

# The Million PALA Challenge FAQ

## Your Questions Answered

Whether you're looking for information about the challenge, how to participate, the next steps, or how to become a President's Challenge Advocate, we have the answers. The most common questions are listed below. **Click on the question to advance to the answer.**

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**Move It. Log It. Earn It.**

**Join the Million PALA Challenge**



**Learn More @ [www.millionpalachallenge.org](http://www.millionpalachallenge.org)**

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# Questions & Answers

## About the Million PALA Challenge

### Q: What is the Million PALA Challenge?

A: The Million PALA Challenge was launched on September 14th, 2010 by U.S. Department of Health and Human Services Secretary Kathleen Sebelius, Council Co-chair Dominique Dawes; and Let's Move! Executive Director Robin Schepper. An initiative of the President's Council on Fitness, Sports and Nutrition (PCFSN), the goal is to have one million youth and adults across the Nation achieve the Presidential Active Lifestyle Award by September 30, 2011.

### Q: When does the Million PALA Challenge end?

A: September 30, 2011.

### Q: Who can participate in the Million PALA Challenge?

A: Anyone aged 6 and older is welcome to participate in this free program. Individuals and groups, such as schools, classrooms, faith-based organizations, after school programs, and employers can easily implement the Presidential Active Lifestyle Award (PALA) program.

### Q: What is the Presidential Active Lifestyle Award (PALA) and who administers it?

A: The Presidential Active Lifestyle Award (PALA; pronounced Pal-uh) recognizes the incorporation of regular physical activity into an individual's everyday life. To receive the award, adult participants 18+ years of age must be physically active 30 min per day (or 60 min per day for youth 6 to 17 years), 5 days per week, for 6 weeks. Over 100 indoor and outdoor activities count towards the daily requirement including walking, running, aerobics, gardening, and canoeing, as long as the major muscle groups are engaged at a moderate to vigorous activity level.

The award is administered by the President's Challenge Physical Activity and Fitness Awards Program. The President's Challenge is the signature program of the President's Council on Fitness, Sports and Nutrition (PCFSN) and is operated through a cooperative agreement with the Amateur Athletic Union (AAU).

## Individual Participation in the Presidential Active Lifestyle Award (PALA) Program

**Q: How does a participant track their daily physical activity?**

A: Participants can choose from two tracking options:

**Online:** The preferred method is using the President's Challenge online activity tracker. Individuals may register for the Presidential Active Lifestyle Award (PALA) Challenge and login to track their activities by visiting [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and clicking on "Register" or "Login," respectively. Users have 8 weeks to complete the 6-week program. Advantages to using the online activity tracker include the ability to join an online group to compare progress, interact with other participants, and receive encouragement along the way. Online participants are automatically counted in the Million PALA Challenge when they complete the 6-week program.

**On Paper:** When routine online tracking is not an option, participants may also track their daily activity using a paper log. Upon completion of the 6-week program participants must return to [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and click on "Report" to manually report their achievement and be counted in the Million PALA Challenge.

**Q: Can a participant start tracking their daily physical activity online and switch to a paper log to complete the award?**

A: While a paper log can be used as a worksheet to temporarily note completed activities for reporting online, participants should only choose ONE tracking method (either online or using a paper log) when they START their Presidential Active Lifestyle Award (PALA) and continue using it throughout the 6-week program.

**Q: What is award for participants who achieve the Presidential Active Lifestyle Award (PALA)?**

A: For the Million PALA Challenge, participants who complete the 6-week program will be provided a commemorative electronic certificate recognizing their participation in the challenge. The certificate is signed by the co-chairs of the President's Council on Fitness, Sports and Nutrition (PCFSN), NFL football player Drew Brees and Olympian gymnast Dominique Dawes. Participants may also purchase a hard copy certificate signed by President Barack Obama along with the official PALA award patch and other products by visiting [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and clicking on "Shop PALA". Bulk discounts are also available. For more information, call 1-(800)-258-8146, Monday through Friday, 8 am to 5pm Eastern Time or email: [preschal@indiana.edu](mailto:preschal@indiana.edu).

**Q: How will participants who complete the Presidential Active Lifestyle Award receive their commemorative electronic certificate?**

A: Individuals who track their progress online will automatically receive access to download the certificate when they complete the 6-week program. If a participant uses a paper log, they will need to visit [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and click "Report" to document their completion using a simple online form. Once the information is submitted they will be given access to download the electronic certificate.

**\*\*Participants should not complete their PALA online and report their participation using the paper log report form at [www.millionpalachallenge.org](http://www.millionpalachallenge.org)\*\***

**Q: What are the steps to get involved as an individual participant in the Million PALA Challenge?**

A: Becoming a participant is easy to do. Just select your tracking method and follow these simple steps:

### **Online (Preferred Method):**

1. Begin by visiting [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and click "Register"
2. Complete the required fields and click submit.
3. When presented with the option to "Choose a Challenge or Start a Group" select "Presidential Active Lifestyle Award" and click submit.
4. You'll arrive on your activity tracker homepage, which you will see each time you log into your account. From this screen you can track your activities, join a group, see your award progress, shop for merchandise, and adjust your account preferences. Completion of the 6-week program will be counted automatically in the Million PALA Challenge.

### **Paper Log (Alternate Method):**

1. Begin by visiting [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and download the "Million PALA Challenge Participant Information Sheet". It contains information about the challenge and an activity log on the second page.
2. You can type your personal information into fields provided on the activity log, print it, and track your daily physical activity using one of the gridded boxes for each of the 6-weeks.
3. When you finish the 6-week program return to [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and click "Report" to manually report your completion as part of the Million PALA Challenge. If you are participating as a member of a group, make sure you return your completed activity log to your Group Administrator to be counted and receive your certificate.

## Individual Participation in the Presidential Active Lifestyle Award (PALA) Program (continued)

### Q: As a participant, what are the advantages of using the online activity tracker?

A: While tracking your progress online requires routine access to an internet-connected computer, it offers a number of benefits to participants:

- Easy access to information about a variety of activities to try.
- Immediate access to the commemorative recognition certificate upon completion of the 6-week program.
- The ability to transition directly into the Presidential Champion's program to remain physically active and achieve additional awards! (NOTE: This program is available online only.)

Online participants who join a group can also:

- Compare their progress relative to the group.
- Send private or public messaging to individual group members or the group at large.
- Post comments, ideas, or activities on a group social message board.
- Receive notifications and encouragement from their Group Administrator!

### Q: How do participants join a group or search for one?

A: Whether you're going to join a specific group or searching for one you might like finding it is easy. Just follow the steps below:

Join a Specific Group:

1. After registering for an account or logging in, click on the "Group" icon on the Activity Tracker homepage.
2. Enter the unique Group Number. Alternatively, if you want to search for a group or only know the Group Name, you may use the "Find a Group" function. "Search Groups" allows a participant to conduct a keyword search across all of the group names in the system; "Browse Groups" permits group lookup by state and/or the group type. For either option click "Submit" to start the search. Clicking on the groups listed in the result will show additional information and provide the ability to join the group.

### Q: Why do I receive points when I log my daily activity using the online activity tracker tool?

A: The Presidential Active Lifestyle Award (PALA) is just the beginning! Many online participants who successfully complete the PALA continue logging with the Presidential Champions program. Rather than requiring daily physical activity, the Presidential Champions challenge is self-directed using points to track progress. It also has a number of higher-level awards to achieve. The points accrued while completing PALA move with participants who elect to join the Presidential Champions program bringing them even closer to their next award!

### Q: I already have a President's Challenge participant account. Do I need to create a new one to participate in the Million PALA Challenge?

A: No, you can use your existing account even if you previously completed or attempted your Presidential Active Lifestyle Award (PALA). Go to "Account Settings" and in the menu choose "Change Challenge" to select the PALA challenge as the current challenge. You may also select "Reset Tracker" if you previously attempted PALA, but did not complete it in the required timeframe, or you would like to complete the award a second time to be counted in the Million PALA Challenge. Make sure to click "Save" after making your selection(s).

### Q: I started my Presidential Active Lifestyle Award (PALA), but I did not complete it in the required timeframe. Can I try again and still be counted in the Million PALA Challenge?

A: Yes, as long as the PALA is achieved prior to September 30, 2011. Login to your account and go to "Account Settings" and choose "Change Challenge" in the menu. Make sure the PALA Challenge is the current challenge and the "Restart PALA" option is checked. Click "Save". This will reset the activity tracker to week one.

### Q: I have a President's Challenge account and previously completed the Presidential Active Lifestyle Award (PALA) prior to September 14, 2010. Is there a way I can still be counted in the Million PALA Challenge?

A: To be counted in the Million PALA Challenge, the PALA must be achieved between September 14, 2010 and September 30, 2011. If you previously achieved the PALA, you may attempt it a second time during the Million PALA Challenge. Login to your account and go to "Account Settings" and choose "Change Challenge" in the menu. Make sure the "Presidential Active Lifestyle Award (PALA)" challenge is selected. Click "Save". This will set the activity tracker to week one and allow you to complete the award a second time. Whether or not you finish your second PALA you will NOT lose credit for successfully completing the first PALA award.

### Q: Who should I contact with questions or issues using the online activity tracker or the online shop?

A: You can contact the President's Challenge staff at 1-(800)-258-8146, Monday through Friday, 8am to 5pm Eastern Standard Time or email: [preschal@indiana.edu](mailto:preschal@indiana.edu).

## Group Participation in the Presidential Active Lifestyle Award (PALA) Program

**Q: What are the most important considerations when planning a group-based Presidential Active Lifestyle Award (PALA) challenge?**

A: To maximize the success of your group challenge regardless of its size, make sure you consider the following:

- Identify the time frame for the Challenge (an 8 week window with at least 1-2 weeks to publicize the initiative in advance of the start date).
- Message the program requirements: be active at least 30 min a day for adults 18 years and older, 60 min a day for youth 6-17 at least 5 days a week for 6 weeks. Make sure that participants know they must log their activities either online or using a paper log.
- Determine whether your participants will use the online physical activity tracking tool or a paper log. Using the online tracker requires participants (and the Group Administrator) to have periodic access to a computer where they can establish an account and be able to log past activities within a 14 day window. Online tracking allows Group Administrators to invite individuals to participate via email, track registration and participant progress, message to the group or select individuals, and generate reports on the activities/awards participants receive. A paper log is a good alternative if a majority of the participants will NOT have routine access to a computer and/or the Internet. Group Administrators would be responsible for collecting completed logs, verifying completion, reporting the total number of achievers by visiting [www.millionpalachallenge.org](http://www.millionpalachallenge.org), and distributing the recognition certificate to awardees.
- Consider a friendly challenge or competition! Which team, office, branch, organization, parish, or community can achieve the greatest number of Presidential Active Lifestyle Awards?
- Do you want to host a kick-off and/or recognition event? Although not required, get your participants excited for the challenge by having a kick-off event. They'll also appreciate positive recognition when they complete their award. It may be the thing they need to keep moving even after the Challenge is over. To make your event is extra special, Presidential Active Lifestyle Award (PALA) merchandise including awards, t-shirts, and sport bags can be purchased through [www.millionpalachallenge.org](http://www.millionpalachallenge.org). You can use them to get individuals motivated or recognize special achievers!

**Q: As a Group Administrator, what are the advantages of using the online activity tracker tool?**

A: Benefits include:

- Real time access to group member progress: Recent activity logged, Point leaders, Time leaders
- Ability to download and export Excel files containing participant data.
  - o Member Data: Identifies each group member by name, user name, and member ID. Shows their total points to date, last activity logged and duration of that activity.
  - o Group Activity Data: The ability to input a date range allows you to see what members were active during a certain time period. You can see the points earned for those activities, amount of time spent on each activity entry and the type of activity. You can also view the awards a group member has earned since they created their Challenge account.
- Send email invitations to encourage others to join your group.
- Email your group members at any time. You may want to send regular reminders to log activity and to keep moving!
- Add additional group administrators. A group may have more than one administrator. These individuals will be able to access group member data, pull reports, etc. Just make sure you are following your organization's privacy policies.

**Q: I already have a Group Administrator account with the President's Challenge. Do I need to create a new account to participate in the Million PALA Challenge?**

A: No, one account is all it takes. An individual can log personal activity and administer a group from the same account.

**Q: What are the steps to create an online group?**

A: Creating an online group and serving as a Group Administrator is easy. Just follow these simple steps:

1. Begin by visiting [www.millionpalachallenge.org](http://www.millionpalachallenge.org) and click "Register"
2. Complete the required form fields and click submit. Your username will be how you're identified to your group members.
3. When presented with the option to "Choose a Challenge or Start a Group" select "Start a Group" and click submit.
4. Complete the group information fields:
  - a. The type of group: Community, Workplace, School, Government, Individual (this might be a family or network of friends)
  - b. The name of your group. This name will appear when individuals search for a group on the website (if your group is public—see next point)
  - c. Select Private or Public. Private means that your group will not appear when an individual uses the group search feature on the website. People must have the group number to view a Private group. Public means non-members can see your group's name, profile picture, description, and number of points. Anyone can join a Public group.
  - d. Upload a profile picture, if you have one.
  - e. Click "Submit"
5. When you successfully complete the group registration process you'll be able to view your group page. In addition, you will automatically receive an email confirmation at the address provided during account registration. The email will contain your Group Name and unique Group ID Number.

## Group Participation in the Presidential Active Lifestyle Award (PALA) Program (continued)

### Q: Can a registered user create more than one group?

A: Yes, registered users can create additional groups and serve as the Group Administrator for each of them. A group can be created as part of the registration process or any time after the account has been created. To create one or more groups, login or go to the Activity Tracker homepage. Click on the “Groups” icon and select the “Start a Group” icon in the upper left side of the window. Repeat this process for each desired group.

### Q: When should a user consider creating more than one group?

A: While a single user can create and administer multiple groups, in many cases the additional effort managing them may not be worthwhile. Ultimately, it is up to the user’s discretion how many groups are created, but in general the fewer groups the better. Scenarios where a multi-group set-up could be advantageous are listed below:

- Challenge/Team Competition – Creating a friendly competition between two or more teams, offices, or other groups is a great way to provide incentives and get participants active. In order to track the challenge and determine a winner, two or more groups would be an easy way to organize participants.
- Internal Tracking/Reporting – There are occasions where it is helpful or necessary to track and organize completions for reporting purposes. For example, recognizing one or more offices or branches for achieving a defined completion rate.

### Q: How do I invite individuals to join my group?

A: A Group Administrator can invite individuals to join their group at any time via email by using the “Invite Members” option available to Group Administrators in the “ADMIN” tab of their group. The easiest way to make sure prospective participants find the correct group is to provide them with the unique Group Number. Group Administrators should prominently display it on their webpage, promotional materials, and presentations. Include the Group Number on the customizable “Participant Information Sheet” available on [www.millionpalachallenge.org](http://www.millionpalachallenge.org). Alternatively, or in addition, the Group Name can also be provided and searched against when participants use the “Search Groups” function.

### Q: How can I find the unique Group Number assigned to my group?

A: The unique Group Number is listed in the confirmation email sent to the group administrator at the time the group was created. Alternatively, the Group Number is also visible in the URL address when a participant or Group Administrator is viewing a group page. At the end of the URL in the webpage address bar you will see “...groupNumber=...”. The sequence of digits immediately after the “=” corresponds to the number of the group displayed.

### Q: What are the steps a prospective group member should follow to join a specific group?

A: Joining a specific group is easy. Prospective group members should follow the instructions below:

1. After registering for an account or logging in, click on the “Group” icon on the Activity Tracker homepage.
2. Enter the unique Group Number in the search field “Enter a Group Number” and click “Submit”. Alternatively, if you know the Group Name, you may use the “Search Groups” option.
3. A single group corresponding to the number entered will be returned, while searching by Group Name may return one or more entries. Click on the desired group to learn more and join.

### Q: Where do Group Administrators access administrative group functions online?

A: Both the participants and Group Administrators view similar page layouts when viewing group information. For registered users that are also Group Administrators, an additional gold tab labeled “ADMIN” is visible. Clicking on this tab provides access to administrative functions in the left side menu.

### Q: How does a Group Administrator grant administrative rights to other registered users?

A: When viewing the group’s information page click on the gold “ADMIN” tab and select the “Admin Settings” option from the menu on the left side of the window. Images (if uploaded) for each of the group members with administrative rights will be displayed. To add an additional Group Administrator, type the user name in the field “Enter Name Here”. Only current group members can be added as administrators. If the desired recipient is not a registered user or already a member of the group, then they must create an account and/or join the group to which they are being given administrative rights.

### Q: Not all of my group members have routine access to an internet-connected computer. Can some members participate using a paper log?

A: Yes, as the Group Administrator, you can elect to exclusively use online tracking or paper logging. In addition, Group Administrators may choose a hybrid approach where some participants use the online activity tracker, while the remaining members document activities using a paper log. When a hybrid of both tracking methods is used, the Group Administrator needs to collect completed paper logs, verify completion, report the total number of paper achievers by visiting [www.millionpalachallenge.org](http://www.millionpalachallenge.org), and distribute the recognition certificate to those awardees directly. It is also important to instruct participants that whichever tracking method they START with should be used for the duration of the program.

## Group Participation in the Presidential Active Lifestyle Award (PALA) Program (continued)

### Q: When should a Group Administrator consider using a paper log exclusively?

A: Exclusive use of a paper log for tracking physical activity is at the discretion of the Group Administrator. It is important to note that the tracking, reporting, communication, and award tools provided online will not be available using this tracking approach; however, there are circumstances where this option may provide additional flexibility and increase the completion rate. A few examples are provided below:

1. The majority of participants do not have routine access to an internet-connected computer.
2. The Group Administrator or their representative has frequent in-person access to a majority of the participants for providing reminders about the importance of logging and following-up.
3. Activity can easily be tracked on a paper log while following standard program or facility rules, such as logging when signing out of an afterschool program or gym.

### Q: If a Group Administrator chooses to use paper logs for some or all of the group members, what are the implementation steps?

A: Tracking group participation on paper is easy. Just follow the steps below for each approach:

#### Hybrid Tracking (Combination of Online and Paper Logging):

1. After creating an online group, download the customizable "Participant Information Sheet" available on [www.millionpalachallenge.org](http://www.millionpalachallenge.org). On the second page of the document is an activity log, which includes a series of fillable fields that can be customized, so participants know how to identify their group and where to direct completed logs for tabulation. Form fields to be completed include:
  - a. Group ID – Should correspond to the online Group Number.
  - b. Group Name – Should correspond to the online Group Name.
  - c. Point of Contact – Name of Group Administrator or their representative(s) who will collect completed activity logs and answer challenge specific questions.
  - d. Point of Contact Information – Phone/Email of Group Administrator or representative(s).
  - e. Mailing Address – If necessary, the address to which completed activity logs should be sent if participants are not located in the vicinity of the Group Administrator and/or their representative(s).
2. Distribute the paper logs as appropriate. Ensure that any representatives who assist in collecting the logs understand the process for handling/tabulating them when group members complete the program.
3. When the program is complete, and all of the paper logs have been collected, go to [www.millionpalachallenge.org](http://www.millionpalachallenge.org) to report completion totals online. Click on "Report" option and complete the brief form including contact information, the total number of completions, and the breakout of youth and adult PALA achievers.
4. Upon successful submission, an electronic recognition certificate will be made available for download. The Group Administrator or their representative(s) can enter individual participant names and the date of the award into the certificate for printing and presentation. Remember, this is only necessary for group members who complete the program using the paper log. Participants who use the online activity tracker will be given access to the certificate automatically upon achieving the award.

#### Paper Tracking:

1. Download the customizable "Participant Information Sheet" available on [www.millionpalachallenge.org](http://www.millionpalachallenge.org). On the second page of the document is an activity log, which includes a series of fillable fields that can be customized, so participants know how to identify their group and where to direct completed logs once they are finished. Form fields to complete include:
  - a. Group ID – Leave blank or write N/A.
  - b. Group Name – Include the name of the group, initiative, or organization.
  - c. Group Administrator – Name of Group Administrator or their representative(s) who will collect completed activity logs and answer challenge specific questions.
  - d. Contact Information – Phone/Email of Group Administrator or representative(s).
  - e. Mailing Address – If necessary, the address to which completed activity logs should be sent if participants are not located in the vicinity of the Group Administrator and/or their representative(s).
2. Distribute the paper logs as appropriate. Ensure that any representatives who assist in collecting the logs understand the process for handling/tabulating them when group members complete the program.
3. When the program is complete, and all of the paper logs have been collected, go to [www.millionpalachallenge.org](http://www.millionpalachallenge.org) to report completion totals online. Click on "Report" option and complete the brief form including contact information, the total number of completions, and the breakout of youth and adult PALA achievers.
4. Upon successful submission, an electronic recognition certificate will be made available for download. The Group Administrator or their representative(s) can enter individual participant names and the date of awarding into the certificate for printing and presentation. Remember, this is the only way for group members who complete the program using the paper log to receive their free recognition. Otherwise, anyone may order awards through the Shop on [www.millionpalachallenge.org](http://www.millionpalachallenge.org).



## Group Participation in the Presidential Active Lifestyle Award (PALA) Program (continued)

**Q: Should individual participants, Group Administrators, or their representative(s) send completed hard-copy paper logs to the President's Challenge Program?**

**A:** No, hard-copy paper logs should not be mailed to the President's Challenge Program. Instead, individual participants, Group Administrators, or their representative(s) should provide completion information using the online reporting form available on [www.millionpalachallenge.org](http://www.millionpalachallenge.org).

**Q: Who should I contact with questions or issues regarding group administrator functions, the online activity tracker, or the online PALA shop?**

**A:** You can contact the President's Challenge staff at 1-(800)-258-8146, Monday through Friday, 8am to 5pm Eastern Standard Time or email: [preschal@indiana.edu](mailto:preschal@indiana.edu).

## After PALA: The Presidential Champions Program

**Q: What else can individual participants or group members who have completed their Presidential Active Lifestyle Award (PALA) do to stay active?**

A: PALA is just the beginning! Group members can stay physically active and continue tracking their performance with the Presidential Champions program.

**Q: What is the Presidential Champions program?**

A: The Presidential Champions program is aimed at youth and adults who are regularly active. The program is only available online. Participants continue tracking their physical activity receiving points based on the specific activity, duration, and intensity. Points accrued while completing PALA are also carried over to the Presidential Champions program. While PALA has a specific timeframe for completion, the Presidential Champions program has no time limit. More activity means more points. Presidential Champions award levels are: Bronze (40,000 pts.), Silver (90,000 pts.), Gold (160,000 pts.) and Platinum (1,000,000 pts.). Additional information is available at [www.presidentschallenge.org](http://www.presidentschallenge.org).

**Q: What are the forms of recognition in the Presidential Champions program?**

A: Presidential Champions can purchase medals, certificates, or lapel pins among other items. The products are available for purchase by visiting [www.presidentschallenge.org](http://www.presidentschallenge.org).

**Q: Can I participate in the Presidential Champions program using a paper log?**

A: No, the Presidential Champions program only supports online logging using the free activity tracker tool.

**Q: How do you join the Presidential Champions program after completing the Presidential Active Lifestyle Award (PALA)?**

A: Once a participant completes PALA, joining the Presidential Champions program is easy. Login to your account and go to "Account Settings" and choose "Change Challenge" in the menu. Make sure the "Presidential Champions" challenge is selected. Click "Save". This will place you the Presidential Champions program and adjust your "Progress To Date" award tracker to reflect the next achievement level for the new challenge.

**Q: Can a single group have members that are completing the Presidential Active Lifestyle Award (PALA) and participating in the Presidential Champions program?**

A: Yes, while a group member can only participate in one of the awards programs at a time, a group can contain members that are completing either challenge.

**Q: Can a challenge/team competition be based on the Presidential Champions program?**

A: Yes. Rather than tracking PALA completions, the number of group members achieving a specific level, such as a bronze award, could be tracked. In addition, individual recognition is also possible by tracking point totals. Be creative!

## The President's Challenge Advocate Program

### Q: What is the President's Challenge Advocate Program?

A: The President's Challenge Advocate Program is comprised of a wide variety of organizations that partner with the President's Challenge to encourage people to stay physically active.

### Q: What are the benefits of becoming a President's Challenge Advocate?

A: Besides joining a team that is committed to promoting physical activity, President's Challenge Advocates can use the President's Challenge Seal in approved promotional materials, are featured on the President's Challenge and Million PALA Challenge websites, and are provided an opportunity to highlight their program(s) and successes.

### Q: Are President's Challenge Advocates involved with the Million PALA Challenge?

A: Yes, many current advocates are directly supporting this 1-year initiative through September 30, 2011. Support can be provided in a variety of ways including access to prospective participants, marketing activities, and/or in-kind contributions.

### Q: What is the process for an interested organization to partner with the President's Challenge Program?

A: Applying to become a President's Challenge Advocate is easy. Visit [www.millionpalachallenge.org](http://www.millionpalachallenge.org) to complete and submit an online application. Once it is received the initiating organization will be provided with a Letter of Understanding (LOU) detailing the term and nature of the partnership. Following completion of the LOU, the partnering organization will be a President's Challenge Advocate for the duration of the agreement.

### Q: Who should I contact with questions regarding the President's Challenge Advocate Program?

A: You should contact the President's Council on Fitness, Sports and Nutrition Staff via email: [PALA@hhs.gov](mailto:PALA@hhs.gov).