



Who Can Help and How: Parents

Why Fuel Up to Play 60?

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by the National Dairy Council®, local Dairy Councils and the National Football League, in collaboration with the United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country. Why? Evidence shows that healthy eating and physical activity can contribute to higher levels of student achievement:

- Better nutrition, including breakfast, helps students get the nutrients they need and may help improve academic performance, test scores and school attendance.¹
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth.²

Why You?

As a parent, you have a more direct connection with your children than anyone else in their lives. You can elevate the importance of healthy eating and physical activity, serve as a role model and integrate healthy school strategies into your daily lives – all of which can help kids succeed both in the classroom and throughout their lives. Implementing Fuel Up to Play 60 Plays successfully helps youth not only to make positive changes in the school environment but also to develop leadership skills that can last a lifetime. Fuel Up to Play 60 has the action ideas, resources and rewards that can bring your school and community together in exciting and energizing ways. With Fuel Up to Play 60, here's what can happen for your child and your school:

- **Healthy, High-Achieving Students and Schools:** When you help Fuel Up to Play 60 work in your school, you'll be [helping the school achieve its goals](#) – for academics, for local school wellness and as part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Fuel Up to Play 60 provides all kinds of [rewards and incentives](#) to build awareness and drive healthy choices.
- **Community Involvement:** Fuel Up to Play 60 helps create a sense of community, as [students take on leadership roles](#) and adults become allies in pursuing common goals. Get other parents involved in your school's efforts!

¹ *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*. Action for Healthy Kids, 2008. Available at: <http://www.actionforhealthykids.org/resources/files/learning-connection.pdf>. Accessed June 8, 2011.

² *The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance*, 2010. Centers for Disease Control and Prevention. United States Department of Health and Human Services. Available at: http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf. Accessed June 8, 2011.



- **Leadership Opportunities for Students:** Fuel Up to Play 60 helps students become leaders, encouraging them to take the ball and run with it to implement Fuel Up to Play 60 in your school. Encourage your students to become Fuel Up to Play 60 Student Ambassadors and to apply for roles as Local, State or National Ambassadors.
- **Funding and Other Opportunities for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support healthy eating and physical activity promotions and equipment for your school. [Learn more.](#)
- **Recognition for the Great Work Your School Is Already Doing:** Work with your local school's Fuel Up to Play 60 team and highlight your joint successes at the district level and in the local media.

How Can You Get Involved?

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's parent organization and/or the school board to help secure funding, resources and volunteers to expand students' efforts. Here are some things you can do right now:

1. **Enroll in the program, log in to your Dashboard and link to your child's school.** Connect with your school's Program Advisor. If your school doesn't have one, offer to help support one or more adults willing to take on that role. Program Advisors are recognized for their efforts – with access to exclusive Perks on the Dashboard. Even more importantly – they make a difference.
2. **Work with community members and get them involved in the program.** Share 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.
3. **Work with 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.
4. Support friendly competitions with teachers and students—or become a Program Advisor and organize one! Program Advisors can create competitions in the **Competition Stadium** on the Dashboard and [earn rewards](#) while building enthusiasm!
5. Most importantly, **share your enthusiasm** for improving your school's nutrition and physical activity practices with other parents, teachers and other potential allies.



6. **Be a role model.** Encourage healthy eating and find time for physical activity every day in your own home and family.

Learn more about **Fuel Up to Play 60** at FuelUpToPlay60.com.



Who Can Help and How: Community Members

Why Fuel Up to Play 60?

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by the National Dairy Council®, local Dairy Councils and the National Football League, in collaboration with the United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country. Why? Evidence shows that healthy eating and physical activity can contribute to higher levels of student achievement:

- Better nutrition, including breakfast, helps students get the nutrients they need and may help improve academic performance, test scores and school attendance.¹
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth.²

Why You?

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 local school(s) to put a focus on healthy eating and physical activity, you can help students, schools and the greater community achieve more. Implementing Fuel Up to Play 60 Plays successfully helps students not only to make positive changes in the school environment but also to develop leadership skills that can last a lifetime. Fuel Up to Play 60 has the action ideas, resources and rewards that can bring your school and community together in exciting and energizing ways. With Fuel Up to Play 60, here's what can happen:

- **Develop Healthy, High-Achieving Students and Schools:** When you help Fuel Up to Play 60 work in a school, you'll be [helping the school achieve its goals](#) – for local school wellness and as part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Fuel Up to Play 60 supports the ambitious yet attainable goals of First Lady Michelle Obama's [Let's Move!](#) initiative to end childhood obesity within a generation by getting more youth and families to commit to becoming active and eating better.
- **Foster Community Involvement:** Fuel Up to Play 60 helps create a sense of community, as [students take on leadership roles](#) and school adults become [allies](#) in pursuing common goals. Get your organization involved in the school's efforts. Encourage students to sign the Fuel Up to Play 60 **Pledge** and help them get excited.

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- **Provide Leadership Opportunities for Students:** Fuel Up to Play 60 offers state and local recognition programs through its Student Ambassador Program. Encourage your students to become Fuel Up to Play 60 Student Ambassadors and to apply for roles as Local, State or National Ambassadors. Get involved and help students learn the leadership skills that can help them now and when they are ready to enter the workforce.
- **Secure Funding and Other Opportunities for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support healthy eating and physical activity promotions and equipment for your school. [Learn more.](#)
- **Earn Recognition for the Great Work Your Organization Is Already Doing:** Work with your local school's Fuel Up to Play 60 team and highlight your joint successes at the district level and in the local media.

How Can You Get Involved?

As a community member, you can provide support through monetary or material donations and/or an employee volunteer program. You can also share your own expertise and time to demonstrate your commitment to the long-term health of your community. Here are some things you can do right now:

1. **Enroll in the program and link to a local school or group of schools.** Make sure that the school(s) you are supporting is or are enrolled and that each one has a Program Advisor. If your school doesn't have one, visit the school and offer to help support one or more adults willing to take on that role. Program Advisors are recognized for their efforts – with access to exclusive Perks on the Dashboard – and even more importantly, they make a difference.
2. **Get involved with Fuel Up to Play 60.** Support a group of students and staff working to create healthier schools. Provide funding, resources and volunteers to help students' and schools' efforts.
3. **Donate materials, food, equipment and incentives** to support Healthy Eating and Physical Activity Plays. Visit the interactive Playbook and Fuel Up to Play 60's Success Stories to learn more about what's possible.
4. **Share your expertise.** Find out about your school district's wellness practices. Contact school leaders and offer to help implement school wellness goals – tap your knowledge and expertise!
5. **Keep students, staff and families apprised** of programs that support physical activity and healthy eating in the community – including your own organization's initiatives.
6. **Be a role model.** Encourage employee wellness initiatives and practices in your own organization.

Learn more about **Fuel Up to Play 60** at FuelUpToPlay60.com.



Who Can Help and How: School Nurses/Health Professionals

Why Fuel Up to Play 60?

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by the National Dairy Council®, local Dairy Councils and the National Football League, in collaboration with the United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country. Fuel Up to Play 60 presents an opportunity for you to ensure changes made at school are sustainable, making it possible for children to choose tasty, nutrient-rich foods throughout the school environment and to have more opportunities to be physically active.

Why You?

As a school nurse or health care professional, you may have responsibility for your school's or district's wellness plans. You have a key role to play, and Fuel Up to Play 60 can help. 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. Not only that: you can also raise awareness of the program throughout your district and community. You can provide important information and help bridge the healthy connection between home and school. When you do, here's what can happen for you and your school(s):

- **Elevate the Visibility of the Important Services You Already Provide:** Through your participation in Fuel Up to Play 60, and while you continue to provide support for student wellness through health clinics and screenings, you'll have an opportunity to reach a broader audience through pep rallies, family fun and fitness events and tie-ins with classroom activities and instruction.
- **Be a Change Agent:** Fuel Up to Play 60 has resources that can help you [gain allies](#) in achieving your goals. Together, you can take a closer look at your school wellness environment and implement strategies to improve it. Fuel Up to Play 60 provides all kinds of [rewards and incentives](#) to build awareness and drive healthy choices. You can help students get excited so they'll want to be the champions of your wellness initiatives.
- **Secure Funding for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support healthy eating promotions and secure physical activity equipment for your school. [Learn more.](#)
- **Participate at a National Level:** When you help implement Fuel Up to Play 60 in your school, you'll be [helping your school achieve its goals](#) – for local school wellness and to be part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Encourage your students to become Fuel Up to Play 60 Student Ambassadors and to apply for



roles as Local, State or National Ambassadors.

How Can You Get Involved?

As a school nurse or health professional, here are some things you can do right now – today – to help integrate Fuel Up to Play 60 in your school. You can:

1. **Make sure you're enrolled** and link yourself to a school – or multiple schools in your district.
2. **Log in to your Dashboard and become a Program Advisor.** If your school already has a Program Advisor, you can join them to build a strong team. You'll be recognized for your efforts – with access to exclusive Perks on your Dashboard – and even more importantly, you'll make a difference.
3. **Lead a School Wellness Investigation** to identify your school's most significant needs.
4. **Brief your school's Fuel Up to Play 60 team** on the health issues and challenges facing students today. Work together to design the right Plays to help improve students' nutrition choices and opportunities for physical activity.
5. Support friendly competitions with colleagues and students—or become a Program Advisor and organize one! Program Advisors can create competitions in the **Competition Stadium** on the Dashboard and [earn rewards](#) while building enthusiasm!
6. **Complete a Funds for Fuel Up to Play 60 application.** Funds for Fuel Up to Play 60 is a competitive, nationwide funding program for schools. Schools may apply for up to \$4,000 per year at FuelUpToPlay60.com.

Learn more about **Fuel Up to Play 60** at FuelUpToPlay60.com.



Who Can Help and How: School Nutrition Professionals

Why Fuel Up to Play 60?

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by the National Dairy Council®, local Dairy Councils and the National Football League, in collaboration with the United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country. Fuel Up to Play 60 presents an opportunity for you to ensure changes made at school are sustainable, making it possible for children to have more opportunities to choose tasty, nutrient-rich foods throughout the school environment and to be physically active.

Why You?

As a school nutrition professional, you have the expertise and experience to help students make healthy choices both in and outside the cafeteria. You can help students and nutrition staff understand the benefits of healthy eating, and you can 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. When you do, here's what can happen for you and your school:

- **Secure Funding for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support healthy eating promotions and equipment for your school cafeteria. [Learn more.](#)
- **Earn Continuing Education Units:** You can [earn CEUs](#) through Fuel Up to Play 60 participation via our partnership with the School Nutrition Association.
- **Be a Change Agent:** Fuel Up to Play 60 has resources that can help you [gain allies](#) in achieving your school nutrition goals. Encourage students to sign the Fuel Up to Play 60 **Pledge**, and take a closer look at your school wellness environment and implement strategies to improve it. The [School Wellness Investigation](#) can help you diagnose specific needs, and the Fuel Up to Play 60 [Playbook](#) has a wealth of activities and the [tools and resources](#) to help meet those needs and more.
- **Be Recognized for Your Efforts:** Fuel Up to Play 60 can help you take actions that qualify your school for the [HealthierUS School Challenge](#) initiative. You can mobilize the entire school community to help *you* earn that distinction.
- **Improve School Meal Participation:** Fuel Up to Play 60 provides all kinds of [rewards and incentives](#) – for kids and adults – to build awareness and drive healthier choices. You can help students get excited so they'll want to be the champions of your healthy meals program at school.



- **Achieve Your School Wellness Goals:** When you help implement Fuel Up to Play 60 programs in your school, you'll be [helping your school achieve its goals](#) – for local school wellness and to be part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Fuel Up to Play 60 supports the ambitious yet attainable goals of First Lady Michelle Obama's *Let's Move!* initiative to end childhood obesity within a generation by getting more youth and families to commit to becoming active and eating better.

How Can You Get Involved?

As a school nutrition professional, here are some things you can do right now – today – to help integrate Fuel Up to Play 60 in your school. You can:

1. **Make sure you're enrolled** and link yourself to a school – or multiple schools in your district.
2. **Log in to your Dashboard and become a Program Advisor.** If your school already has a Program Advisor, you can join him or her to build a strong team. You'll be recognized for your efforts – with access to exclusive Perks on your Dashboard – and even more importantly, you'll make a difference.
3. **Lead a School Wellness Investigation** to identify your school's most significant needs.
4. **Brief your school's Fuel Up to Play 60 team** on the issues and challenges of running a school food program. Help them design the right Healthy Eating and Physical Activity Plays to help improve students' nutrition choices.
5. **Develop Student Leaders:** Fuel Up to Play 60 helps students become leaders, encouraging them to take the ball and run with it to implement Fuel Up to Play 60 in your school. Encourage students to become Fuel Up to Play 60 Student Ambassadors and to apply for roles as Local, State or National Ambassadors.
6. **Complete a Funds for Fuel Up to Play 60 application.** Funds for Fuel Up to Play 60 is a competitive, nationwide funding program for schools. Schools may apply for up to \$4,000 per year at FuelUpToPlay60.com.

Learn more about Fuel Up to Play 60 at FuelUpToPlay60.com.



Who Can Help and How: School Wellness Coordinators

Why Fuel Up to Play 60?

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by the National Dairy Council®, local Dairy Councils and the National Football League, in collaboration with the United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country. Why? Evidence shows well-nourished kids may tend to be better students, have stronger academic achievement and better test scores¹, while numerous studies show physical activity has been found to support learning.²

Why You?

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 entire school – achieve more. You can provide content expertise and guidance to teams of interested students and adults, help engage the school and district administration in activities that will meet existing wellness goals and participate in activities that demonstrate your commitment to the long-term health of students and schools. With Fuel Up to Play 60, here's what can happen for you and your school:

- **Achieve Your School Wellness Goals:** When you help implement Fuel Up to Play 60 programs in your school, you'll be [helping your school achieve its goals](#) – for local school wellness and as part of a growing collection of schools across the nation dedicated to the success and well-being of youth.
- **Secure Funding for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support physical activity and nutrition education – and equipment for the school to help. [Learn more.](#)
- **Help Students Take Ownership of Their Wellness:** Fuel Up to Play 60 provides all kinds of [rewards and incentives](#) – for kids and adults – to build awareness and drive healthy choices. You can help students get excited so they'll want to be the champions of your wellness initiatives.
- **Receive Training and Support for the Program:** Fuel Up to Play 60 offers a range of ways to learn about the program. Visit the online [Training Camp](#) to view short informational videos to help you get started.

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² *The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance,* 2010. Centers for Disease Control and Prevention. United States Department of Health and Human Services. Available at: http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf. Accessed June 8, 2011.



- **Demonstrate Your School's Commitment to the Broader School Community:** Share your successes at the district and national level through outreach and recognition programs.
- **Develop Student Leaders:** Fuel Up to Play 60 helps students become leaders, encouraging them to take the ball and run with it to implement Fuel Up to Play 60 in your school. Encourage your students to become Fuel Up to Play 60 Student Ambassadors and to apply for roles as Local, State or National Ambassadors.

How Can You Get Involved?

As a leader in your school's wellness community, you can be a role model for the entire student body. You can set an enthusiastic tone and help implement Healthy Eating and Physical Activity Plays that highlight what you are already doing and capitalize on the resources Fuel Up to Play 60 has to offer. Here are some things you can do right now – today – to help integrate Fuel Up to Play 60 in your school:

1. **Make sure you're enrolled** and link yourself to a school – or multiple schools in your district.
2. **Log in to your Dashboard and become a Program Advisor.** If your school already has a Program Advisor, you can join them to build a strong team. You'll be recognized for your efforts – with access to exclusive Perks on your Dashboard – and even more importantly, you'll make a difference.
3. **Help lead a School Wellness Investigation** to identify your school's most significant needs.
4. **Work with key adult leaders in your school to apply for Funds for Fuel Up to Play 60.** This competitive, nationwide funding program awards up to \$4,000 per school per year.
5. **Support friendly competitions** with colleagues and students—or become a Program Advisor and organize one! Program Advisors can create competitions in the **Competition Stadium** on the Dashboard and [earn rewards](#) while building enthusiasm!
6. **Get the word out to your school community and your colleagues in the district that you are a Fuel Up to Play 60 School.** Your leadership – and your visible, enthusiastic participation – will make a difference.

Learn more about **Fuel Up to Play 60** at FuelUpToPlay60.com.



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

Why Fuel Up to Play 60?

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Why You?

As a P.E./Health Teacher, you have the expertise and experience to help students make healthy 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.

- **Secure Funding for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support physical activity and nutrition education – and equipment for your P.E. program. [Learn more.](#)
- **Receive Training and Support for the Program:** Fuel Up to Play 60 offers a range of ways to learn about the program – an online [Training Camp](#), live learning opportunities in some areas and even continuing education through some states and professional organizations.
- **Help Students Take Ownership of Their Wellness:** Fuel Up to Play 60 provides all kinds of [rewards and incentives](#) to build awareness and drive choices. Encourage students to sign the Fuel Up to Play 60 Pledge and help them get excited so they'll want to be the champions of your wellness initiatives.
- **Develop Student Leaders:** Fuel Up to Play 60 helps students become leaders, encouraging them to take the ball and run with it to implement Fuel Up to Play 60 in your school. Encourage your students to become Fuel Up to Play 60 Student Ambassadors and encourage them to apply for roles as Local, State or National Ambassadors.

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- **Use the Playbook to Your Advantage:** The online [Playbook](#) has over 70 ideas of things you can do to help students get more opportunities for physical activity and healthy eating. The Plays include in-class ideas as well as those you can do as part of your P.E. program, along with [tools and resources](#) to help.
- **Be Part of the Team:** NFL support of this program helps get kids excited about being active. Through NFL-inspired rewards, students (and Program Advisors) have the opportunity to be recognized nationally for their efforts. This recognition of your program can help demonstrate that what you do is truly important.
- **Achieve your School Wellness Goals:** When you help implement Fuel Up to Play 60 programs in your school, you'll be [helping your school achieve its goals](#) – for local school wellness and to be part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Fuel Up to Play 60 supports the ambitious yet attainable goals of First Lady Michelle Obama's [Let's Move!](#) initiative to end childhood obesity within a generation by getting more youth and families to commit to becoming active and eating better.

How Can You Get Involved?

As a leader in your school's wellness community, you can be a role model for the entire student body. You can set an enthusiastic tone and help implement Plays that highlight what you are already doing. Here are some things you can do right now – today – to help integrate Fuel Up to Play 60 in your school:

1. **Make sure you're enrolled** and link yourself to a school – or multiple schools in your district.
2. **Log in to your Dashboard and become a Program Advisor!** If your school already has a Program Advisor, you can join them to build a strong team. You'll be recognized for your efforts – with access to exclusive Perks on your Dashboard – and even more importantly, you'll make a difference.
3. **Help lead a School Wellness Investigation** to identify your school's most significant needs.
4. **Consult the Fuel Up to Play 60 Playbook** to find a Physical Activity or Healthy Eating Play that matches up with things you are already trying to accomplish. Get together with your school's nutrition professionals to find a Play you can work on together.
5. Support friendly competitions with colleagues and students—or become a Program Advisor and organize one! Program Advisors can create competitions in the **Competition Stadium** on the Dashboard and [earn rewards](#) while building enthusiasm!



6. **Complete a Funds for Fuel Up to Play 60 application.** Funds for Fuel Up to Play 60 is a competitive, nationwide funding program for schools. Schools may apply for up to \$4,000 per year at FuelUpToPlay60.com.

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Who Can Help and How: Classroom Teachers

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- Better nutrition, including breakfast, helps students get the nutrients they need and may help improve academic performance, test scores and school attendance.¹
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth.²

Why You?

As a teacher, you have a more direct connection with students than almost anyone else in the building. You can elevate the importance of healthy eating and physical activity, serve as a role model and integrate healthy school strategies into your daily teaching – all of which can help kids succeed both in your class and throughout their lives. By engaging in Fuel Up to Play 60, you will send a clear message to your students that focusing on healthy eating and physical activity is an important part of success – in the classroom and in life. Fuel Up to Play 60 Plays help students not only make positive changes in the school environment but also develop leadership skills that can last a lifetime. With Fuel Up to Play 60, here's what can happen for you and your school:

- **Develop Healthy, High-Achieving Students:** Well-nourished, physically active students are more readily able to focus on the important lessons you need to teach them. Encourage students to join Fuel Up to Play 60 and sign the **Pledge**. You can help students get excited so they'll want to be the champions of your wellness initiatives.
- **Serve as a Role Model – and Benefit Your Own Health in the Process:** When you help implement Fuel Up to Play 60 programs in your classroom routines, not only will you be helping your students develop long-term healthy habits, but you'll also be demonstrating your own commitment to a healthy lifestyle.

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² *The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance*, 2010. Centers for Disease Control and Prevention. United States Department of Health and Human Services. Available at: http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf . Accessed June 8, 2011.



- **Secure Funding and Other Opportunities for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support healthy eating and physical activity promotions and equipment for your school cafeteria or P.E. program. [Learn more](#). And there are exciting NFL-inspired rewards available monthly. Capitalize on that excitement to get students involved!
- **Develop Student Leaders:** Fuel Up to Play 60 helps create a sense of community, as [students take on leadership roles](#) and school adults become [allies](#) for your school wellness goals. Encourage students to become Fuel Up to Play 60 Student Ambassadors and to apply for roles as Local, State or National Ambassadors.

How Can You Get Involved?

As a teacher, you and your colleagues can be role models for the entire student body. You can set an enthusiastic tone and help implement Plays that highlight the importance of healthy eating and physical activity – and the ways they can help students be even more successful in school. Here are some things you can do right now – today – to help integrate Fuel Up to Play 60 in your school:

1. **Make sure you're enrolled** and link yourself to your school.
2. **Log in to your Dashboard and become a Program Advisor.** If your school already has a Program Advisor, you can join them! You'll be recognized for your efforts – with access to your own set of exclusive Perks on your Dashboard – and even more importantly, you'll make a difference.
3. **Help lead a School Wellness Investigation** to identify your school's most significant needs.
4. **Integrate physical activity and nutrition education** into your daily classroom routines. Consider strategies from [In-Class Activity Breaks](#), or host [Breakfast in the Classroom](#).
5. Support friendly competitions with colleagues and students—or become a Program Advisor and organize one! Program Advisors can create competitions in the **Competition Stadium** on the Dashboard and [earn rewards](#) while building enthusiasm!
6. **Bridge the gap between home and school.** Help inform parents and caregivers about the program and recruit their involvement both at school and at home!

Learn more about **Fuel Up to Play 60** at FuelUpToPlay60.com.



Who Can Help and How: School Principals and Administrators

Why Fuel Up to Play 60?

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- Better nutrition, including breakfast, helps students get the nutrients they need and may help improve academic performance, test scores, and school attendance.¹
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth.²

Why You?

As a school principal or administrator, you have the experience and authority to elevate the importance of school wellness. By engaging in Fuel Up to Play 60, you will send a clear message to your school that focusing on healthy eating and physical activity is an important part of success – in the classroom and in life. Fuel Up to Play 60 Plays help students not only make positive changes in the school environment, but also develop leadership skills that can last a lifetime. Fuel Up to Play 60 has the action ideas, resources and rewards that can bring your school community together in exciting and energizing ways. With Fuel Up to Play 60, here's what can happen for you and your school:

- **Develop Healthy, High-Achieving Students and Schools:** When you help implement Fuel Up to Play 60 programs in your school, you'll be [helping your school achieve its goals](#) – for local school wellness and to be part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Encourage everyone in your school sign the Fuel Up to Play 60 **Pledge** and get things going in your school!
- **Secure Funding and Other Opportunities for Your School:** Fuel Up to Play 60 provides [funding opportunities](#) that can help support healthy eating and physical activity promotions and equipment for your school. [Learn more](#). And there are multiple NFL-inspired rewards available monthly. Capitalize on the excitement of the NFL to get students involved!

¹ *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*. Action for Healthy Kids, 2008. Available at: <http://www.actionforhealthykids.org/resources/files/learning-connection.pdf>. Accessed June 8, 2011.

² *The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance*, 2010. Centers for Disease Control and Prevention. United States Department of Health and Human Services. Available at: http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf. Accessed June 8, 2011.



- **Develop Student Leaders:** Fuel Up to Play 60 helps students become leaders, encouraging them to take the ball and run with it to implement Fuel Up to Play 60 in your school. Encourage students to become Fuel Up to Play 60 Student Ambassadors and to apply for roles as Local, State or National Ambassadors.
- **Demonstrate Your School's Commitment to the Broader School Community:** Share your successes at the district and national level through outreach and recognition programs. You can support a school leadership team to qualify your school for the [HealthierUS School Challenge](#) initiative. Mobilize the whole school community to help earn that distinction.

How Can You Get Involved?

As a school administrator, you can provide important approvals, set an enthusiastic tone and participate in activities to demonstrate your commitment to the long-term health of your students and school. Here are some things you can do right now to help integrate Fuel Up to Play 60 in your school or district:

1. **Enroll in the program and see how many of your students are participating.** Make sure your school is enrolled and has a Program Advisor. If your school doesn't have one, ask one or more of the adults in your school take on that role – and support them in their efforts.
2. **Form a team of adults and students to lead a School Wellness Investigation** that can help identify your school's most significant needs.
3. **Work with key adult leaders in your school to apply for Funds for Fuel Up to Play 60.** This competitive, nationwide funding program awards up to \$4,000 per school per year.
4. **Help adults recruit a student leadership team,** and foster that leadership by encouraging students to work with those adults to implement Plays in the Fuel Up to Play 60 Playbook.
5. **Get the word out to your school community and your colleagues in the district that you are a Fuel Up to Play 60 school.** Your leadership – and your visible, enthusiastic participation – will make a difference.

Learn more about **Fuel Up to Play 60** at FuelUpToPlay60.com.