



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.

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.



- **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.