



The Council of State Governments  
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## 2011 Innovations Awards Application

**DEADLINE: MARCH 28, 2011**

ID # (assigned by CSG): 2011- \_\_\_\_\_

**Please provide the following information, adding space as necessary:**

State: [Puerto Rico](#)

Assign Program Category (applicant): [Health & Human Services](#) (Use list at end of application)

**1. Program Name**

*Jugando por tu Salud / Playing for your Health*

**2. Administering Agency**

*Department of Sports and Recreation of Puerto Rico (DSR)*

**3. Contact Person (Name and Title)**

*Mr. Angel Toro, Sub Secretary of DSR*

**4. Address**

*Parque de Santurce  
Calle Los Angeles  
San Juan PR, 00902-3207*

**5. Telephone Number**

*1-(787) 721-2800 ext. 1100*

**6. FAX Number**

*1-(787) 721-8318*

**7. E-mail Address**

*[astoro@drd.gobierno.pr](mailto:astoro@drd.gobierno.pr)*

**8. Web site Address**

*[www.drd.gobierno.pr](http://www.drd.gobierno.pr)*

**9. Please provide a two-sentence description of the program.**

*This program was created to address the issue of childhood obesity through sports participation. Encouraging overweight children between 7 to 13 years old, to engage in physical activities to promote a healthy lifestyle and to prevent problems of emotional nature due to overweight problems.*

**10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 28, 2011 to be considered.**

*Program implemented on August 2009. It has been in place for 1 year and 7 months.*

**11. Why was the program created? What problem[s] or issue[s] was it designed to address?**

*In Puerto Rico, over 40% of children between 7 to 13 years old are overweight. There was an existing necessity to promote sports participation for overweight children, which are usually rejected in sports classes and tournaments at school. This situation not only prevents them to maintain a healthy lifestyle and participate in sports related activities in the future but also creates self-esteem issues impacting their family unit.*

**12. Describe the specific activities and operations of the program in chronological order.**

*August 2009 – Subway made a donation of \$28,000 for uniforms. Program started with basketball and the participation of 3,000 children.*

*January 2010 to May 2010 – Basketball tournament played*

*August 2010 to December 2010 – Subway made a donation of \$15,000 for uniforms. 2,000 more children participated.*

*January 2011 to present – Expecting 500 additional children to be part of this program*

**13. Why is the program a new and creative approach or method?**

*This program provides a healthy competitive environment for overweight children, strengthening their self-esteem and promoting parental involvement. These children end up being part of the league and will have the opportunity to compete for the final championship.*

**14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)**

*Initial costs were \$105,000.00. Team coaches and officials \$45,000, uniforms \$35,000 and \$25,000 in sports equipment and materials such as balls, goal mesh, whistles as well as transportation for the children and parents.*

**15. What are the program's annual operational costs?**

*Annual operational costs of \$105,000.00*

**16. How is the program funded?**

*There was a special assignment of \$ 350,000.00, through a special Law for culture, arts and recreational activities.*

**17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.**

*YES, Law #45 of July 29, 2009.*

**18. What equipment, technology and software are used to operate and administer this program?**

*Not applicable.*

**19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.**

*Yes. This program was created by Henry Newmann, Secretary of the Department of Sports and Recreation of Puerto Rico. PO Box 9023207, San Juan, PR. 00902. 1-(787) 721-2800 ext. 1200*

**20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?**

*No, we are not aware of similar programs in other states.*

**21. Has the program been fully implemented? If NO, what actions remain to be taken?**

*Yes*

**22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.**

*Pros: Increase awareness of the childhood obesity problem that we have in the island  
Promote a healthy lifestyle through physical activity.  
Encourage sports participation for overweight children.  
Prevent self-esteem issues due to obesity discrimination  
Improve relationship between parents and children*

*Challenge: Teaching their parents the importance keeping their children active in order to live a healthy lifestyle.*

**23. How has the program grown and/or changed since its inception?**

*This program has impacted 5,000 overweight children. During this semester 2011, 500 additional children are expected to be part of this program. Many of them have graduated and have lost their excess weight.*

**24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?**

*None*

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## 2011 Innovations Awards Application Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

### *Infrastructure and Economic Development*

- Business/Commerce
- Economic Development
- Transportation

### *Government Operations and Technology*

- Administration
- Elections
- Information Systems
- Public Information
- Revenue
- Telecommunications

### *Health & Human Services*

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

### *Human Resources/Education*

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

### *Natural Resources*

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

### *Public Safety/Corrections*

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

**Save in .doc or rtf. Return completed application electronically to [innovations@csg.org](mailto:innovations@csg.org) or mail to:**

CSG Innovations Awards 2011  
The Council of State Governments  
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Lexington, KY 40578-1910

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**This application is also available at [www.csg.org](http://www.csg.org).**