

## Social Policy for Physical Education, Health and Wellness

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**Abstract:** Social policies are those enactments at a governmental level aimed at the well-being and social protection of human beings. Health, including nutrition and disease prevention; education; poverty reduction; and safe environments are typical areas of social policy. Increasing world attention on health status has elevated the roles of physical activity and nutrition in the prevention of chronic diseases. This presents an opportunity for physical education, health, and wellness programs to become more central in the educational curriculum at both the formal and informal levels. Despite a series of international efforts by physical educators over the past 20 years, however, actual changes in social policy related to physical education have been limited in scope. The time is ripe for renewed efforts for policy change. Development of effective advocacy and lobbying strategies requires development of a clear agenda, targeted and timely communication with policy makers, collaborative efforts with affiliated interest groups, and maximum involvement and participation by stakeholders.

**Prof. Dr. Patricia Geadelmann** is Special Assistant to the President for Board and Governmental Relations at the University of Northern Iowa. She also is Professor of Physical Education in the School of Health, Physical Education, and Leisure Studies at the University of Northern Iowa. Dr. Geadelmann received her B.A. in Physical Education from the University of Northern Iowa, her M.A. in Physical Education from the University of Iowa, and her Ed.D. in Physical Education from the University of North Carolina at Greensboro. She also a Master's of Divinity degree from United Theological Seminary. Her areas of specialization are curriculum and administration. Dr. Geadelmann was an early leader in the implementation of Title IX of the Education Amendments of 1972, which provided for sex equality in education programs, including physical education and athletics. Her publications include being the lead author of the book *Equality in Sport for Women* (1977). She has presented widely at the state and national levels on the subjects of equality and lobbying and advocacy strategies. In her current role, Dr. Geadelmann serves as the lobbyist for the University of Northern Iowa with the federal government. She previously held this responsibility with the state government. Dr. Geadelmann's awards have included the Mabel Lee Award from the American Alliance for Health, Physical Education, Recreation, and Dance (1981), Named One of Ten Outstanding Young Women of America (1981), Iowa Award for Distinguished Service to State Government (1985), National Governors' Association Award for Distinguished Service to State Government (1985), Cristine Wilson Medal for Equality and Justice from the Iowa Commission on the Status of Women (1987), Charlotte L. Matthews Community Leadership Award from United Theological Seminary (2004), Lydia Myrl Kapp Memorial Award for Outstanding Work in Preaching from United Theological Seminary (2004), Hall of Excellence Award from the University of Northern Iowa School of HPELS (2005), and The Way Up Recognition Award for Outstanding Contributions Toward the Advancement of Women in Higher Education (2006).