



Getting Involved in Fuel Up to Play 60

Make a Difference in the Health of Today's Children

Childhood obesity is at an all-time high. Health and nutrition professionals, including registered dietitians, family physicians, pediatricians and school nutrition professionals, play a critical role in the fight against obesity and the time is NOW to educate children and teach them how to live healthy, long lives through good nutrition and daily physical activity.

Committed to making a difference in the health of today's children, health and nutrition professionals can join the movement to end childhood obesity by getting involved with Fuel Up to Play 60, an in-school nutrition and physical activity program launched by National Dairy Council (NDC) and National Football League, in collaboration with United States Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy foods, fruits, vegetables, and whole grains) and achieve at least 60 minutes of physical activity every day.

Learn About the Program

Go to FuelUpToPlay60.com to learn more about the program elements and goals and public and private sector supporters and sign up to receive regular updates and program news. The website serves as an information hub and offers interactive education tools.

Join the Movement

Get involved in Fuel Up to Play 60 by contacting your local dairy council. To find a participating school, there are more than 60,000, use the interactive map application on FuelUpToPlay60.com and type in the zip code for your local area.

Resources

A variety of tools and resources can be accessed through the Fuel Up to Play 60 website including:

- An interactive online Playbook with dozens of Healthy Eating and Physical Activity "Plays" (action strategies to improve the school environment)
- Rewards and recognition opportunities for students, educators, volunteers and schools
- Fuel Up to Play 60-related CEU credit opportunities are available through professional organizations such as the School Nutrition Association and the American Dietetic Association/Foundation Kids Eat Right Campaign (forthcoming)

Get Involved

Opportunities to get involved locally with Fuel Up to Play 60 are limitless. Health and nutrition professionals are encouraged to identify different ways to implement the program and share their expertise—be creative! Below are some ideas to help you get started:

- **Engage and build relationships with key school stakeholders.** Their involvement is critical to successful program implementation and sustainability. Personnel includes:
 - Fuel Up to Play 60 Program Advisor (the individual who serves as the school's lead for implementing Fuel Up to Play 60)
 - School principal



- School nutrition manager, physical education/health department chair, school nurse
- Head of the school wellness committee
- **Help the school complete the Fuel Up to Play 60 School Wellness Investigation.** The investigation assesses the current school nutrition and physical activity environment and opportunities for improvement. (The School Wellness Investigation is adapted from the Centers for Disease Control and Prevention (CDC) School Health Index and the original Massachusetts Action for Healthy Kids Students Taking Charge assessment tools.) For more information, go to <http://school.fueluptoplay60.com/swi/menu.php>
- **Inform about Fuel Up to Play 60.** Educate patients, peers, local community organizations, and/or parents about the program and its successes. Use the Fuel Up to Play 60 Success Stories (found in the Fuel Up to Play 60 Health Professional Toolkit enclosed) in website posts, blogs, articles, presentations and newsletters.
- **Assist schools in completing a funding application form.** Schools may apply for up to \$3,000 per year in funds at FuelUptoPlay60.com through Fuel Up to Play 60's competitive nationwide funding program for schools.
- **Recognize involvement.** Reward and recognize participating schools and local health and nutrition professionals who make a difference in the community through Fuel Up to Play 60 efforts.
- **Keep patients and their parents, as well as school staffs, apprised of other programs.** Highlight key programs in the local community that support physical activity and healthy eating.
- **Share your expertise.** Support the Fuel Up to Play 60 School Program Advisor, students and other key staff – working cooperatively with the school nutrition and physical education professionals in the school – via presentations/trainings, distribution of resources, etc.
- **Be a change agent.** Find out about your local school district's wellness policies and practices. Contact school leaders and offer to help implement policy changes and serve on school wellness committees and boards. Offer to help out with local health fairs.

For More Information

Contact your local [Dairy Council](#) to learn about opportunities to get involved or visit FuelUpToPlay60.com