



## Parents and Other School Personnel:

### Welcome to Fuel Up to Play 60!

You can empower your students to make healthy choices for success at school now and in the future!

Fuel Up to Play 60 is a nationwide program designed to help students, working with adults, make themselves and their schools healthier. A healthier school environment may lead to improved attendance and higher achievement.

This program puts students in partnership with the key adults in their schools who can help — and THAT'S YOU.

Fuel Up to Play 60 provides ideas, tools, resources, funding opportunities and more to help students improve the healthy eating and physical activity environment in their schools. You can help them make a lasting difference for their school and community.



**Learn more ...**





# Fuel Up to Play 60 in Six Easy Steps

## How does this work? What's my role? Why me?

These may be questions you're asking — well, we've got answers. Working with your school's Fuel Up to Play 60 Program Advisor, you can have a dramatic impact in supporting the program both inside and outside the school building. You can be a resource for students when they need help forming partnerships with adults who can help them. You can organize volunteers, be a "right hand" to the school Program Advisor and carry the Fuel Up to Play 60 message out to the community. The key steps are outlined here to help you understand the program. Here's how it works — with some key actions you can take along the way:

### 1. Join the League and Suit Up

If you haven't already, go to [FuelUpToPlay60.com](http://FuelUpToPlay60.com) and sign up so everyone knows you are part of a Fuel Up to Play 60 School.

When you register, you will get a personal Dashboard that shows who's involved in your school and how your school is doing overall.

### 2. Build Teams and Draft Key Players

Display the Fuel Up to Play 60 decals somewhere that will get people's attention and talk with the school's Fuel Up to Play 60 Program Advisor about your involvement.

Talk with students, teachers, staff and community members about participating in the program.

Organize a volunteer list of parents and community members who are willing to help with activities in the school.

### 3. Kickoff!

Attend the Kickoff event with students and encourage them to participate in the Fuel Up to Play 60 Challenges.

Reinforce the importance of healthy eating and physical activity to community members, students and organizations outside your school that might help.

### 4. Survey the Field

Encourage students to share their opinions in the Fuel Up to Play 60 online Student Polls and see how your school's answers compare to others' nationwide.

Participate in the School Wellness Investigation, lending your help with the Family and Community section.

### 5. Game Time!

Work with the Program Advisor to support an interested group of students in selecting and implementing Healthy Eating and Physical Activity "Plays." Help connect students with the adults they need to get them started.

Motivate students to participate in the Fuel Up to Play 60 Challenges.

Help students and teachers set up friendly class-to-class or student-to-adult healthy eating or physical activity competitions.

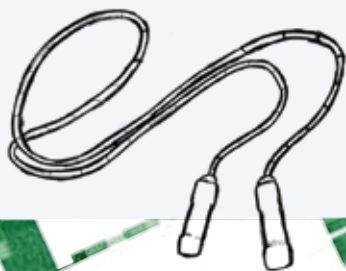
Be a role model!

### 6. Light Up the Scoreboard!

Celebrate successes in your school.

Share success stories with outside organizations, the PTA/PTO, the school board and others.

Encourage students to share their accomplishments. Go to [FuelUpToPlay60.com](http://FuelUpToPlay60.com) and post success stories, pictures or videos.





## How Can I Best Support the Program?

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 organizations and/or the school board to help secure funding, resources and volunteers to expand students' efforts.

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

- **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 listed on [FuelUpToPlay60.com](http://FuelUpToPlay60.com)!
- Most importantly, **share your enthusiasm** for improving your school's nutrition and physical activity practices with parents, teachers and other potential allies.

### 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 in school and can contribute to their long-term health.

### Why Fuel Up to Play 60?

Fuel Up to Play 60 was launched by National Dairy Council, your local Dairy Council and the NFL. The U.S. Department of Agriculture has also joined the effort to encourage students to get involved in making positive, healthy changes in their schools.

Working with adults, students can play a key role in helping to increase both access to appealing, nutritious foods and opportunities for physical activity.

Fuel Up to Play 60 provides action ideas, resources and schoolwide incentives and rewards for making these healthy improvements.



## 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 make positive, long-term changes 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 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 also donation request letters, tip sheets and more.
- Fuel Up to Play 60 rewards, incentives and funding opportunities for you to make healthy changes for and with the school's students.



## Check out these great ideas and resources that you can use right now to get started!

**Who Can Help and How:** This resource is a wealth of information on ways to gather Fuel Up to Play 60 support. Take a lead role in helping students work with potential mentors and volunteers outlined here.

**Tips and Tools for Involving Your Community:** Use this tip sheet for kids to help them get connected with people and organizations in your local area that can provide support and recognition of the activities. Help students identify potential supporters and use this resource to assist them in bringing those supporters on board.

**Donation Request Letter and Press Release Template:** These resources, as well as other sample, template documents available online, can help you support Fuel Up to Play 60 by getting the word out. You can provide ongoing support to your school's effort by taking on a communication role through your community — keep Fuel Up to Play 60 front and center for long-term, healthy change.



**FUEL UP**  
NATIONAL DAIRY COUNCIL



A PROGRAM OF



THE NFL MOVEMENT FOR AN ACTIVE GENERATION

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