



## Who Can Help and How: Parents

### 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.<sup>1</sup>
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth.<sup>2</sup>

### Why You?

As a parent, you have a more direct connection with your children than anyone else in their lives. You can elevate the importance of healthy eating and physical activity, serve as a role model and integrate healthy school strategies into your daily lives – all of which can help kids succeed both in the classroom and throughout their lives. Implementing Fuel Up to Play 60 Plays successfully helps youth 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 for your child and your school:

- **Healthy, High-Achieving Students and Schools:** When you help Fuel Up to Play 60 work in your school, you'll be [helping the school achieve its goals](#) – for academics, 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 provides all kinds of [rewards and incentives](#) to build awareness and drive healthy choices.
- **Community Involvement:** Fuel Up to Play 60 helps create a sense of community, as [students take on leadership roles](#) and adults become allies in pursuing common goals. Get other parents involved in your school's efforts!

<sup>1</sup> *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.

<sup>2</sup> *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](http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf). Accessed June 8, 2011.



- **Leadership Opportunities for Students:** Fuel Up to Play 60 helps students become leaders, encouraging them to take the ball and run with it to implement Fuel Up to Play 60 in your school. Encourage your students to become Fuel Up to Play 60 Student Ambassadors and to apply for roles as Local, State or National Ambassadors.
- **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.](#)
- **Recognition for the Great Work Your School 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 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's parent organization and/or the school board to help secure funding, resources and volunteers to expand students' efforts. Here are some things you can do right now:

1. **Enroll in the program, log in to your Dashboard and link to your child's school.** Connect with your school's Program Advisor. If your school doesn't have one, 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. Even more importantly – they make a difference.
2. **Work with community members and get them involved in the program.** Share 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.
3. **Work with 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.
4. Support friendly competitions with teachers and students—or become a Program Advisor and organize one! Program Advisors can create competitions in the **Competition Stadium** on the Dashboard and [earn rewards](#) while building enthusiasm!
5. Most importantly, **share your enthusiasm** for improving your school's nutrition and physical activity practices with other parents, teachers and other potential allies.



6. **Be a role model.** Encourage healthy eating and find time for physical activity every day in your own home and family.

Learn more about **Fuel Up to Play 60** at [FuelUpToPlay60.com](http://FuelUpToPlay60.com).