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PRESIDENT'S MESSAGE

Celebrating Meaningful Accomplishments in Kinesiology

By Duane Knudson, AKA President



Duane Knudson

At every department meeting I try to publicly recognize all faculty, staff, or students who have made a notable achievement or action in support of the department. The end-of-year and welcome-back department meetings are where I make an even more concerted effort to celebrate achievements. Some of these public recognitions are for tenure and promotions, national awards, grants, and the like. Another tradition that I have instituted is the extension of this culture of family recognition to some joke awards (HHP Choice Awards) to highlight fun observations from our collective work. While that is often good for a few

big laughs, I want to focus your attention on recognizing meaningful accomplishments of kinesiology faculty and students.

The American Kinesiology Association works hard to celebrate accomplishments, primarily through the recognition of outstanding teaching and learning through student awards. Last April the Awards Committee led by Dr. Melinda Solomon announced the winners of the AKA undergraduate scholar, master's scholar, doctoral scholar, and national graduate student writing awards. Be on the lookout this coming academic year for outstanding students in your program and nominate the best for these recognitions in 2016. Celebrating the best of instruction and scholarship in kinesiology is important for encouraging excellence and promoting our programs.

Celebrating accomplishments of AKA faculty and departments has been an area

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Young Athletes and Concussions: The Problem That Won't Go Away

By Pat Wade, KT Staff Writer

Laws requiring young athletes to be removed from play for suspected concussions should be expanded, says a Drexel University College of Medicine doctor, and emergency rooms need better procedures in treating those sports-related concussions.

That's the kicker on a paper recently published in the journal *Injury Epidemiology*, said its lead author Dr. Thomas Trojian. His research found that visits to the emergency room for sports-related concussions in high school athletes more than doubled – from 2.5 to 5.9 monthly – after the state of Connecticut passed a law requiring high school athletes to be removed from play and evaluated by a health-care professional when they are suspected to have a concussion.

That's a step in the right direction, Trojian said, but he thinks the law should be expanded to youth sports in order to properly diagnose even more concussions and prevent long-term damage.

Concussion diagnoses everywhere have been generally trending upward, according to the paper, but the exact reason for that is not known. Trojian attributes a lot of it to

awareness campaigns and media attention.

But the researchers observed the biggest increase in emergency room visits after Connecticut's Public Act 10-62 went into effect in 2010. The law requires coaches to remove players who may have received a concussion, and those players are not allow to return without written clearance from a licensed medical professional.

However, the law only applied to high school athletes. While researchers saw the biggest jump in emergency room visits for sports-related concussions for players in the 14 to 18 age range, they saw no significant movement among adults or those younger than 14 – nor did they see any significant change during the summer months, when high schools are not in session.

"Only when the law applied did we see a large increase," Trojian said. "So my point is, there's a lot of concussions out there that are not being seen."

That's something Trojian and others are working to change. A single concussion is manageable and recovery time is relatively short, he said. But when a player with a concussion returns too soon and gets hurt again, that is where people start

to see major problems – making the initial diagnosis that much more important.

"When the brain is in recovery and it gets hurt again, those cells die," Trojian said. "That's where you get the long-term damage."

He worries youth athletes are not getting treatment for concussions, partly because coaches do not have to pull them out of the game.

"Youth soccer, which is huge, and youth football, which is huge – a kid gets a concussion, the coach has no responsibility to pull the kid out," Trojian said. "Coaches aren't doctors, but if they had the law and they had mandates that stated, 'If a kid has these symptoms, you don't have to make the diagnosis, but you take the kid out of the game and let a physician make the diagnosis.'"

And then there's the emergency department side, where players arrive after being pulled out of a game for a suspected concussion. Patients with concussions do not necessarily need to make a trip to their hospital's emergency department, but that is often where they end up.

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Headis: Get Your Head Into the Game

By Amy Rose, KT Staff Writer

A new sporting activity called Headis is heading straight up in popularity in Germany and other European countries over the last few years. The game, a hybrid between soccer and table tennis, has grown rapidly since its invention in 2006 by German college students just looking to have some fun. René Wegner, the founder of Headis and current CEO of Headis Trendsports, was a sport science student at the University of Saarbruecken at the time. He and some friends were waiting for a soccer field to open up one afternoon when they began hitting around a soccer ball on an available table tennis table. The game took off from there. Wegner said they quickly developed rules and specialized equipment for the game to keep it simple and safe. The game follows rules similar to those for table tennis and uses a 6.5-inch rubber ball and a metal net. The ball is hit back and forth across the net using only the players' heads. Headis also differs because it allows volleys, where the player can hit the ball before it bounces on his own side, and players can also touch the table with any parts of their bodies. The ball was developed with special atten-

tion to safety and concussion risks. It is made of a specific rubber that is softer than a soccer ball and has a special surface texture as well. Wegner said it is half the weight of a soccer ball and is a lot slower coming into the head.

Wegner says the most important thing to do is to touch the table while making a hit on the ball so players know where the table is. "This will keep you from hitting the table with your head," he said. During tournaments, rubber is also attached to the edge of the table for leg protection. According to Wegner, Headis has been rated the lowest possibility of getting hurt in a sport. People are also feeling big fitness benefits from playing the game. "Afterward, people are sore and have a hard time walking," said Wegner. "It's a good workout and you don't recognize it." Players need to squat to get under the ball and drive it up with their legs and they also do many push-up repetitions to get off the table after a hit. Research has shown that playing Headis produces higher heart rates and lactic acid readings than table tennis provides; the levels are similar to those in a sport like badminton. But Wegner says the real draw of the game

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Provided by Headis Trendsports.



Headis Founder, René Wegner

Baseball and Other Sports Decline in Popularity

Baseball is in a funk, both from a participation and a fan perspective. The most recent Little League participation report showed that the numbers had declined from slightly less than 3 million in the 1990s to 2.4 million in 2013. (The organization reportedly no longer releases participation figures.) The average age of baseball viewers edges toward 55. According to the ESPN Sports Poll, the list of Americans' 30 favorite sports doesn't feature baseball. It appears that the decline in baseball may be part of a larger, more ominous trend. According to the Sports and Fitness Industry Association, participation

in all sports has dropped by more than 9 percent nationwide over the past five years.

The decline in baseball's popularity isn't a problem only for the United States. For an account of how soccer threatens to replace "**béisbol**" as Cuba's national game, see Brian Costa's excellent story in *The Wall Street Journal* (June 10, 2015, D6). Even expats who live in Moscow are feeling the pain. A gated community outside of Moscow used to have eight Little League teams; now they have only four, apparently because of an exodus of expats in response to the political and economic climate in the country. - SJH



EDITOR'S TWO CENTS' WORTH

Final Two Cents' Worth

By Shirl Hoffman, KT Editor



Shirl Hoffman

This is the last issue of *Kinesiology Today* for which I will serve as editor. Beginning with the fall issue, that responsibility will fall into the very capable hands of Penny McCullagh.

I look forward to seeing *KT* expand its influence and audience and continuing to serve as a vital news and information source for sport, exercise, and physical activity.

In 2009, when I assumed the role of charter executive director of the American Kinesiology Association, one of the charges laid at my feet was to develop a news source that was more comprehensive than the two newsletters that had been assembled before my hiring. The vision of the executive committee was for an online news source that would be of interest not only to AKA members but to undergraduate students and even laypeople at large. Over the years the leadership of AKA has probably tired of my saying, upon hearing someone call *KT* a newsletter, that it actually is much more than a newsletter. I refer to it as an

e-mini-mag featuring news about physical activity that doesn't appear elsewhere in a single publication.

My inspiration in shaping *KT* was *Psychology Today*, a magazine founded in 1967 by Nicolas Charney. It was intended to make the psychology literature accessible to the general public. Like *PT*, *KT* has aimed at translating technical research into reader-friendly news. Helping *KT* through its birthing years has been a genuine treat. We continue to believe that *KT* is valued by those in our field. Some have told us that they send each issue to their deans or provosts; others report that they use it as a resource in their classes.

What I may miss most is the opportunity to comment on topics germane to the field via the Editor's Two Cents' Worth column. Comments from some readers have been laudatory, and from others less so. In an honest appraisal, one of my colleagues told me, "Shirl, I like reading your column even though I don't always agree with you." That is exactly the kind of feedback I hoped for after every issue was put to bed. Alas, feedback, not only about the editor's column but about *KT* as a whole, has been scant, even when critical comments have been

earnestly solicited. We at the American Kinesiology Association have wondered why this is. Some of the problem may be that a news source dealing with the broad landscape of physical activity simply doesn't resonate with the modern-day pigeonholed kinesiologist. I hope and believe that isn't the case.

While our areas of specialization are narrow, our field of study remains broad. Surely any news bearing on sport, exercise, motor performance, and physical activity should be of interest to all of those whose discipline is the study of physical activity. Perhaps the problem is less systemic; some department heads apparently still fail to circulate the latest issues of *KT* to their faculty, in spite of our pleadings. A more hopeful possibility is that you are enjoying it, finding it helpful, and sharing it with others but haven't found the time to let us know.

You can help Penny as she takes over the editor's reins by letting her know what you think of *KT*. Does it need to change its emphasis? What could be added (or subtracted) to make it more interesting to you or more appropriate for your students? Comments are gratefully received by Penny at kintodayaka@hkusa.com.

Research Showing Benefits of Cardio Fitness Keep Popping Up

The notion that attaining and maintaining cardiorespiratory fitness can be a boost to one's health is hardly news, but science keeps elucidating the many ways it can benefit us. Three recent studies underline its positive effects on smokers, brain structure, and cognitive function.

Darla Kendzor at the University of Texas School of Public Health Dallas Regional Campus led a study that examined 1,249 smokers to determine the effect of fitness on five risk factors normally included in the metabolic syndrome among smokers. They found that fitness can protect against cardiovascular disease even among smokers. The study was reported in the *American Journal of Preventive Medicine* (2015, 48 (5), 561). The factors include elevated fasting glucose, excess waist circumference, elevated blood pressure and triglycerides, and abnormal HDL cholesterol. They found that the risk for metabolic syndrome was reduced in smokers who were either highly or moderately fit, and smokers who were in the fittest group reduced their risk for

metabolic risk factors the most (48%).

A study reported on in *Science Daily* (April 27, 2015) is the first to suggest that cardiorespiratory fitness can positively affect the white matter in the brains of older adults. Fitness levels and brain MRIs of older and younger adults were assessed. Fitness predicted the integrity of white matter fiber bundles in the older but not the younger group. Although the study leaves unanswered such important questions as what type of exercise or dose of exercise best produces this effect, the results were encouraging to corresponding author Scott Hayes at Boston University School of Medicine. He told *Science Daily*: "We hope this study provides additional motivation for older adults to increase their levels of physical activity, which positively impacts health, mood, cognition and the brain."

A new study published in *JAMA Oncology* (2015; 1(2):231-237) has shown that men with a high cardiorespiratory fitness (CRF) level in midlife not only are at a lower risk of developing lung and colorectal cancer,

they are also at a lower risk of dying from cancer if they're diagnosed later in life. Men with high CRF in midlife had a 55% lower risk of developing lung cancer and 44% lower risk of developing colorectal cancer compared to men with lower levels of CRF. High CRF in midlife was also associated with a 32% lower risk of death by cancer in men who developed lung, prostate, or colorectal cancer at ages 65 and older. The study examined records of nearly 14,000 men who had been given a baseline fitness exam on a treadmill between 1971 and 2009. Interestingly, among men who had developed cancer, high CRF in midlife was associated with a 68% reduction in cardiovascular disease death (CVD) compared with low CRF among men who had developed cancer. The study was led by Susan Lakoski at the University of Vermont. She noted that, to her knowledge, "this is the first study to demonstrate that CRF is predictive of site-specific cancer incidence, as well as risk of death from cancer or CVD following a cancer diagnosis." - SJH

Do the Right Thing: Improving Diversity in Kinesiology One Step at a Time

By Sarah Price, Department Chair of Health, Physical Education and Recreation, Florida A&M University



Sarah Price

The most important strategy for improving diversity in any establishment is simply *starting!* According to Quick Facts census data, approximately 37% of the U.S. population represents a minority group. As a result, having a representative sample of the minority population in the workforce or school environment is important for many reasons, including improving networking, increasing the quality and pool of hiring candidates, expanding the opportunity to receive grant funding, promoting self-awareness for individuals, developing best practices from different perspectives, and improving the goal of working within a global society.

Strategies for promoting diversity in the kinesiology profession are plentiful. A good place to start is meeting with appropriate stakeholders and completing a needs assessment to determine the understanding of diversity through one's own lens and obtain-

ing an honest assessment of the organization's desire for promoting diversity. Only if the desire is present does it make sense to continue with developing a good strategic plan with measurable and meaningful outcomes, understanding that individuals may have views that are unique based on life experiences and exposure. The plan should encompass deliverables that can be clearly implemented and evaluated; otherwise, the desire for change may become hollow. Ideally, the organization's population should mirror what society looks like.

When working to improve diversity, the initiator or an appropriate appointee should be able to reveal the well-roundedness of the organization in order to demonstrate that it is not exclusive to a specific group and has the ability to make all potential stakeholders feel welcome. The person overseeing these initiatives should understand the cultures, customs, practices, and communication styles of the diverse population to some extent and not expect people to simply come in and conform to the majority's already-established practices.

The best way to find diverse populations is by going where they are. In doing so,

there has to be someone who is comfortable in a minority environment and who can be authentic in their behavior. In setting up cooperative ventures there has to be enough commonality identified so a connection can be established and differences can be comfortably embraced. Once individuals become a part of the environment, efforts must be made to ensure that there is an accommodating and welcoming setting.

Using social media to build a diversity brand is another way to demonstrate differences in an establishment. One may use pictures and other visuals to display the involvement of diverse partners. Social networking groups may be established based on similar interests such as research and extracurricular activities. Include easily accessible links that are related to the interests and works of various people, and post diversity goals and monitor progress online.

Whenever a partnership is being created, participants have to see some mutual benefits for all involved. Everyone should be able to communicate how they profit by engaging in the established connection. If there is no reciprocity or return on

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Bill Bell: The Apostle of Aerobic Exercise

By Patrick Wade, Staff Writer

There's no shortage of research that shows physical activity in old age has positive effects on mobility, energy levels, general health, and even psychological and emotional well-being.

Bill Bell takes that to the extreme. The Palm Desert, California, man has completed close to 400 triathlons, marathons, and ultraruns. He has finished 32 Ironman races—five times a world champion in his age group—and was inducted into the USA Triathlon Hall of Fame in February.

He'll turn 93 years old in November. "Triathlons have extended and changed my life," Bell said. "I finally realized what a wonderful physical feeling I got. And of course everyone's competitive; I don't care what you say."

Now the nonagenarian plans to ramp it down, 33 years after his first Ironman race in 1982 at age 59. Bell had been active earlier in his life, but his true affinity for physical activity had its beginnings in a doctor's order. After a routine physical showed an anomaly in Bell's heart rhythm, his doctor told him to start running 40 minutes a day, three times a week.

He started, and he never looked back.

He even asked the doctor if he could do more. Bell was traveling a lot for work at the time, and he called it "very easy to continue, and it makes you feel better." Most hotels have swimming pools, he said, and there is always a place to run.

"It was an ideal thing to race, to go out in the morning before work, whether you're at home or on the road, run five or seven miles," Bell said. Thousands and thousands of miles later, he became an Ironman at age 59 and a world champion triathlete at age 71. Bell is the poster boy—rather, the poster man—for the idea that it is never too late to take on physical activity.

Bell is one of two remaining of the original Iron Gents, a group he founded in 1983 for athletes age 60 and over. He bicycled with them in a four-man relay from Palm Desert to Jacksonville, Florida.

The original group was tight knit and supportive of each other on the course—but competitive all the same. "We'd lie to each other about how we hadn't trained enough or that we had a bad knee," Bell said.

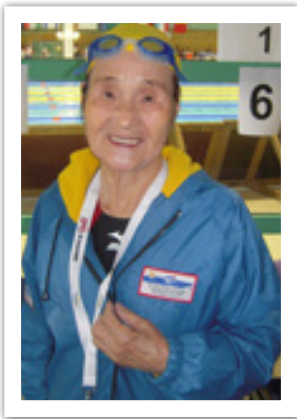
Chelsey Byers, a family life educator for University of Illinois Extension, said anyone can build up strength and stamina from



USA Triathlon Hall of Famer Bill Bell.

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Lean In: Stories That Inspire



The Guardian, April 6, 2015.

Swimmer **Mieko Nagaoka** placed first in a recent 1,500-meter freestyle race—not bad for a 100-year old enthusiast who took up the sport at age 80. She joins a growing number of centenarian athletes from Japan, including 103-year-old sprinter Hidekichi Miyazaki. He recently set a world record for the 100-meter dash in the 100 to 104 age category, clocking up a respectable 29.83 seconds.



Photo: Wikipedia.

Maickel Melamed ran the Boston Marathon in April and finished dead last. Yet sometimes it's the person who comes in last who earns the most respect. The 39-year-old Venezuelan has muscular dystrophy. It took him 20 hours to complete the race, but he did finish at 5:00 a.m. Tuesday with supporters urging him on. He is a popular public speaker worldwide with a message encouraging people to realize their potential.



Photo: Vision Quest.

Randy Pearce lost his vision in his early twenties to a neurological disease that also limited his balance and mobility. After spending time in a wheelchair, he learned to walk and then began to run. Now he has climbed most of the mountains in his home state of New Hampshire. Recently he completed a Tough Mudder competition, a team-oriented 10- to 12-mile obstacle course that tests physical strength and mental grit. Pearce has a lot of both.

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The Online EdD in Kinesiology at UNCG: A One-Year Update

By Diane L. Gill, Pam K. Brown and Erin J. Reifsteck, Department of Kinesiology, University of North Carolina at Greensboro

2014 Cohort of Online EdD Students at UNCG

At the January 2014 AKA workshop and in a subsequent *Kinesiology Review* we described the background and launch of the online doctor of education (EdD) in kinesiology program at the University of North Carolina at Greensboro (UNCG). Now, in July 2015, after our first cohort completed their first year, we are pleased to present a one-year update. First we review the background of the program. Then we walk through the timeline and highlights of our first year and finish with our continuing vision for moving ahead.

Background

The original doctoral degree in physical education at UNCG was the EdD degree, beginning in 1966. Like many graduate programs, UNCG changed from physical education to kinesiology with specialized research and established the PhD in kinesiology in 1987. Soon after, with department head Dr. Shirl Hoffman taking the lead, the faculty approved a proposal to reactivate the EdD in 1996 as an alterna-

tive, professionally oriented doctoral program.

Between 1996 and 2011, 33 EdD students graduated and moved on in their professional careers. However, by 2011, the EdD was past its peak and facing elimination in a UNC system-mandated program review. Given the challenges but recognizing the value of and demand for professional doctoral programs, we turned to the fully online EdD in kinesiology.

With EdD program director Pam Brown taking the lead, and with the support of campus administrators, a core group of faculty developed a formal proposal for the online EdD program that maintains the professional emphasis of the face-to-face program and closely matches the criteria outlined by the Carnegie Project on the Education Doctorate (CPED; <http://cpedinitiative.org>). The recent AKA survey of kinesiology departments (Mahar, Hall, Delp, & Morrow, 2014) found 18 totally online master's programs but no other online doctoral programs (EdD or PhD)



in kinesiology. Thus, we were on our own and faced many challenges, but we forged ahead and met those challenges.

Timeline and Highlights

December 2013: Official approval. Although we had an EdD program, the online program required formal approval at the UNC system level. Formal approval was received December 13, 2013, and we began recruiting and accepting applications.

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A Bit More Juice in Those Jetés, Please

Is dancing likely to provide children and teens with the CDC's daily recommended dose of physical activity? Probably not, if a new study published online in *Pediatrics* is to be believed. CDC recommends that children engage in 60 minutes of moderate to vigorous physical activity (MVPA) each day, and half of that activity time should be in after-school activities.

A research team led by Kelli Cain of the psychology department and the Graduate School of Public Health at San Diego State University used accelerometers worn around the waist to measure physical activity volume and intensity among 264 girls (154 children 5 to 10 years of age and 110 teens ages 11 to 18 years) participating in private and community after-school dance classes in San Diego. Dance types included ballet, jazz, hip-hop, flamenco, ballroom, tap, and Latin salsa. Classes were beginning and intermediate levels. Minutes of sedentary, light, moderate, vigorous, and moderate plus vigorous levels of physical activity were recorded.

Physical activity ranged dramatically from 4 to 27 minutes depending on type of dance and age of students. Overall, children were more active in dance classes

than adolescents, perhaps because classes for the older participants spent more time on teaching technique or because of adolescent girls' self-consciousness about their bodies in motion. Sedentary time among children was lowest in hip-hop classes (MVPA time was highest 57 percent of class time). Ballet provided the most MVPA for adolescents (57 percent of class time). Latin classes were the least sedentary for adolescents (31 percent of class time) and most sedentary for children (55 percent of class time). Overall the worst type of dance for physical activity was Latin flamenco, where sedentary levels for children averaged 27 minutes per class (6.4 minutes of activity) and 23.2 minutes for teens (4 minutes of activity).

The authors note that only 8 percent of the children and 6 percent of the adoles-



cents observed in the study met the CDC guidelines for their age groups—results that are drastically different from those found in similar studies examining youth sports where 50 to 100 percent of participants met the 30-minute MVPA guideline. The researchers conclude that the potential public health benefit from dance classes is not being experienced. - SJH

Cain, K.L., et al. May 18, 2015. Physical activity in youth dance classes. *Pediatrics*. Doi: [10.1542/peds.2014-2015](https://doi.org/10.1542/peds.2014-2015).

Grip Strength Predicts Risk of Dying and May Be Barometer of Aging Across Life Span

Researchers at the Population Health Research Institute at McMaster University have found that grip strength can be an inexpensive way to test a person's risk of premature death, stroke, and heart disease. Researchers connected with the Prospective Urban and Rural Epidemiological (PURE) Study assessed the grip strength of nearly 140,000 adults in 17 countries and followed their health for four years. An 11-pound decrease in grip strength was associated with a 16% higher risk of dying from any cause, a 17% increased risk of death from heart disease, a 9% increased risk of dying from stroke, and a 7% increased risk of dying from heart attack. The association held even after accounting for other variables

that might be contributors (e.g., smoking, drinking, physical activity, age, education, economic level). Grip strength was a stronger predictor of these deleterious effects than systolic blood pressure. The study was published online in the May 5 issue of *The Lancet*.

Previous studies have pointed to the same results, but this study offered the most conclusive evidence of the association. Avan Aihie Sayer, professor of geriatric medicine at the University of Southampton, and Thomas Kirkwood, associate dean for aging at Newcastle University in the UK, argue in an editorial accompanying the study that grip strength might act as barometer of aging across the life span. - SJH

Harvard Health Blog, May 19, 2015.

Thought for the Day

"Above all do not lose your desire to walk: every day I walk myself into a state of well-being and walk away from every illness; I have walked myself into my best thoughts, and I know of no thought so burdensome that one can not walk away from it. . . . Health and salvation can only be found in motion."

Soren Kierkegaard in a letter to his wife, Henriette Kierkegaard, 1847.

Technology

Now, a Desk That Reminds You to Stand

Emerging evidence suggests that total time spent in sedentary behavior might be detrimental to your health and be independent of any health benefits that come from moderate to vigorous physical activity. It didn't take long for the business world to seize on these findings to design and market standup desks. Now comes the Stir Kinetic M1 that purrs and undulates its desktop as a way of signaling you to stand up. And when you stand up, the legs of the technologically sophisticated desk elevate and adjust to your standing height. After a predetermined time the desk purrs again, letting you know that you can sit back down. (The M1 remembers your sitting and standing height.) An integrated touch screen embedded in the desk allows

you to input all necessary information such as desk height, time to be spent sitting, and time to be spent standing. The M1's computer connects to the Internet via Wi-Fi and can even upload your activity to Fitbit's database. The manufacturers contend that Stir desk users stand 50% of the work day. If you buy it, you'd better use it, because it retails for just under \$3,000.

Buyers beware: Although research has shown that height-adjustable desks reduce occupational sitting times in office workers, a recent analysis by researchers at York University (*Occupational Medicine*, May 1, 2015) of the five most important studies "found insufficient evidence to determine effects (of the devices) on other relevant health outcomes (e.g. body composition, musculoskeletal symptoms, mental health)." The analysis was plagued by an insufficient

number of studies and cases, leaving open the question of whether the health benefits are sufficient to justify installation of the desks.

See demonstration at www.stirworks.com.

Sports Bra or Fitbit?

Just when you thought technological applications to exercise had peaked, here comes the Sensilk Flight Tech Bra created by Ralph Lauren's former design director. The bra has a soft sensor built into the fabric that can sync to smart phones and track heart rate, respiratory rate, calories burned, duration, distance, and other indices that Jawbone and Fitbit also measure. But here's a caveat: A smartphone has to be within Bluetooth reach of the bra for sensors to work. A men's shirt is planned to debut next summer. Price is \$140.



Far-Out Sports

Toe Wrestling Champion Defends His Title

In a competition invented to give the English a chance to have a world champion in a sport, Alan “Nasty” Nash dominated the recent toe wrestling tournament in the Derbyshire Village of Fenny Bentley in northern England. Wrestlers warm up by having their feet massaged and stretched. In competition they link toes; one competitor keeps his foot flat on the other person’s foot. The aim is to pin the opponent’s foot for three seconds while avoiding the same. There are three rounds, each played on a

basis of two out of three: first with the right foot, then left, and right again if necessary. Nash has a professional wrestler’s persona; he has a picture of a crown and the word “Nasty” written on his left toenail. His technique, he says, “is to hurt the first person that comes into the ring with me: hurt them bad and terrify everyone else.” See the video at www.nydailynews.com/news/world/english-man-wins-world-toe-wrestling-title-article-1.2261352.

Man Versus Horse Marathon

If you had planned to enter the 35th Man versus Horse Marathon held each year in the Welsh village of Llanwrtyd Wells, the

smallest town in Britain, you are too late. The race was held on June 14 with 420 solo runners plus 130 relay teams who were given a 15-minute head start on the 23.6 mile course that runs through bogs and undergrowth, up and down hills. Alas the winner of the human race ended up 20-minutes behind the first horse. The origins of the race trace back to a discussion in a local bar concerning whether horses or humans would perform better over rugged, hilly terrain. There have been close races; in 2005 a man beat the best horse by two minutes, a feat that was repeated in 2008. The horses have won every race since.



Making the Move to Kinesiology

By Hanna Knowles, Marketing Communications, School of Kinesiology, University of Southern Mississippi (photo of Hanna Knowles)



Hanna Knowles

Companies and Organizations decide to rebrand for a myriad of reasons, such as new business strategy, tarnished reputation, and outdated image. A common next step is to adopt a new name and logo. While visual elements are important, they are a small part of the equation. A successful rebranding process strategically evaluates an organization's values and specifically outlines how to realize its purpose in a consistent manner.

In April 2015, the School of Human Performance and Recreation at the University of Southern Mississippi changed its name to the School of Kinesiology. The school's purpose and academic programs align with the definition of kinesiology, but this was not reflected in its previous name. The kinesiology label is by no means novel; the school made the strategic decision to evolve not only to remain relevant but also to establish a clear path for future success. Aligning the school's image with the

kinesiology brand provides value because prospective students, faculty, and stakeholders will know what to expect.

Ideally, rebranding fosters excitement and forward momentum allowing the process to proceed with fluidity and expedited pace. In reality, changing the school's name required patience, understanding, and perseverance. To develop and inform the accompanying brand strategy, we garnered feedback from faculty to learn about their unique passions and goals for the school. In hindsight, engaging faculty individually may have provided a more robust understanding of internal sentiment. Beyond faculty, it is necessary to establish buy-in from other stakeholders. To gauge student and alumni sentiment about the school and upcoming name change, focus groups and surveys were conducted. Students and alumni said the school provided a sense of family, yet they incorrectly defined kinesiology as a specific scientific study. Themes emerging from stakeholder engagement and research data informed our branding strategy and affiliated tactics.

We are now working to fuse the kinesiology brand with our school's unique attributes. Our rebranding strategy defines

our school as a collective body composed of academic programs functioning as a complete, strong whole. All elements tie back to *why*. Why we are choosing to lead the movement that promotes and advances health and quality of life for all people through distinctive endeavors in teaching, discovery, and engagement related to physical activity on all levels? Our brand promises to provide a sense of family and practical education, where all programs and people are centered on the common goal of helping others achieve a healthy lifestyle. Our brand will build value as our school continues to educate students in preventive and rehabilitative health who in turn serve populations that need their expertise.

Being sensitive to expressed concerns is critical because the success of our rebranding efforts begins and ends with the individuals who make up our school. Common concerns include financial cost, loss of program identity, and the impression that students do not care. To prevent an identity crisis, materials such as brochures are tailored to convey a program's unique value. To address the tendency to define

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Briefly Noted

A Hollow Win

A football match between Estonia's Virtsu Jalgpalliklubi, a village of 500 people, and first division powerhouse FC Infonet resulted in a predictable loss for the less accomplished team; less predictable was the way Infonet continued to embarrass the less-heralded team, even after leading 13-0 at halftime. The lopsided score (36-0) proved the winning team to be more accomplished in their soccer skills than in their understanding of the true meaning and spirit of sport well played.



Fitness Classes Becoming More Popular at Hotels

A survey of 2,832 travelers by MMGY Global found that about 38 percent of 36- to 49-year-olds and 31 percent of 50- to 68-year-olds say that fitness classes and other health-related offerings influence their choice of a hotel. The survey also revealed that a quarter of travelers pack exercise clothes for a vacation but never use them. Hotels are now hiring fitness instructors to meet the demand.

Wall Street Journal, June 25, 2015.



Team "How Ridiculous" Scores a 459-Foot Basketball Shot

The Australian trick-shot team claims to have made basketball shots from the roof of every tall building in their home city of Perth. Not satisfied with scoring a 219-foot shot from the top of a light tower or a 299-foot shot in the Netherlands, they recently scored a 459-foot shot from the top of the Gordon Dam in Tasmania. See video [here](#)

Battle for Spots on 2020 Tokyo Olympics

Japanese organizers of the Games chose eight finalists from 26 sports whose organizations had applied for inclusion. Baseball and softball stand a good chance given their popularity in Japan. Other finalists were karate, surfing, squash, bowling, roller sports, and sport climbing. Final decisions will be made in August 2016. Sports failing to make the cut included bridge, chess, dancesport, flying disc, korfball, netball, polo, sumo, and tug of war.

Short Shots

Bodybuilding Supplements Linked to Testicular Cancer

Marketing of bodybuilding supplements is at an all-time high. Scientists have begun examining how the effects of these supplements reach beyond bulking up arms, torsos, and legs. And what they found is disturbing. Scientists at Brown University surveyed 900 men—356 of whom had testicular cancer—about their medical history and lifestyle and discovered a strong association between creatine and androstenedione and testicular cancer. Although the data do not prove that the supplements cause cancer, the associations were very strong. Overall, men who took the supplements had a 65% increased risk for testicular cancer, while those who took more than one type of supplement had a 177% increase in risk. Men who used supplements for three years or more had a 156% increase in risk, and those who started taking supplements at age 25 had a 122% increased risk for testicular cancer. A representative of the Council for Responsible Nutrition, a trade association for the supplement industry, criticized the study, saying that while “andro” is more

likely to cause cancer, it is an illegal substance. He argued that there is no scientific evidence linking creatine to testicular cancer and that these two supplements shouldn't have been linked together in the study. Androstenedione was banned by the FDA in 2005.

Li, N., Hauser, R., et al. 2015. **Muscle-building supplement use and increased risk of testicular germ cell cancer in men from Connecticut and Massachusetts.** *British Journal of Cancer*, 112 (7): 1247 Doi: [10.1038/bjc.2015.26](https://doi.org/10.1038/bjc.2015.26)

Artificial Menisci Undergoing Tests

According to the American Academy of Orthopedic Surgeons, more than 4 million people (many of them athletes) visited orthopedic surgeons for torn menisci in 2009. About 1 million meniscus surgeries are done each year. Menisci are crescent-shaped pads that separate the thigh and shin bones and serve as important shock absorbers. Under stress, they can tear; without repair, many of these can cause pain, stiffness, and swelling and cut short an athletic career. Meniscus surgery isn't a cure-all, however: Eventually the remaining cartilage deteriorates, resulting in the need for total knee replacement. Young athletes who have meniscus surgery in

their teenage years are particularly susceptible and are likely to require total knee replacement surgery some years down the road. Procedures for replacing the meniscus used to rely on donated tissue from cadavers, but now human trials have begun on NUsurface Meniscus Implant, a medical-grade polymer that is inserted into the knee joint via a small incision. In January, Active Implants LLC announced the first implantation, performed by Christopher Kaeding, MD, professor and executive director of OSU Sports Medicine at Ohio State University Wexner Medical Center. Although the procedure looks promising, it isn't clear how long the implants will last. Henry Klyce, chief executive of Active Implants, told the *Wall Street Journal*, “If we get to a decade, we'll be thrilled.”

Beck, M. May 5, 2015. Meniscus fix. *Wall Street Journal*.

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Short Shots

Parents Are Poor Judges of Children's Weight

When a child is obese, the first line of defense is an alert parent who can counsel and control the child's diet and exercise. But findings from a new study in the *British Journal of General Practice* suggest that parents may not have a clue. Almost 3,000 parents in the UK assessed whether their children were obese, overweight, normal weight, or underweight. When the research team compared parents' responses to actual weights of children, more than 30% indicated that their children's weight was lower than it actually was. Only 4 of 369 parents of children who were considered to be very overweight judged their children to be so. Parents were more likely to underestimate the weight of boys, older children, or children who were black or South Asian. Children were more likely to be identified as underweight if their weight put them at the 0.8th percentile or below and overweight if they were at the 99.7th percentile or above. Less than 1% of parents overestimated their children's weight. As dismaying as the data were, it was more encouraging than findings

from a meta-analysis conducted in 2014 that found nearly 51 percent of parents with overweight children underestimated their actual weight. Researchers believe that parental judgments of their children's weight may be skewed by the prevalence of obesity among their children's peers. The U.S. Centers for Disease Control and Prevention reported that more than a third of children in the United States are overweight or obese.

Black, J.A. et al. 2015. Child obesity cut-offs as derived from parental perceptions: Cross-sectional questionnaire. *British Journal of General Practice*, 65(633): e234 DOI: [10.3399/bjgp15X684385](https://doi.org/10.3399/bjgp15X684385).

More Evidence for Mind–Body Link

A new study lends support to the growing body of evidence that, compared to rest, moderate levels of exercise can boost cognitive function. The study, conducted by Paul Loprinzi of the department of health, exercise science and recreation management at the University of Mississippi and Christy Kane of Bellarmine University and reported in Mayo Clinic Proceedings online, included a sample of 87 young adults (mean age of 21 years) who were

given various cognitive assessments after either a bout of exercise (light, moderate, or vigorous intensity) or rest. A questionnaire was used to determine their free-living physical activity patterns. The researchers found that concentration-related cognition was significantly higher after a 30-minute bout of moderate-intensity exercise and that sedentary free living was inversely associated with task performance requiring visual attention and task switching. Cardiorespiratory fitness was positively associated with reasoning-related cognitive function.

Loprinzi, P.D., & C.J. Kane. x

[www.mayoclinicproceedings.org/article/S0025-6196\(15\)00052-X/fulltext](http://www.mayoclinicproceedings.org/article/S0025-6196(15)00052-X/fulltext).

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Continued from page 18

Short Shots

Exercise, Not Vitamin D, May Prevent Serious Injury in Falls Among Older Adults

Falls are the leading cause of accidental injuries, including head injuries and fractures, in older adults. Vitamin D preserves bone health and, along with exercise, may be important in developing strength and balance and limiting fall risk. But research to date has been largely inconclusive. A recent study conducted by Finnish researchers compared the protective potential of vitamin D and exercise in more than 400 women ages 70 to 80. None were deficient in vitamin D. Those who took a daily dose of vitamin D (800 IUs) were compared to those who exercised under the supervision of physical therapists twice a week focusing on strength, agility, movement, and weight training for the first year and the same regimen once a week during the second year. Groups included those who took vitamin D alone, those who exercised alone, and those who took both vitamin D and exercised, plus a control group that did neither. Results showed no risk

advantage for either group, but the exercise group showed a dramatically lower risk for serious injury when falls occurred.

Uusi-Rasi, K, et al. 2015. Exercise and vitamin D in fall prevention among older women: A randomized clinical trial. *JAMA Internal Medicine*, 175 (5) 703-711.

Even a Little Bit of Light Physical Activity Is Beneficial

A study in the April 30 issue of *Clinical Journal of the American Society of Nephrology* online has shown that trading in time sitting for 30 minutes of walking during the day can reduce one's risk of dying over a three-year period by as much as 33%. For those with chronic kidney disease, risk may be reduced as much as 40%. Researchers at the University of Utah School of Medicine relied on information from the National Health and Nutrition Examination Survey to examine the activities of more than 3,600 adults, including nearly 400 with chronic kidney disease. They looked at the lowest volume of physical activity that could prove beneficial if it replaced sedentary activity. They found the threshold of intensity to be quite low. Light-intensity activities such as casual

walking were found to be beneficial, but low-intensity activities such as sitting at a desk were not.

Lead investigator Srinivasan Beddhu told *Scientific American*, "We are not advocating for a total of 2 minutes per hour of light activity. If a person is already doing 10 minutes per hour of light activity, going to 12 minutes per hour might further decrease their mortality risk." He said it was fascinating to see the results "because so much of the current focus is on moderate and vigorous activity. A lot of little adds up to a lot."

Wanek, C. May 1, 2015. A little bit of walking can add up to improve your health. *Scientific American*. www.scientificamerican.com/article/a-little-bit-of-walking-can-add-up-to-improve-your-health.

Oblivious Parents

Parents of youth baseball pitchers pay close attention to their sons' and daughters' pitching schedules, careful not to expose them to the severe damage that can occur to their arms when they pitch too often. After all, the number of overuse injuries among young baseball pitchers has continued to rise; by some estimates as many as 38% of youthful pitchers will miss at least one game because of arm pain. Parents are

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Short Shots

on top of all of this, right? As it turns out, not really. A paper presented at the 2015 Annual Meeting of the American Academy of Orthopaedic Surgeons reported that 53% of parents were unaware of safe pitching practices designed to prevent overuse injuries. Even more alarming, 54% said they did not monitor their children's pitching count, and 20% were unaware of how many pitches their children threw in a game. This was despite the fact that 64% of parents said their children had endured upper-extremity pain as a result of pitching and in 34% of the cases the pain was sufficiently severe that the child was seen by a physician.

EurekAlert: The Global Source for Science News, March 25, 2015.

The Hazards of High Heels

A study from the University of Alabama and published in *The Journal of Foot and Ankle Surgery* has found that injuries involving high heels doubled between 2002 and 2012. High heels resulted in more than 123,355 mishaps, nearly 3,300 of which required a trip to the emergency room. About 20% broke a bone, but most injuries were sprained ankles and feet. The investigators warn that "although high heels might be stylish, from a health standpoint, it could be worthwhile for females and those interested in wearing high heels to understand the risks of wearing high-heeled shoes and the potential harm that precarious activities in high-heeled shoes can cause."

Moore, J.X. et al. July-August 2015. Epidemiology of high heel shoe injuries in U.S. women: 2002 to 2012. *The Journal of Foot and Ankle Surgery*, 54(4), 615-619.

[Continued from page 1](#)

Celebrating Meaningful Accomplishments in Kinesiology

I have tried to emphasize with AKA board membership this year. The many pressures on faculty (publish or perish, funded or finished, and cited or cut loose) leave us little time to celebrate achievements. This is unfortunate because so many kinesiology faculty over the years have made outstanding contributions to science and human wellness. Select scholars are recognized with election to fellowship in the National Academy of Kinesiology. Some kinesiology faculty have received some of the most prestigious scholarly awards offered. Dr. Kevin Guskiewicz from the University of North Carolina received the MacArthur fellowship (or “genius grant”) in 2012 for his work on understanding the causes and treatment of concussions in sport. Many biomechanists and exercise physiologists like to credit 1922 Nobel Prize winner Dr. Archibald V. Hill as a founding father of kinesiology for his pioneering work in muscular performance in athletics and muscle contraction energetics.

These days it is not uncommon for kinesiology faculty to have tens of thousands of citations to their publications. We need to thoughtfully and publicly celebrate the achievements of our kinesiology peers. By *thoughtful*, I mean the recognition of meaningful achievements of peers with concise but compelling summaries. Much has been written about the popularity and political problems of university-based award programs. Kinesiology is too important to get mired in these distractions or chasing biased impact factor metrics. We need to highlight meaningful contributions to theory and practice in human movement and physical activity. Sometimes that work is well cited in bibliographic databases and sometimes it is not. For more on avoiding the damage from inaccurate metrics of meaningful scholarship, refer to the Leiden Manifesto (Hicks et al. 2015, *Nature* 520:429-431).

Remember to take time to thank your kinesiology colleagues for their contributions to teaching, research, and service in

relation to human movement and physical activity. When the achievements are truly important to the field of kinesiology, professional practice, or public health, please also remember to publicize these peers' accomplishments with a clear summary of the importance of their work. These summaries should be shared with your university news services and the AKA. Incoming editor Dr. Penny McCullagh of *Kinesiology Today (KT)* welcomes your submissions of these announcements and summaries for consideration for inclusion in *KT*. We believe that *KT* and the AKA website will be read by more than just kinesiology faculty and the deans of their colleges. Telling the compelling stories of outstanding teaching, research, and service in kinesiology is vital for a healthy future for the people of the world and our field.

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Young Athletes and Concussions: The Problem That Won't Go Away

"Most concussions don't need to go to the ER," Trojan said. "But if you're a parent and they're woozy and they're wobbly, you take them to the emergency room."

And because sports-related concussions are not necessarily an emergency medical issue, a patient in the emergency room might find a doctor who is ill-prepared to treat a concussion.

"There's endless examples of ER docs who don't understand sports concussions," Trojan said, nor do they have the proper tools, protocol or training to ensure the patient gets the proper follow-up.

"With that number going up, it really emphasizes that need for emergency room training," Trojan said.

Expansion of concussion laws is where Connecticut state Rep. Diana Urban is stepping in.

"We are trying to move similar legislation for our younger athletes in non-scholastic youth sports settings, such as parks and recreation offerings, private clubs and camps," Urban said.

The state in 2014 created a Youth Sports-Related Concussion Task Force, which recommended similar protections for non-scholastic youth sports as are in place for sports in public schools.

"Concussions are a brain injury," Urban said. "Our youngest athletes are at greatest risk because of the size of their head in proportion to their neck, and the fact that their necks are still somewhat weak. That combination leads to a greater incidence of a 'bobble-head' effect, which creates greater probability that the brain will be jarred in the head whenever a fall or hit occurs."

Mary Kate Lowndes, the Director of Development and Special Initiatives for the Connecticut Commission on Children, is involved, too.

"When we get coaches, parents, athletic trainers, school nurses and pediatricians all working together to ensure our kids are given time to heal when they suffer a concussion," Lowndes said, "then we have the best chance for our kids to lead healthy lives, enjoy being part of a sports team, and succeed in school and life."

Urban said, however, that she has been surprised by the political barriers that have emerged. One of those includes the organizations' concerns that their coaches will be held liable if protocol is not followed and a player is further injured after missing an initial concussion diagnosis. Urban thinks that it not the case.

"If anything, it decreases their liability because it spreads information on the issue," she said. "We hope to educate them and to convince them to put kids' interests first."

Others were concerned that forcing a parent to sign and return a consent form for youth non-scholastic sports would lead to kids not being able to play, so that provision was removed from the proposal. The legislation now requires organizations to "make available" the written or electronic information.

Then came a cost issue: Urban said some organizations were worried that printing and distributing information about sports-related concussions would be expensive. But Urban contends that those organizations can order those pamphlets for free from the Centers for Disease Control.

Urban and Trojan both said it is a "common-sense" approach that is getting push-back. Trojan said further legislation is a more forceful way to address the serious health issue.

"I think we've come to a point where we've tried common sense and it doesn't seem to be working," Trojan said. "We need to try to force people's hands."

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Headis: Get Your Head Into the Game

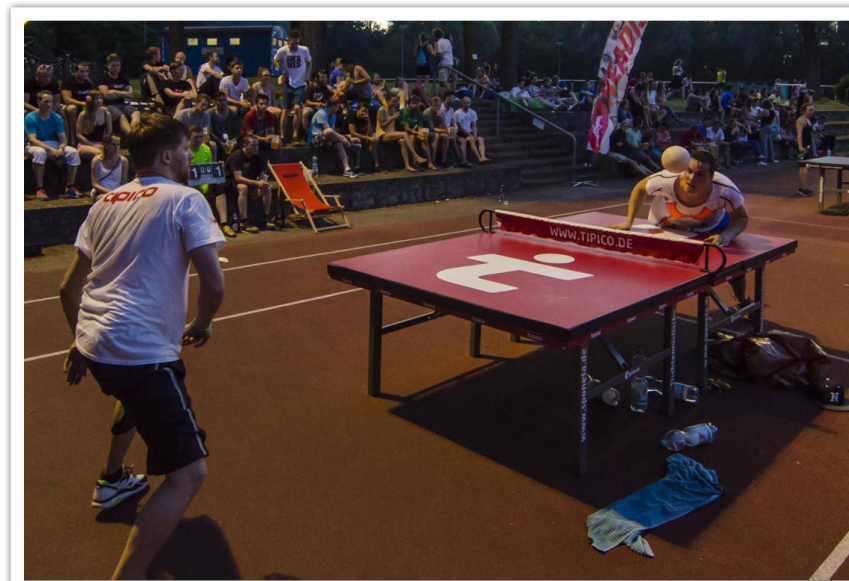
is just to have fun. “It’s a competitive game, but the idea is to have fun and play something with your friends.” The rules are kept simple so that people can learn the game quickly and start participating without a lot of training.

Lest you think the game is low on the totem pole of athletic ability, take a look at the video “Headis: Best Shots of 2014” at www.youtube.com/watch?v=nWZuYs6hui4.

“Our tournaments are more like events. It is more about comradery and fun and less about competition,” Wegner said. Players adopt nicknames like Swisshead, Nosebraker, and Karate Head for competitions. In 2008 headis became part of the sport program at the University of Saarbruecken. Now approximately 15 universities in Germany have headis as part of their sport programs. The number of participants and headis clubs have been growing nonstop across Germany and Europe. According to Wegner, the game caught on quickly with television and other media, which helped increase the sport’s popularity. The sport has spread into France, Switzerland, Belgium, and England and has been featured

on ESPN in the United States. Top-ranked players qualify for a world championship tournament each year. Although the sport started on college campuses and most of the participants are still in that college-age range, headis is making headway with school-age kids as well as professional soccer players, who are using it to improve their heading skills.

Headis recently expanded into China. The sport was featured at the ISPO Shanghai conference as a Brandnew Award winner. This led to networking connections, which secured partnerships to support the establishment of Headis in that country. Wegner is currently looking for the right partnership to assist with developing Headis in the U.S. market. He has presented at UNLV and



Provided by Headis Trendsports.

has been featured by CNN and ESPN and in the *Wall Street Journal*.

View highlights from the Tipico Headis European Championship video at www.youtube.com/watch?v=MvorZPSwnOw and the Top 10 Plays of the Tipico Headis European Championship at www.youtube.com/watch?v=tBhoK7ppwvQ.

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Do the Right Thing: Improving Diversity in Kinesiology One Step at a Time

investment, any of the participants should feel comfortable in acknowledging such and not try to force a partnership that is not mutually rewarding. If there is a connection, then the teams should strategize on moving forward. These plans should include having a mutual understanding of what inclusion looks and feels like. Partners should meet in each other's environment, discuss concerns, determine resources, create work plans, establish timelines, and make each other's time spent meaningful. It is critical to have the right person at the table at the right time.

A recent example of doing the right thing has been demonstrated in a cooperative venture between Florida A&M University and Auburn University. During the spring 2015 semester, departments from the two schools were linked in a shared planned research project. Representatives from the two universities met and began to communicate on improving diversity. FAMU faculty and students took a trip to Auburn to tour

the university and get a better understanding of their graduate programs. The visit resulted in both schools' experiencing the beginning of a meaningful relationship that promoted diversity. Afterward, the director of kinesiology from Auburn visited FAMU and met with faculty in the HPER department and other university stakeholders, including the graduate school dean, K-12 FAMU Research School superintendent, pharmacy faculty, nursing dean, allied health dean, and psychology faculty. As a result, faculty research interests were conveyed and an opportunity for collaboration has been established. Several graduate students from FAMU will attend Auburn University in the fall, and students from Auburn University will work on research projects at FAMU. Additionally, there are scheduled research meetings to link faculty with similar research interests related to aquatics, pedagogy, and exercise science. The two universities are daring to do something different *by simply starting*.

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Bill Bell: The Apostle of Aerobic Exercise

sitting to slowly increasing the ability and be able to do amazing feats. “Can they become triathletes? I don’t know,” Byers said. “But they can do amazing feats, so I wouldn’t put it past anybody.”

The physical benefits are obvious, but Byers said the psychological effects are just as good. Physical activity decreases stress, she said, and the increased blood flow to the brain improves alertness and reaction times.

But, unfortunately, doctor’s orders have changed and it is time to slow down. “My doctor told me, ‘Hey, you’re going to be 93 years old. Something’s got to slow down, and it should be you,’” Bell said. The morning bike rides out of his retirement community in Palm Desert have to slow down. He says he has an inner-ear infection that is causing balance problems and making it unsafe to be on the road.

The process of slowing down has been a long time in the making. “I finally stood back and looked at myself as far as going to be 93 this year in November, and the

old body has started to tell me ‘*no mas*,’” Bell said.

Bell completed his last Ironman in Kailua-Kona, Hawaii, in 2001—making the then-78-year-old the oldest person ever to complete the grueling 140.6-mile triathlon. Upon announcing his retirement, Ironman.com proclaimed “Ironman loses a legend,” and that Bell’s retirement “has come as a shock to his many global friends.”

“You never think it’s going to stop,” Bell said. “It’s like anything. Pretty soon, I wasn’t able to handle the Ironman distance, so I went down to the half Ironman.”

He continued to race until last year, but his plan going forward includes staying active without taking on any major races. He continues to see the value in physical activity and works out in some form every day—mostly with weights or machines. That will not stop, and it is something he tells his listeners when he is invited to speak at events and other retirement communities.

“You don’t have to run an Ironman,” Bell said. “You get in that pool. If you can’t

swim, you do water aerobics, you move, you keep the body moving.”

Byers agreed: Physical activity is crucial to maintaining balance and muscle strength into old age. At least 30 minutes three times a week is the optimal schedule, she said.

“You want to keep your muscles strong so you aren’t losing muscle mass and keep flexibility,” she said. “Obviously range of motion is important because you don’t want to lose that as you get older.” And she recommends Bell’s level of activity for people who can handle it. “It’s use it or lose it,” Byers said. “So if you can still do it, absolutely do it.”

Every person’s ability is different, Bell said, but you should try to push yourself a little bit. “Don’t consider shopping at the mall as walking,” he said. “Get out there, go up and down the stairs, but keep active.”

And for racers: “As long as you’re going to the finish line in that direction, whether you’re walking or crawling, that’s what counts.”

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Lean In: Stories That Inspire

Here is Pearce climbing a mountain: www.youtube.com/watch?v=0W6FzLxDo0.

Here is Pearce competing in Tough Mudder: www.wmur.com/news/video-of-blind-nashua-man-competing-in-tough-mudder-goes-viral/32144174.

16-year-old Breaks 100-Meter Record

Candace Hill became the first U.S. high school girl to break the 11-second barrier in the 100 meters. Her performance would have been good enough for third place in the NCAA championships and would have tied her for 10th best in the world this season.

Sports Illustrated.

92 and Still Running Marathons

It took her 7 hours 24 minutes 36 seconds to finish the June 2015 San Diego Rock 'n' Roll Marathon, but in doing so Harriette Thompson, 92 years, 65 days old, became the oldest woman ever to complete a marathon. The previous record was held by Gladys Burrill, who was 92 years 19 days old when she ran. A concert pianist who has played around the world, Thompson



Photo: Paul Nestor/Competitor Group.

plays music in her head when she runs. (In this race it was Sergei Rachmaninoff's Prelude in D Major.) She is a survivor who has run this marathon 16 times since 1999 and has raised \$100,000 for the Leukemia and Lymphoma Society. Photos and video are at www.cbsnews.com/news/oldest-woman-finish-marathon-92-year-old-harriette-thompson-ran-late-husband.

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The Online EdD in Kinesiology at UNCG: A One-Year Update

January to June 2014: Recruitment and admissions. Given that we could not advertise or accept applications before official approval, we hoped to admit at least 10 students (half our target) in our first year. Happily, we had a great deal of interest in the program and admitted a full cohort of 20 students by June 2014.

June 2014: Orientation. As well as our online courses, we require a three-day on-campus orientation in June. By all accounts, the orientation was a success. Students met each other, interacted with faculty, and became acquainted with UNCG offices and services as well as with technology used in the online EdD program.

Fall 2014 and spring 2015: Cohort completes four courses. One admitted student accepted another position before beginning the program, and another dropped out early in the semester for medical reasons, but the other 18 completed two fall courses. Since then, all 18 also completed two spring 2015 courses and moved into summer courses.

May 2015: New cohort admitted. Interest in the online EdD continues to increase.

As of May we had nearly 40 applicants and admitted 24 new students. June 18 to 20, 2015, we had orientation with the new cohort.

Fall 2015 and beyond: Cohorts 1 and 2.

In August, the first cohort takes two new courses, and the new cohort begins their first semester of coursework. Thus, we will have 42 EdD students in four courses in the fall and in spring 2016 when we also review applications for the third cohort.

Meeting Challenges

When we began planning the online EdD we knew we would face challenges. We had no online graduate courses and few faculty who had taught online. Our PhD program focuses on specialized areas, with few courses that are integrative and relevant to diverse EdD professionals. Thus, in addition to moving online, we developed several new courses and greatly revised others. Although that was a big challenge, we had strong technical support from our Division of Continual Learning (DCL), and that support continued through this past year and into the next.

The biggest challenges in the EdD program have been fostering connections

among the students and with UNCG and developing a sense of community. Connection and community are keys to retention and completion of the doctoral program. Since the program is cohort based we intentionally designed it to foster connections. First, we start off with a three-day face-to-face on-campus orientation. The orientation helps everyone put faces with names, familiarizes students with faculty and personnel across campus (e.g., graduate school, library, financial aid, instructional technology), and provides opportunities for the cohort to work and play together in informal interactive sessions. As students move through the program with their cohort, they take courses together and engage in group work, peer review, and collaborative activities. Several courses help students move toward the dissertation in small steps (e.g., sharing initial ideas in first-semester seminar, developing and exchanging literature reviews in the second year), and by the third year students will be in five-person learning communities for their dissertations. As well as the orientation and formal program structure, we tried to connect our online EdD students with the department and campus. For example, we videotaped all department colloquia, and our library

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The Online EdD in Kinesiology at UNCG: A One-Year Update

staff presented synchronous sessions on Zotero (reference system) and research resources. We have a continuing EdD Google group for communication (formal and informal) and sharing resources (e.g., EdD handbook).

Moving Ahead

As we review our first year, we have accomplished a lot. We have course evaluations, student self-evaluations, and progress reports each semester, and the EdD committee meets regularly to review and plan ahead. Perhaps our biggest success is our cohort of EdD student-professionals. They have diverse interests, goals, and strengths, but all are engaged and connected and have helped us work through this first year. (See our EdD website for information and a picture of our first cohort at their orientation: <http://kin.wp.uncg.edu/edd>).

<http://kin.wp.uncg.edu/edd>).

The online EdD in kinesiology at UNCG continues to grow. We are currently searching for two new faculty (see the announcement in AKA job listings or UNCG: <https://jobsearch.uncg.edu/postings/2217>). Expectations are high, and we look forward to expanded opportunities in the program with new faculty and students.

For Further Information

Gill, D. L., Brown, P. K., & Reifsteck, E. J. (2014). The EdD in kinesiology at UNCG: An online doctoral program? *Kinesiology Review*, 3, 221-226. Doi: <http://dx.doi.org/10.1123/kr.2014-0057>.

Mahar, M.T., Hall, T.R., Delp, M.D., & Morrow, J.R. (2014). The state of online education in Kinesiology in the United States. *Kinesiology Review*, 3, 177-185. Doi: <http://dx.doi.org/10.1123/kr.2014-0068>.

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Making the Move to Kinesiology

kinesiology as a specific area of study, communications such as the website and brand launch video address the discipline's all-encompassing nature.

To create and implement a rebranding campaign, understanding each targeted audience's paradigms is crucial. Meet with as many stakeholders as possible to enable data-driven decisions. Find methods to engage individuals from each audience to ensure buy-in and continued support. We are choosing to live out the kinesiology brand by leading a movement with a new name and revived commitment to physical, mental, and emotional well-being, academic rigor, and vision of a healthier, more active future.

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