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### **SPORT SCIENCE SHINES LIGHT ON EPIDEMICS OF OBESITY AND INACTIVITY**

Orlando, FL – August 15, 2011 – In a recent article published in the *Journal of Physical Education, Recreation & Dance* (JOPERD), Dr. Jack Groppe, co-founder of the Human Performance Institute, Inc. (HPI) – a Johnson & Johnson company and part of the Wellness & Prevention business – calls for bold and creative action in the nation’s battle against obesity and inactivity. An internationally recognized authority in the science of human performance, fitness, and nutrition, Groppe urges community leaders to look to the field of sport science for viable and effective solutions to the inevitable consequences of the life-threatening epidemics of obesity and inactivity facing our country today.

Groppe’s article, “*Thinking Beyond the Playing Field: Leading Change in Your Community*,” explores the achievement of effective behavior change through the application of sport science. Groppe examines the evolution of the sport science field and credits its multidimensional focus on the physical, emotional, mental, and spiritual needs of athletes as the key driver of successful change, highlighting the unique and powerful practice of linking desired outcomes to a personal mission as a critical part in the transformation process.

“Human beings are mission-specific as a species,” Groppe notes. “Typically, when people are ‘on a mission,’ they do not fail.”

In his article, Groppe explains how individuals – and in turn, our nation – can truly change and rewrite their personal stories by identifying a mission they have a “real, honest stake in.” Meaningful purpose, he adds, is the way to sustainable behavior change, and without it, worthwhile initiatives, like the fight against obesity, will continue to falter.

“Consider weight loss,” Groppe proposes. “Many people try and fail because their goal is simply to fit into a smaller pair of jeans.”

“Those who succeed,” he continues, “most likely associate getting healthy with the hope of being around to see their grandchildren born or challenging a genetic predisposition for disease. It’s the mission that enables the change and allows a new story to evolve.”

According to Groppe, helping people understand their missions and reason for movement and wellness is where community leaders must step in. He implores leaders in the fields of health, physical education, recreation, and dance to lead the charge by improving awareness, making movement matter on an individual level, and helping their individual communities rewrite their stories.

Citing successful examples of national story change – such as the “Going Green” movement – Groppe shows that transformation is possible.

“Nothing will change around obesity or inactivity, however, unless we rewrite our story – from one of inactivity and sedentary recreation, to one of movement, health, and wellness,” he says. “We need to consciously restructure our country’s narrative to make activity matter, and help people understand it in the context of purpose. If we identify and declare personal missions, we can change our behavior – both individually and as a nation.”

To learn more about the Human Performance Institute, go to [www.hpoinstitute.com](http://www.hpoinstitute.com).

The Human Performance Institute, Inc., a Johnson & Johnson company and part of the Wellness & Prevention business, is the pioneer in delivering a science-based energy management training solution to achieve sustained high performance. The solution is based on over 30 years of proprietary research and working with elite performers, including Olympic gold medalists, military Special Forces, Hostage Rescue teams, surgeons, and Fortune 500 CEOs.

The Human Performance Institute’s measurement-based training uses a multidisciplinary approach built on the sciences of performance psychology, exercise physiology, and nutrition to create lifelong behavior change to help leaders bring their highest potential to their work and life. By expanding energy levels, both personally and professionally, leaders become more engaged and resilient, which propels higher performance, better teamwork, and stronger leadership, all of which can be distinct competitive advantages for organizations.

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