science and Technology Policy; and participated in a National Institutes of Health Development Conference on Physical Activity and Cardiovascular Health. Further, the campaign provided publicity support for the release of the new Dietary Guidelines for Americans and continues to work with the U.S. Department of Agriculture to promote the new guideline covering weight loss and physical activity. Through these and other relationships, Shape Up America! is providing valuable insights about how to reach Americans with information on healthy weight and physical activity and, as such, has become a catalyst for designing new obesity prevention efforts.

Progress to Date

For a campaign like Shape Up America! that hopes to go beyond public awareness and actually create behavior change, first year results can only document the potential of this program to make an impact on people's lives. Within this context, the campaign is very proud of its first year accomplishments. In terms of just media coverage alone, the campaign generated 1,434 newspaper articles with a total readership of nearly 111 million; over 100 television stories including the special segment on "48 Hours"; and more than 200 radio stories including pieces on National Public Radio and the commercial radio networks. Further, the campaign reached 25 million Americans through the *Time* magazine special supplement and another 20 million people through the special initiatives of our coalition members.

But this is just the beginning. Shape Up America! has the resources, the contacts, and the national credibility to elevate healthy weight as a national priority. As such, the campaign can have a positive effect on reducing the risks that threaten the lives and future health of many Americans.

*File Koop****Office of Dr. C. Everett Koop*****FAX Transmission**

From: Anne Michel/Emilie Neff
To: Melanne Verveer
Company: Office of The First Lady

Date: 3/13/96
Time:
FAX #: (202) 456-6244

Message: Please deliver these letters to Mrs. Clinton.

Thanks!

(Cover page + 5 pages)

VOICE: 301-493-6603 FAX: 301-493-8160

6707 Democracy Blvd., Suite 107, Bethesda, MD 20817-1129

The C. Everett

Koop Institute

at DARTMOUTH

C. Everett Koop, M.D.
Senior Scholar

March 13, 1996

First Lady Hillary Rodham Clinton
2nd Floor, West Wing
THE WHITE HOUSE
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Hillary:

I am sending along three items separately, for your ease in the handling of them.
Thanks for giving them your kind attention.

Sincerely yours,



C. Everett Koop, M.D. ScD

CEK/nle

1000CEK

Hanover, New Hampshire 03755-3862
Tel. 603-650-1450 Fax 603-650-1452

The C. Everett

Koop Institute

at DARTMOUTH

C. Everett Koop, M.D.*Senior Scholar*

March 13, 1996

*we need him you
can't do me.*

First Lady Hillary Rodham Clinton
2nd Floor, West Wing
THE WHITE HOUSE
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Hillary:

You will recall that my son, Allen, invited you to come to Hanover in April or May to teach an hour of his course. We both thought you might welcome the opportunity to speak with the students in this multi-disciplinary course without any of the usual political interchange.

Usually when a course is announced at Dartmouth - this one is entitled *The History of Health Care* - it attracts about 40 students. This course may well have established a record, because 190 people have signed up for it and now Allen and his colleagues are scurrying trying to get people to back out and take it at another time. This is so that the class will be small enough for some good interchange. Although Allen would welcome you at any time, he has suggested some dates: May 27, May 20, May 15, May 6 or April 23, in that order.

I am teaching one hour and 2 seminars on the subject of *The Doctor of Yesterday*. I guess that dates me, whether I like it or not.

Sincerely yours,



C. Everett Koop, MD, ScD

CEK/nla

1059CEK

Hanover, New Hampshire 03755-3862
Tel. 603-650-1450 Fax 603-650-1452

The C. Everett

Koop Institute

at DARTMOUTH

C. Everett Koop, M.D.*Senior Scholar*

March 13, 1996

*You'll be out
of the country*

First Lady Hillary Rodham Clinton
2nd Floor, West Wing
THE WHITE HOUSE
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Hillary:

I was talking to David Sugarbaker at Harvard today about the meeting on smoking on the 28th of March. He told me that perhaps the President would not make it and if he *did* not, you would be there. That pleases me tremendously. Even though I would like the President to have the accolades of that particular academic audience, for what he has done about smoking, it will be nice to be on the same platform with you again.

I write now to ask if would you like a copy of my speech on smoking and children, if I finish it time, in as much as I precede you in the program? Have Melanne call Emille and I will get what I have to you.

Sincerely yours,



C. Everett Koop, MD, ScD

CEK/nls

1058CEK

Hanover, New Hampshire 03755-3862
Tel. 603-650-1450 Fax 603-650-1452

TOTAL P.02

The C. Everett

Koop Institute

at DARTMOUTH

C. Everett Koop, M.D.

Senior Scholar

March 13, 1996

First Lady Hillary Rodham Clinton
2nd Floor, West Wing
THE WHITE HOUSE
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Hillary:

Shape Up America! has completed its first full year and we believe that we have a number of accomplishments to our credit. We are sending you a copy of our 1995 Annual Report so that you can see the progress we are making in disseminating our message and establishing programs that will encourage Americans to:

- Improve daily dietary intake
- Increase physical activity
- Achieve and maintain a healthy weight

For the coming year, **Shape Up America!** is engaged in several important initiatives. The first is the development of guidelines for physicians which will encourage them to intervene with their overweight and obese patients and provide them with a practical tool for doing so.

Our plans also call for the establishment of a national **Shape Up America!** Walking Campaign which can be implemented by local communities. We will design and provide materials to guide those individuals and organizations willing to form and lead walking groups. Numerous studies show that increased physical activity is critical to successful weight loss and maintenance.

Of special importance to me, **Shape Up America!** will launch a television public service announcement (PSA) to motivate Americans to achieve a healthier weight by improving their diet and activity patterns. I plan to personally deliver this message. At the conclusion of the PSA, we will provide viewers with a **Shape Up America!** clearinghouse phone number to contact for information on resources.

To maximize public attention to this new public service announcement, I was wondering if it would be too much to ask that you join me in launching this effort at a White House ceremony. I feel strongly that your involvement will increase public awareness and generate both excitement and enthusiasm among the media. It also fits in with the recent White House announcement on obesity. In order to underscore the soundness of our approach to stemming the obesity epidemic, we would like to include some of the members of our Scientific Advisory Committee at this event.

Hanover, New Hampshire 03755-3862
Tel. 603-650-1450 Fax 603-650-1452

First Lady Hillary Rodham Clinton
March 13, 1996

Page 2

Since ***Shape Up America!*** was launched from the White House lawn 15 months ago, it has undergone significant growth. In June, 1995, we hired Dr. Barbara Moore who now serves as our President. Actually, I have to admit that we stole Dr. Moore from Jack Gibbons at OSTP. Our coalition of not-for-profit organizations that have joined forces with us has grown to more than forty.

I am most grateful, Hillary, for the support you have provided ***Shape Up America!*** The White House launch, your reference to us in your new book, *It Takes a Village*, and the use of Dr. Moore's scientific expertise by members of Melanne's staff is extremely helpful to us. We would be delighted if you would, once again, lend us your personal support in our ongoing battle to encourage Americans to adopt a healthier lifestyle so that we can be successful in winning the battle against overweight and obesity in this country.

I look forward to your reply. I miss seeing you.

Sincerely yours,



C. Everett Koop, MD, ScD
Chairman and Founder

CEK/nls

1031CEK

file Koop

FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED TRIBUTE TO DR. C. EVERETT KOOP
THE HEALTH PROJECT ANNUAL DINNER
SEPTEMBER 23, 1996

[INTERVIEW STYLE, looking off-camera]:

Like millions of Americans, I respect and admire Dr. Koop and his extraordinary life's work. And I am particularly grateful for the opportunities we have had to work together to promote better health care for all of our nation's citizens.

Whether at Dartmouth College or at the Children's Hospital in Philadelphia or at the White House or in so many other places across the nation, I have seen firsthand the commitment and compassion that Dr. Koop brings to health policy and to promoting good health. His name is synonymous with integrity, dedication and straight-talk. And his friendship and wise counsel have meant a great deal to me.

I was honored to be present when my husband awarded Dr. Koop our highest civilian honor, the Presidential Medal of Freedom. It salutes the expanse of his career and the extraordinary contributions he has made to our country. I think the Presidential citation best captures his years of service. It reads:

"C. Everett Koop has always recognized that science must not be governed by politics, but rather by sober reasoning based on hard facts and research. As Surgeon General, he stayed true to his convictions. Conscious of his responsibilities as the Nation's chief health officer, he candidly addressed such controversial issues as AIDS education, a ban on smoking, and efforts to reduce teen pregnancy. While he earned the ire of some, he won the gratitude of millions by helping to make their lives safer and healthier. A gifted surgeon, a compassionate spokesperson for the young, and an extraordinary public servant who insists on placing integrity above ideology, C. Everett Koop exemplifies what is best about the American character."

Our nation has long relied on and continues to rely on Dr. Koop's advice, warnings and diagnoses -- and he has never let us down. As we make decisions about our health and well-being, we all know what Dr. Koop would tell us! I know I often think of him and his "Shape Up America!" campaign as I begin my morning exercise.

But in the end, what makes Dr. Koop so remarkable and special is Dr. Koop himself -- his energy, his enthusiasm, his principles and his vision.

[ON CAMERA]:

Dr. Koop, congratulations on a lifetime of dedicated service and distinction. Your life's work and ongoing commitment inspire all of us, and we are grateful to you for your vision, your courage and your example. Happy Birthday.

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Mr-

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Koop files.

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The Health Project
1997 C. Everett Koop National Health Awards
[3 copies]

THE HEALTH PROJECT

1997

C. EVERETT KOOP NATIONAL HEALTH
AWARDS



HONORING A HISTORY
OF COST EFFECTIVE
HEALTH PROMOTION & DISEASE PREVENTION
PROGRAMS

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THE HEALTH PROJECT

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New York, NY 10036

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Fax: 212-345-4728

October 22, 1997

Ms. Nicole Rabner
The White House
Office of The First Lady
Second Floor, West Wing
Washington, D.C. 20500

Dear Ms. Rabner:

Re: *The C. Everett Koop National Health Awards*

I want especially to thank you for your timely response to our request to use First Lady, Hillary Rodham Clinton's photograph on the 1997 brochure for The Health Project's C. Everett Koop National Health Award.

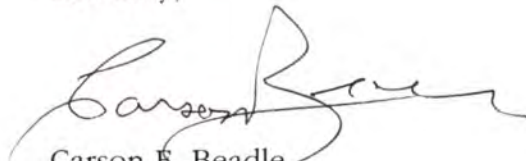
Enclosed are several copies of the brochure which lists the 1997 winners and features highlights of their programs and that of past winners, The Health Project mission and criteria for the Koop Award.

The photograph of the First Lady was taken at an earlier awards presentation in which the First Lady addressed the audience, and graciously agreed to photographs with each of the awardees. Photographed with the First Lady and Dr. Koop are Dr. Mary Jane England, president of the Washington Business Group on Health and me.

The 1997 Awards were presented by Dr. Koop at the Eleventh Annual Washington Business Group on Health's Disability Management Conference, at the J.W. Marriott in Washington, D.C., with approximately 500 health promotion/disease prevention professionals, disability managers, insurers and providers in attendance.

Thanks again for your assistance and cooperation.

Sincerely,



Carson E. Beadle
President
The Health Project