



Who Can Help and How: School Wellness Coordinators

As the School Wellness Coordinator, you play a key role in making schools healthy, successful places. By putting a focus on healthy eating and physical activity, you can help students —and the whole school — achieve more. So can Fuel Up to Play 60!

Why Healthy Schools?

Evidence shows that healthy eating and physical activity can contribute to higher levels of student achievement:

- Better nutrition helps students get the nutrients they need and may help improve academic performance. Also, eating breakfast may help students improve their test scores and school attendance.
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth. Helping students prioritize healthy eating and physical activity may help them perform better and can contribute to their long-term health.

Through Fuel Up to Play 60, and other wellness initiatives, you're the person who can:

- **Engage other people.** Involve school nutrition, health and P.E. professionals, classroom teachers, community partners, parents and students in the effort to create healthier schools. Help build awareness of and allies for school wellness throughout the school community — and look for hands-on opportunities to get others engaged.
- **Lead a Fuel Up to Play 60 school team.** Help guide and support a group of interested, committed students in implementing Healthy Eating and Physical Activity Plays to make a long-term difference. Encourage students to participate in (and earn rewards for) Fuel Up to Play 60 Challenges.
- **Track and report your successes.** Record and assess the results of your wellness efforts at the school level and report up to your district — and the larger community — to gain their interest and support. Apply for Fuel Up to Play 60 Funds to help keep your programs going.
- **Continue your valuable work to elevate the importance of school wellness.** Use your knowledge, experience and access to district resources to help build on your existing efforts with initiatives that can help. Serve as a bridge between school and district-level wellness policies and priorities.

What Does Fuel Up to Play 60 have for you?

Fuel Up to Play 60 is about taking action. There are resources available —including rewards, recognition and funding — that can help your school make positive, long-term change. For school wellness coordinators in particular, you'll find:

- A School Wellness Investigation that can provide data and information on your school's health strengths and challenges. There are also polling and survey tools that can help you gauge kids' attitudes about healthy eating and physical activity promotions.
- Fuel Up to Play 60 rewards, incentives and funding opportunities that can be used to help implement healthy eating and physical activity changes throughout the school.
- An interactive Playbook with Healthy Eating and Physical Activity Plays — a collection of strategies that can be implemented throughout the school year. You can help your school's Program Advisor (or be one yourself!) to work with students to make a real difference.



Who Can Help and How: School Nurses and Other Health Professionals

As a school nurse or health care professional, you can reinforce positive messages about healthy eating and physical activity, provide content expertise and help guide and support a group of interested, committed individuals in implementing strategies for school wellness. You can provide important information, assist in the implementation of Healthy Eating and Physical Activity Plays and help bridge the healthy connection between home and school.

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Through Fuel Up to Play 60, and other wellness initiatives, you're the person who can:

- **Elevate the importance of school wellness.** Actively participate in the ongoing development, implementation and evaluation of your school's wellness efforts. Visit classrooms and host parent meetings to talk about the importance of healthy eating and physical activity.
- **Be an active and vocal advocate.** Communicate regularly with the district food service director about nutrition, student eating behaviors, food allergies, food safety and other mutual concerns. Share this information with the Program Advisor and students engaged in Healthy Eating Plays.
- **Actively support Fuel Up to Play 60!** Promote the incorporation of nutrition education and physical activity breaks into classroom activities. Promote quality physical education, support daily recess and communicate the importance of eating a nutritious breakfast.
- **Continue to provide the valuable health services you already provide.** Provide support for student wellness through health clinics and screenings.

What Does Fuel Up to Play 60 have for you?

Fuel Up to Play 60 is about taking action. There are resources available — including rewards, recognition and funding — that can help you, the students and the community to make positive, long-term change in your school. For school health professionals in particular, you'll find:

- An interactive Playbook with Healthy Eating and Physical Activity Plays — a collection of strategies that can be implemented by small or larger groups. Consider implementing one of these Plays with a group of interested students — and recruit their family members to help!
- Resources for engaging community organizations such as hospitals and community centers in your efforts. There are donation request letters, tip sheets and more.
- Fuel Up to Play 60 rewards, incentives and funding opportunities to help you make healthy changes for and with your students.



Who Can Help and How: P.E./Health Professionals

As a P.E./Health Teacher, you have the expertise and experience to influence students' choices both in and outside of school. You can provide content expertise and guidance to teams of interested students, integrate nutrition education and physical activity information in your classes and participate in activities to demonstrate your commitment to the long-term health of students and schools.

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Through Fuel Up to Play 60, and other wellness initiatives, you're the person who can:

- **Elevate the importance of school wellness.** Actively participate in the ongoing development, implementation and evaluation of your school's wellness efforts. Communicate the importance of a healthy lifestyle to parents, faculty and students, through classroom activities and in the broader school community.
- **Involve students in Fuel Up to Play 60!** Encourage students to participate in the Fuel Up to Play 60 Challenges and promotional events. Organize friendly competitions with colleagues and students — you can earn rewards for the classroom, while providing a great example to students! Help the Program Advisor by supporting a team of interested students in implementing one of the Healthy Eating or Physical Activity Plays.
- **Promote, promote, promote.** Promote the incorporation of nutrition education and physical activity breaks into classrooms. Promote quality physical education, support daily recess and communicate the importance of being physically active for at least 60 minutes a day.

What Does Fuel Up to Play 60 have for you?

Fuel Up to Play 60 is about taking action. There are resources available — including rewards, recognition and funding — that can help you and your students make positive, long-term change in your school. For P.E. and Health Teachers in particular, you'll find:

- An interactive Playbook with Healthy Eating and Physical Activity Plays — a collection of strategies that can be implemented in whole or in part within your daily classroom routine. There are ideas for implementing Physical Activity Plays before, during and after school as well as ideas for creating special places in school where kids can be physically active.
- Fuel Up to Play 60 rewards, incentives and funding opportunities to help you make healthy changes for and with your students.
- Links to partner and supporter resources that can help you with teaching materials and provide ideas to share with others.

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Who Can Help and How: School Nutrition Professionals

As a School Nutrition Professional, you have the expertise and experience to influence students' choices both in and outside the cafeteria. You can help students and nutrition staff to understand the benefits of healthy eating, and participate in activities to demonstrate your commitment to the long-term health of students and schools. When students implement Healthy Eating Plays, you can provide the help and guidance that will help them make positive changes in the school environment. They can't do it without you!

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Through Fuel Up to Play 60, and other wellness initiatives, you're the person who can:

- **Involve students in healthy eating initiatives.** Gather information from students about their insights, perceptions and opinions of new food choices. Whenever possible, involve students and student leaders throughout the planning, implementation and evaluation process of programs. Find out what they like and don't like, learn about their attitudes toward healthy eating and capitalize on their ability to influence their peers.
- **Provide information.** Give students, teachers, administrators and parents information on the value of nutrient-rich foods and current options available in school.
- **Update the look and feel of healthy eating.** Where possible, supply nutritious options in appealing, fun packaging. Initiate programs like Fuel Up to Play 60's Cafeteria Restyle Ideas to improve the signs and overall atmosphere in the cafeteria.
- **Offer price advantages for healthy options.** Where possible, offer healthy options at a lower price (at least initially). Several studies have documented that price is a key factor to students, and that lowering prices of healthy options encourages trial and purchase.

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Fuel Up to Play 60 is about taking action. There are resources available—including rewards, recognition and funding—that can help your school make positive, long-term change. For school nutrition professionals in particular, you'll find:

- A School Wellness Investigation that can provide data and information on your school's health strengths and challenges. There are also polling and survey tools that can help you gauge kids' attitudes about healthy eating promotions.
- Fuel Up to Play 60 rewards, incentives and funding opportunities to help you implement healthy changes in the cafeteria and menu options.
- An interactive Playbook with Healthy Eating and Physical Activity Plays—a collection of strategies that can be implemented throughout the school year. You can sort by level of involvement and student interest.

Simone A. French. "Environmental Approaches to Promoting Healthful Food Choices." Research Brief from the University of Minnesota School of Public Health. October 2003. Accessed July 5, 2010: <http://www.sph.umn.edu/img/assets/9103/SPHbrief10-03.pdf>.

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Who Can Help and How: Community Members

Healthy schools can mean successful schools — and successful schools send successful students out into the community to participate, work and contribute. By working with your school to put a focus on healthy eating and physical activity, you can help students, our schools and the greater community achieve more.

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Through **Fuel Up to Play 60**, and other school wellness initiatives, local businesses, community organizations and individual citizens can:

- **Get involved with Fuel Up to Play 60.** Support a committed group of students and staff working to create healthier schools. Provide funding, resources and volunteers to expand students' and schools' efforts.
- **Donate materials, food, equipment and incentives** to support healthy eating and physical activity strategies.
- **Share your expertise.** Find out about your school district's wellness policies and practices. Contact school leaders and offer to help implement the policy in ways that tap your special knowledge and expertise.
- **Keep students, staff and families apprised** of programs that support physical activity and healthy eating in the community — including your own organization's initiatives.
- **Be a role model.** Encourage employee wellness initiatives and practices in your own organization.

What Does Fuel Up to Play 60 have for you?

Fuel Up to Play 60 is about taking action. There are resources available — including rewards, recognition and funding — that can help your school make positive, long-term change in your school. Interested supporters in particular should check out the following:

- An interactive Playbook with Healthy Eating and Physical Activity Plays — a collection of strategies that can be implemented by small groups or large ones. Consider sponsoring or hosting one of the Kickoff Plays or a Family Fun Night!
- Ways to support student efforts and help them become leaders.
- Fuel Up to Play 60 rewards, incentives and funding opportunities to help you make healthy changes for and with the school's students.



Who Can Help and How: Parents

As an interested, committed supporter of the Fuel Up to Play 60 program, you can contribute to your school's efforts through in-school volunteer work as well as outreach to the community. You can assist teams of students in implementing programs, set an enthusiastic tone in the community and work with the school parent organization and/or the school board to help secure funding, resources and volunteers to expand students' efforts.

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- **Work with community members and get them involved in the program.** Promote the goals and strategies of Fuel Up to Play 60 with community organizations and businesses. Solicit volunteers or resources to support the program's goals.
- **Work with small (or large) groups of students to help plan and implement Healthy Eating and Physical Activity Plays.** Find time to meet with students before, during or after school to help keep them on track.
- **Help your school** organize walking clubs, improve playground or lunchroom facilities and sponsor other strategies like those in Fuel Up to Play 60!
- Most importantly, **share your enthusiasm** for improving your school's nutrition and physical activity practices with parents, teachers and other potential allies.

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