



School Nutrition Professionals: Welcome to Fuel Up to Play 60!

You can engage students to make healthy choices that can help them succeed!

Fuel Up to Play 60 is a nationwide program designed to help students, working with adults, make themselves and their schools healthier.

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 gives you a channel — through student engagement — both to promote the healthy eating opportunities you're already providing and to expand students' access to and selection of healthy eating options.



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 play a key role in helping students affect long-term changes in their healthy eating and physical activity habits. The key steps of the program are outlined here to help you get involved and work in partnership with students and other adults to help create a healthier school. You can participate in a lot of ways, helping at each step or jumping in when it makes the most sense for you. Here's how it works — and some key actions that YOU, as the School Nutrition Professional, can take at each step to help:

1. Join the League and Suit Up

If you haven't already, go to FuelUpToPlay60.com and sign up so everyone knows you are part of a Fuel Up to Play 60 School.

When you register, you get a personal Dashboard that shows who's involved and how your school is doing overall. You can also access a district dashboard to see what other schools are doing.

2. Build Teams and Draft Key Players

Encourage students to take part in the planning and implementation of Fuel Up to Play 60 activities.

Attend a Fuel Up to Play 60 planning meeting to see how you can help.

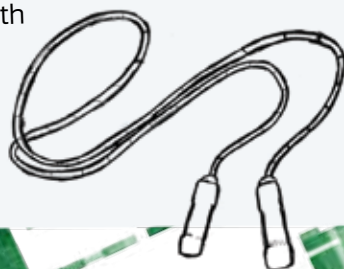
Take advantage of Fuel Up to Play 60 training resources and professional credits available to you and your staff through the School Nutrition Association (SchoolNutrition.org).

3. Kickoff!

Work with students to spread the word schoolwide about Fuel Up to Play 60.

Put up information about Fuel Up to Play 60 in the cafeteria and encourage both staff and students to make a Fuel Up to Play 60 Pledge.

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



4. Survey the Field

Participate in the School Wellness Investigation and lend your expertise to the nutrition assessment section of this key tool.

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

Use student polling information in your ongoing work to provide healthy food selections kids will eat.

5. Game Time!

Collaborate with students in selecting and implementing their Healthy Eating "Plays" and participate in Fuel Up to Play 60 Challenges.

Visit classrooms to help educate students and staff about school nutrition guidelines, current meal patterns, food marketing and promotion.

Reinforce healthy eating messages in the cafeteria.

Be a role model!

6. Light Up the Scoreboard!

Celebrate school nutrition improvements in your school and report them to your school district.

Share your successes. Go to FuelUpToPlay60.com and post success stories, pictures or videos.



How Can I Best Support the Program?

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 affect positive changes in the school environment. They can't do it without you!

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.

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 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 to implement healthy changes in the cafeteria and menu options.
- An interactive online 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.



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

Bring on Breakfast: You know how important it is to eat breakfast. Help others learn more about the importance of breakfast for students to help start their day, and consider implementing one of the available Healthy Eating Plays on this important topic.

Tips for Taste Tests: Students, in partnership with you and your Program Advisor, can use this sheet to help plan for, organize and run successful taste test activities to get kids interested in new, appealing, nutritious foods.

Why Your Body Loves Good Food: This handout can help students understand how their food choices affect their bodies and give them ideas for nutritious selections they can find on your menu already!

School Nutrition Professionals can earn CEUs for Fuel Up to Play 60 activities. Visit SchoolNutrition.org for more information!



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