



SUMMARY

It is well documented that American children are facing an obesity health crisis, evidenced by the fact that nearly 32% of U.S. children and adolescents aged 2 through 19 years are overweight or obese, and many are physically inactive. Also, the majority of U.S. children and adolescents do not consume the recommended servings of nutrient-rich foods, including low-fat and fat-free dairy foods, fruits, vegetables and whole grains. This can lead to an inadequate intake of essential nutrients needed for growth, development and overall health.

In recent years, increased attention has focused on preventing childhood obesity and improving children's health and well-being. This attention is exemplified by First Lady Michelle Obama's "Let's Move!" initiative to reduce childhood obesity within a generation and President Barack Obama's *White House Task Force on Childhood Obesity*, which has outlined an action plan to meet this goal.

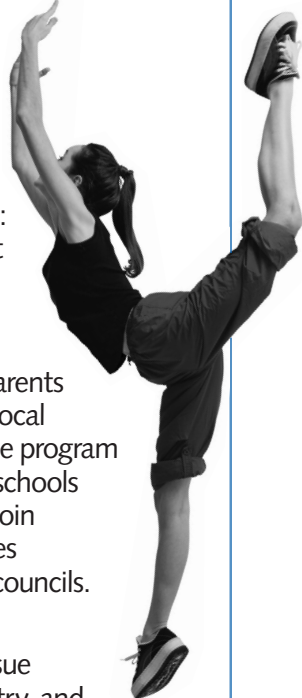
In response to the growing obesity epidemic and declining physical fitness of America's youth, National Dairy Council and the National Football League, in cooperation with the United States Department of Agriculture, launched a unique in-school nutrition and physical activity program called Fuel Up to Play 60. Based on youth's input and recommendations by the 2005 Dietary Guidelines for Americans, this program encourages consumption of nutrient-rich foods and achieving at least 60 minutes of physical activity every day. The appeal of the program is evidenced by the enrollment of more than 60,000 schools (reaching 36.6 million students) in its first year, as well as the support Fuel Up to Play 60 has received from respected, third-party health and nutrition organizations.

Fuel Up to Play 60 is offered at no cost to all schools with students in grades K-12. Schools and youth can enroll in the program at the website, FuelUpToPlay60.com. Students work with a Program Advisor (e.g., physical education teacher, health teacher, school nutrition manager) to select healthy eating and physical activity action strategies from the website (or design their own) that best meet each school's wellness goals. The interactive website provides customizable resources, tools, rewards and incentives for students, adult Program Advisors and the school.

There are numerous opportunities to expand the reach and impact of Fuel Up to Play 60. This program can coordinate with other on-going initiatives to improve children's health and wellness.

Also, health professionals, parents, community organizations and businesses can provide support for the program. For example, health and nutrition professionals can: 1) share information about Fuel Up to Play 60 with colleagues, local health professional organization members, local schools, parents and clients; 2) encourage local schools to participate in the program and offer support to local schools already signed up; and 3) join school wellness committees or school health advisory councils.

It is clear that child health and wellness is a critical issue in schools across the country, and Fuel Up to Play 60 offers an effective strategy to help achieve a healthier generation of children.



**YOUTH
MOTIVATING
EACH OTHER TO
EAT BETTER &
EXERCISE MORE**



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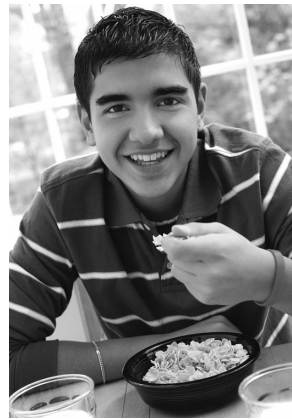
INTRODUCTION

American children are facing an obesity health crisis (1-3). The dramatic increase in overweight and obesity is the most significant adverse health trend among U.S. children in the past 40 years (4). Nearly one-third of children and adolescents aged 2 through 19 years are overweight or obese (3). This is a serious health concern given that obesity is associated with adverse health effects during childhood and increased risk of future chronic diseases in adulthood (4-6).

In addition, because many children and adolescents are not choosing nutrient-rich foods within the basic food groups, their diets fail to provide an adequate intake of essential nutrients important for normal growth and development and reduced risk of future chronic disease (7-10). Also, many children are inactive (11-13), failing to meet the recommendation to be physically active for at least 60 minutes every day (7,14,15).

The Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010 states that "Primary prevention of obesity must begin in childhood. This is the single most powerful public health approach to combating and reversing America's obesity epidemic over the long term (4)." The Report recommends that "energy dense forms of foods, especially foods high in SoFAS [solid fats and added sugars], should be replaced with nutrient-dense forms of vegetables, fruits, whole grains and fluid milk and milk products to increase intakes of shortfall nutrients and nutrients of concern – vitamin D, calcium, potassium and dietary fiber (4)."

In the past few years, efforts to address childhood obesity and improve children's health and well-being have received increased attention (16-21). In February 2010, First Lady Michelle Obama launched "Let's Move!" (www.letsmove.gov), a nationwide campaign to solve the childhood obesity epidemic within a generation. As part of this effort, President Barack Obama established the *White House Task Force on Childhood Obesity* to develop and implement an interagency action plan to return the childhood obesity



Many American children and adolescents are overweight or obese and many fail to consume a diet that provides an adequate intake of all essential nutrients important for normal growth and development and reduced risk for future chronic disease.

rate from 17% to just 5% by 2030, which was the rate before childhood obesity first began to rise in the late 1970s (21). The *Task Force's* report presents a series of 70 specific recommendations, including providing healthy food in schools and getting children to be more physically active through quality physical education, recess and other opportunities in and after school (21).

While efforts to prevent obesity and improve children's nutrition and physical activity should focus on their total environment (e.g., home, schools, community) (21), schools are in a unique position to influence children's food choices on a daily basis and to help ensure that children adopt healthful dietary habits and active lifestyles (22,23). Schools serve more than 40 million youth a day at breakfast and lunch and together these meals can provide more than 50% of many students' daily nutritional needs (24). Also, good nutrition and physical activity habits may contribute to better academic achievement and test scores (25,26).

In response to the obesity health crisis among American youth, a unique in-school program called Fuel Up to Play 60 (FuelUpToPlay60.com), launched by National Dairy Council and the National Football League, in collaboration with the United States Department of Agriculture (USDA), helps students and schools create healthy and sustainable changes. The program empowers youth to take action to improve nutrition and physical activity at their school and for their own health.

This *Digest* addresses the status of children's nutrition, physical activity and overall health, and provides an overview of Fuel Up to Play 60.

CHILDREN'S HEALTH IN JEOPARDY

Weight. Nearly 32% of U.S. children and adolescents aged 2 through 19 years are overweight or obese (i.e., at or above the 85th percentile of body mass index for age) and nearly 17% are obese (i.e., at or above the 95th percentile), according to data from the National Health and Nutrition Examination Survey (NHANES) 2007-2008 (3). Although rates of overweight and

**FUEL UP TO PLAY 60:
A UNIQUE APPROACH TO
IMPROVE YOUTH'S HEALTH**

obesity among children appear to be leveling off, they remain high (3,17).

Obese children are more likely than those who are normal weight to be obese as adults (27,28). Obesity increases children's risk for chronic diseases once monopolized by adults, such as type 2 diabetes and metabolic syndrome in childhood and adulthood and cardiovascular disease in adulthood (5,6). Obese children are at increased risk of bone and joint problems as well as social and psychological problems (29). Weight-based teasing may lead to low-self-esteem and adversely affect students' academic performance (30). Researchers predict that if the childhood obesity epidemic is not reversed, today's youth may be the first generation in U.S. history to live shorter, less healthy lives than their parents (31).

Diet. In addition to overweight/obesity, the quality of children's and adolescents' diets is of concern (10). The diets of children ages 2 to 17 years need to be improved as assessed by the Healthy Eating Index 2005, a dietary assessment tool to measure compliance with key diet-quality recommendations of the 2005 Dietary Guidelines for Americans (7,10). The majority of school-aged children do not consume the number of daily servings of fruit, vegetables, grains and low-fat or fat-free dairy foods recommended for their age, and consumption of discretionary calories from solid fats and added sugars exceeds recommendations (7,10,11, 32,33). As a result, many children are undernourished (7-9,34), missing out on important nutrients such as vitamin D, calcium, potassium and dietary fiber (4) because they are not choosing nutrient-rich foods first. A recent study found that low intake of nutritious foods, specifically dairy foods, fruits, vegetables and whole grains, was associated with increased obesity among adolescents (35).

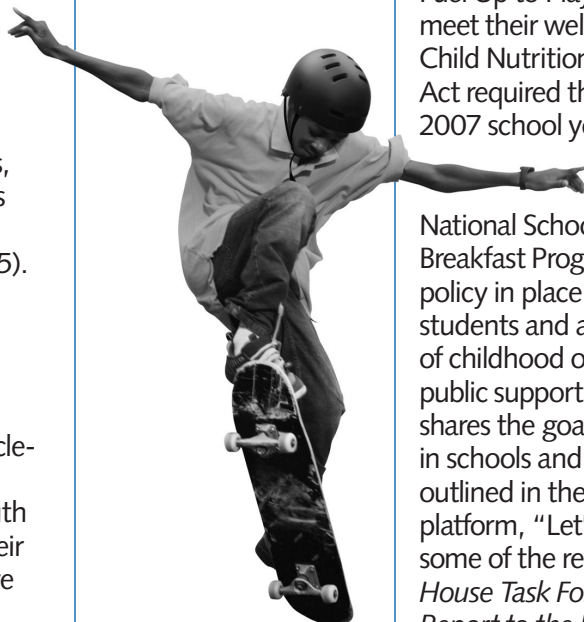
Physical Activity. Most health organizations recommend that children and adolescents get at least one hour (60 minutes) of physical activity a day, including aerobic activity as well as muscle-strengthening and bone-strengthening activities (7,14,15). It is important for youth to engage in activities appropriate for their age. Many children are physically inactive (11,12,13,18,23).

Recognizing that many of today's youth are overweight or obese and many are undernourished, National Dairy Council and the National Football League, with support from the United States Department of Agriculture, launched a unique in-school program called Fuel Up to Play 60 (FuelUpToPlay60.com).

Fuel Up to Play 60 (FuelUpToPlay60.com), introduced in October 2009, is an in-school nutrition and physical activity program launched by National Dairy Council and the National Football League, in collaboration with USDA. The program is grounded in decades of National Dairy Council's nutrition experience and research and builds upon existing National Football League and National Dairy Council programs, including NFL PLAY 60, which encourages youth and their families to "get up and play an hour a day." Fuel Up to Play 60 is based on recommendations by the 2005 Dietary Guidelines for Americans (7).

Offered at no cost to all schools with students in grades K-12, Fuel up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. The ultimate goal is to ensure that changes made at school are sustainable, providing opportunities for children to be physically active and choose tasty, nutrient-rich foods in the school environment. While children need to eat from all food groups, the 2005 Dietary Guidelines encourages Americans to consume the following food groups more often: low-fat and fat-free milk or milk products, fruits, vegetables and whole grains (7).

Fuel Up to Play 60 can also help schools meet their wellness goals. The 2004 Child Nutrition and WIC Reauthorization Act required that beginning in the 2006-2007 school year, each school district participating in federally funded school meals (e.g., National School Lunch Program and School Breakfast Program) have a local wellness policy in place to promote the health of students and address the growing problem of childhood obesity (36). As a private-public support effort, Fuel Up to Play 60 shares the goals related to healthier food in schools and increased physical activity outlined in the First Lady's childhood obesity platform, "Let's Move!" and can help meet some of the recommendations in the *White House Task Force on Childhood Obesity Report to the President* (21).



Also, implementing Fuel Up to Play 60 can complement and help support other initiatives underway to improve children's health such as USDA's *HealthierUS School Challenge* (37); the National Football League's youth health and fitness campaign, *NFL PLAY 60*; and the American Dietetic Association and American Dietetic Association Foundation's *Kids Eat Right* campaign to expand the role of the registered dietitian in preventing childhood obesity and helping shape lifelong habits of good nutrition and physical activity among youth (38).

Inspiring Continued Support and Collaboration. More than 60,000 schools (reaching 36.6 million students) enrolled in Fuel Up to Play 60 in its first year. This success can be attributed to the program's positive, balanced and comprehensive approach to promoting healthy choices, which has garnered the support of many organizations. These include Action for Healthy Kids, the American Academy of Family Physicians, the American Academy of Pediatrics, the American Dietetic Association, the National Hispanic Medical Association, the National Medical Association and the School Nutrition Association. In fact, these partners - as well as the American Dietetic Association Foundation, USDA Center for Nutrition Policy and Promotion and the President's Council on Fitness, Sports and Nutrition – support school-based nutrition and physical fitness initiatives, such as Fuel Up to Play 60, that help achieve the following guiding principles:

- Increase access to and consumption of affordable and appealing fruits, vegetables, whole grains, low-fat dairy products and lean meats in and out of school.
- Stimulate youth to be more physically active for at least 60 minutes every day in and out of school.
- Boost resources (e.g., financial, rewards, incentives, training, technical assistance) to schools to improve physical fitness and nutrition programs.



Fuel Up to Play 60 empowers youth to make changes at school that will help them "fuel up" with nutrient-rich foods, such as low-fat and fat-free dairy foods, fruits, vegetables and whole grains, and to "get up and play" for at least 60 minutes every day.

- Educate and motivate youth to eat the recommended daily servings of nutrient-rich foods and beverages.
- Empower youth to take action at their school and at home to develop their own pathways to better fitness and nutrition for life.

This outstanding initial support is expected to grow as government, business, communities and families join this effort to improve nutrient-rich food choices and achieve at least 60 minutes of physical activity each day among children.

Implementation. Fuel Up to Play 60 can respond to each school's unique needs with wellness tools that complement, not compete with, the academics-focused environment. The program's design allows youth and schools to determine which tools and resources help best meet each school's wellness goals. Schools and youth can enroll in the program at FuelUpToPlay60.com. In schools, students work with a Program Advisor (e.g., a physical education teacher, health teacher, school nutrition manager or other adult in the school) who volunteers to help guide the program, engage youth, and involve other key stakeholders.

Enrolled schools receive a free School Wellness Kit (one per school, while supplies last), which includes a Quick Start Guide for Program Advisors; "Six Key Steps to Fuel Up to Play 60" folders, one designed for participating adults and another for students; and promotional materials such as removable decals, banners, and Fuel Up to Play 60 stickers with the program logo and website for students to use to build program awareness and excitement among their peers. The kit also includes a great resource for school stakeholders – a guidebook titled, "How to Build a Healthy Kid." Fuel Up to Play 60 teamed up with *Newsweek* to provide this resource, which includes inspiring stories about schools that have already started making healthy changes through the program, as well as guidance for school health and wellness.

All participants have access to the interactive website, which includes an online Playbook of customizable, healthy eating and physical activity strategies to create environmental changes in schools (called "Plays"). These Plays range from menu makeovers and expanding in-school breakfast to school-wide walking clubs and in-class activity breaks. Plays are searchable by grade-level appropriateness, area of student interest, topic or theme, level of intensity to implement and other criteria. In addition to these suggested action strategies, students can help lead and design their own Plays to create more opportunities for being active and eating healthy foods. Program Advisors can help students choose a Kick-off and Promotion Play to get the program started and students excited about Fuel Up to Play 60, as well as choose specific Healthy Eating and/or Physical Activity Plays.

On the Fuel Up to Play 60 website, students can take a pledge indicating their commitment to the program; get involved in challenges to showcase their talents and successes; log their healthy eating and physical activity behaviors to help stay on track and meet their personal goals; earn rewards for themselves and/or their school; and view peer successes. The Fuel Up to Play 60 website is also a supportive resource for Program Advisors and other educators/school stakeholders, as well as for adult key influencers such as business partners, health and nutrition professionals, and child health and wellness thought leaders to support and learn about the program's efforts.

Fuel Up to Play 60 provides incentives or funds/grants on a competitive basis to motivate students, schools, and Program Advisors to meet program and milestone goals. Grants can be used to purchase sports, playground, and related fitness equipment, better cafeteria foods and/or healthy snacks; to fund healthy food-related activities (e.g., taste tests) or special events (e.g., field trips, guest speakers); to purchase rewards, incentives and giveaways for participants; or to improve school facilities (e.g., gym, cafeteria). In addition, youth and Program Advisor rewards are available



By giving youth both a voice and key role in shaping the future of their generation, Fuel Up to Play 60 is providing concrete opportunities for children to lead real change in the school environment and develop lifelong habits of good nutrition and physical activity.

to recognize those who take action and encourage continued program participation.

Participants' Reactions to Fuel Up to Play 60. A recent focus group survey of Program Advisors and students and an online survey of program kit owners and requesters (e.g., physical education teachers, school nurses, school nutrition managers, teachers, etc.) provide support for the Fuel Up to Play 60 program (39,40). The focus group survey identified the following strengths of the program: student leadership, the website tracking tool, the amount of promotional material provided, National Football League sponsorship, and the chance to compete and win prizes (39). Respondents said that the program gets students thinking about healthy choices, and it's a fun way to get healthy (39).

More than two-thirds of the online survey respondents agreed that Fuel Up to Play 60 will positively influence students' healthy eating choices, level of physical activity and school environment (40). Further, almost three-quarters of respondents agreed that the program is relevant to all students in schools. This same survey indicates that the most appealing aspects of Fuel Up to Play 60 for students are the opportunity to increase the amount of physical activity, the chance to win prizes, being recognized for their efforts, being involved in a program sponsored by the National Football League, and the opportunity to make healthier food choices (40).

CONCLUSION

Efforts like Fuel Up to Play 60 cannot affect widespread change alone. It will take a combined effort and the involvement of not only students, school staff, principals and administrators, but also health and nutrition professionals, government, parents, community organizations and businesses.

Health and nutrition professionals can help raise awareness about the importance of adequate nutrition and physical activity during childhood and provide opportunities for youth to

access nutrient-rich foods and get moving by:

- Sharing information about Fuel Up to Play 60 with colleagues, local health professional organization members, local schools, patients and clients;
- Encouraging local schools to participate in the program and offering support to local schools already signed up;
- Joining school wellness committees or school health advisory councils.

Registered dietitians can coordinate with school nutrition directors to share expertise, provide nutrition education to students and support their efforts to provide healthy meals. With initiatives such as Fuel Up to Play 60 underway, along with growing support and involvement in ensuring the health of youth, it is hopeful that current goals to improve the health of the nation's children, and specifically to reverse the obesity epidemic, will be met. **D**

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RELATED RESOURCES

www.nationaldairyCouncil.org

- Child Nutrition Health Education Kit (under Child Nutrition)
 - Nutrient-Rich Foods: A Positive Approach to Building Healthier Diets. *Dairy Council Digest* 80 (4), 2009 (under Research, Dairy Council Digest Archives)
- www.nutrientrichfoods.org
- Nutrient Rich Foods Resources (teaching tools, resource guide, the science behind the nutrient rich foods approach)
- www.nutritionexplorations.org
- Fuel Up to Play 60 information for school nutrition professionals, educators, and parents.

Coming Next Issue:

MEETING THE DIETARY & HEALTH NEEDS OF THE GROWING HISPANIC POPULATION

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