



Fuel Up to Play 60 In Action

What National Leaders, Participants and School Stakeholders Have to Say

"The NFL, in addition to working with the White House, they're working with a bunch of other people -- the National Dairy Council, and that's the organization they worked with to work on this program called "Fuel Up to Play 60." As the Commissioner and Coach Dungy said, it's not just enough that you exercise, but you also have to watch what you put in your body."

– *First Lady Michelle Obama at announcement of Let's Move! and NFL partnership*

"Increasing access to more nutrient-rich foods and physical activity in America's schools is no simple task, and will require the combined effort of private and public interests."

– *Tom Vilsack, Secretary, U.S. Department of Agriculture*

"In the school setting, Fuel Up to Play 60 is already demonstrating that children want to, and will continue to, contribute to improving the health of their school."

– *Dr. David Satcher, 16th U.S. Surgeon General*

"Through Fuel Up to Play 60, we want young people to discover that healthy habits can be both fun and empowering."

– *Roger Goodell, NFL Commissioner*

"This program is a wonderful way for school nutrition staff and others within the school community to partner together to create healthy school environments."

– *Nancy Rice, President School Nutrition Association, 2010-2011*

"It's one thing for a health teacher to stand up and say [eat healthy and exercise], but when you have kids encouraging kids to make good choices and good decisions, now you're talking some real power."

– *Ric Davies, Health Teacher, Fuel Up to Play 60 Program Advisor*

"Fuel Up to Play 60 to me means that you eat healthy food to fuel yourself up and then you can go play...for 60 minutes a day, so you can be a healthy person and when you grow up, be even fitter."

– *Nikki, 6th grade, Student Team Member, Youth Ambassador*

Engaged Youth

- **Springdale, Arkansas:** Through determination, students of the Fuel Up to Play 60 team rallied the school district and business community to not just build a mini-track for their school, but to commit to building an entire community fitness park that would be available to all schools in the district. Students tapped into tools and resources provided in the Fuel up to Play 60 Playbook to launch a fund-raising effort to build the park. When it is completed, the Community Fitness Park will include a 60-meter, six-lane track, long jump/triple jump sand pits and pole vault and high jump areas. In addition, there is a 400-meter, 8 foot-wide walking/running/training path and place for mountain biking.
- **Boltz Middle School, Colorado:** The Fuel Up to Play 60 team at Boltz Middle School created nine activity kits for teachers. Teachers are able to borrow the kits which contain outdoor activity equipment like Frisbees and lawn darts for some outdoor time with their classes. Teachers have always taken their classrooms outside, but now they are working to incorporate fun activities throughout their lessons. The school is working to make this increased activity a permanent addition by building a Fitness Lab.



Engaged Partners

- **Across the Country:** Regional grocers in local communities (e.g., Albertson's, Giant Eagle, Stop & Shop, etc.) have partnered with the program to carry the key messages about nutrient-rich foods through in-store signage, advertising and promotions.
- **Florida:** Lt. Governor Jeff Kottkamp announced a renewed commitment to work together with the Dairy Council of Florida, NFL and the Florida Departments of Agriculture and Education to combat childhood obesity in Florida.
- **Washington State:** At Redmond Junior High School, students expanded the Fuel Up to Play 60 program to the whole community. They reached out to local businesses and asked for their support and representation at a one-day Fuel Up to Play 60 fitness and health fair held in the school cafeteria. Local restaurants and grocery stores participated and the students hosted outdoor activities and booths for students, parents, local community members, etc. in attendance. With money received from the program, the school was able to purchase milk vending machines.

Personal Stories from Students

- **Brianna, New Jersey:** Brianna is an 8th grade student at First Avenue School in the Newark School District. A few years ago, she was diagnosed with a kidney infection which required that she follow a special diet and eliminate all unhealthy food like junk food from her diet. However, like most kids, these were some of Brianna's favorite foods so she continued to eat them. By joining Fuel Up to Play 60, Brianna learned better habits to improve her health. She and her mother now develop a healthy menu plan that the entire family follows at home and twice a week Brianna prepares her own healthy meals. She is also now on the softball team and actively helps her brother practice soccer.
- **Erika, Massachusetts:** Erika is in 6th grade and before joining Fuel Up to Play 60, she didn't exercise at all. "I was afraid people would laugh at me. I feel more confident in myself now," she says, "...now I feel confident that I can do anything I want."

Proven Action Strategies

- **Washington Technology Middle School, Minnesota:** The Washington Technology Middle School "Breakfast Challenge" increased the total number of students consistently eating breakfast at school from 200 to 296 in the 2009-2010 school year. Each time students participated in the "Breakfast Challenge", they had the chance to earn prizes; the more consistently they attended breakfast at school the better chance they had of winning. After the success of the "Breakfast Challenge", the school started a "Breakfast To-Go" program which increased the amount of students consuming breakfast at school to 500. As a result of the breakfast programs and Fuel Up to Play 60, 65 Washington Technology students joined the track team and 20 students began participating in after school fitness and exercise classes.
- **Brooks Middle School, Illinois:** Early days and late lunches left Brooks Middle School students hungry in the mid-morning. The Fuel Up to Play 60 student team sprung into action to alleviate the situation by implementing a Healthy Snack Cart Program. At least two food groups were available daily, including offerings of cheese, portable yogurt and milk. Student team members also contributed their own original healthy snack recipes, including yogurt parfaits and smoothies, and distributed them on the cart as well as read them over the PA system. The program was extremely successful and the student team expanded to offering the Healthy Snack Cart before school, during passing periods, and after school to all 1,250 students.



NFL Involvement

- **Nationwide:** All 32 NFL Teams are active in their home markets with the Fuel Up to Play 60 program, and many are participating in Non-NFL markets, as well. Non-NFL markets are finding unique ways to bring the program to life. Players and mascots have been used in growth posters, videos, PSAs, and more. NFL stadiums and training facilities have been the location for student and advisor rewards and incentives and the creativity just gets better from there!
- **North Carolina:** The Carolina Panthers opened the “The Fuel Up to Play 60 Kid’s Combine,” a free interactive area that promotes youth fitness through a variety of football skills and drills for children and their families on the Panthers’ practice fields adjacent to the stadium. The Panthers are also planning a 5K Road Race as part of their Fanfest Day to kickoff the 2010 season.
- **Louisiana:** The New Orleans Saints held a recipe contest among elementary schools to increase the awareness of the health benefits of dairy and to show how to incorporate dairy into school meals and snacks. The winning recipe from each school was featured on the school lunch menu.

Contact your local [Dairy Council](#) to learn about opportunities to get involved or visit fueluptoplay60.com



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