



## Nationwide Success Stories

### Students Implementing Healthy Changes

- **Enslow Middle School, West Virginia:** Through the Fuel Up to Play 60 program, the students and staff at Enslow worked together to help their city overcome the label of “Unhealthiest Town in America” and the negative media attention resulting from Jamie Oliver’s “Food Revolution”, which was filmed in their town. The entire student body committed to making healthy food choices such as consuming whole grains, low-fat and fat-free milk, fruits and vegetables daily, while also dedicating at least 60 minutes a day to physical activity. Students wore pedometers to track their steps and held taste tests to add healthy lunch options to their cafeteria. Their actions helped them shed a total of 50 pounds among three grade levels over the course of the school year. All of this hard work paid off when they were recently awarded first in the Fuel Up to Play 60 National Competition.
- **Washington Technology Middle School, Minnesota:** The Washington Technology Middle School “Breakfast Challenge” increased the total number of students who consistently eat 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 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, including offerings of cheese, portable yogurt and milk, were available daily. Student team members also contributed their own original healthy snack recipes, including yogurt parfaits and smoothies, and distributed them on the cart. 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.
- **Highland Junior High School, Minnesota:** Fuel Up to Play 60 student team members promoted healthy breakfasts by posting flyers and posters in the lunchroom and in classrooms. When students attended school breakfasts and made healthy eating choices, they were given tickets by the Fuel Up to Play 60 student team. Each ticket gave students the opportunity to participate in a school-wide drawing for prizes that were purchased with Fuel Up to Play 60 funds. Breakfast program participants more than doubled from the beginning of the school year to the end, and students exhibited the knowledge to make healthier eating choices while selecting breakfast foods.

### Engaging Youth

- **Springdale, Arkansas:** Students of the Fuel Up to Play 60 team rallied the Springdale school district and business community 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 six-lane track, long jump sand pits and high jump areas, in addition to a 400-meter walking trail and a path for mountain biking.
- **Boltz Middle School, Colorado:** The Fuel Up to Play 60 team at Boltz Middle School created nine activity kits for teachers, 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 physical



activity throughout their lessons. The school is working to make this increased activity a permanent addition by building a Fitness Lab.

- **Oxford Middle School, Michigan:** After a brainstorming session of the student-led Fuel Up to Play 60 team at Oxford Middle School, students created the “TEXT” program. Standing for “Talking and EXercising while listening to Tunes,” this program was designed by students to get their classmates physically active in a fun and exciting way. “TEXT” time allows students to listen to music and talk with their friends in the school gymnasium while performing physical activity. The program led to increased attentiveness and performance in the classroom, and left one student saying, “Our whole school is a healthier place to be.”

### Personal Stories from Students

- **Brianna, New Jersey:** Brianna is an 8<sup>th</sup> 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 junk food, like potato chips and soda, 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.
- **Jodee, West Virginia:** Jodee is an Enslow Middle School student. “My dad has a history of high blood pressure. He takes medicine for it every day. I have learned and gained more knowledge of how to live a healthy lifestyle. We are not only eating healthier at my house, but exercising. Fuel Up to Play 60 changed me. Now, in school we have healthier meals and have a salad bar with fruits and vegetables on it, which I really appreciate. In gym, we do more and longer exercises, which is a good thing because we are learning the importance of being active. After Fuel Up to Play 60, my family and I are going to continue exercise and eating according to the guidelines and recommendations in order to live a happier and healthier lifestyle.”

### NFL Involvement

- **Michigan:** United Dairy Industry of Michigan partnered with the Detroit Lions, Michigan Department of Education and Michigan Department of Community Health to put on “The Kickoff to School Health Youth Summit at Ford Field.” The Lion’s Youth Football coach led an on-field workout for students, and players participated in the event to promote healthy eating and physical activity. Student leaders from more than 35 schools across the state were invited to share ideas on implementing Fuel Up To Play 60 in their schools. Schools that attended the Summit had a chance to win a Detroit Lions Football Clinic for their whole school.
- **Pennsylvania:** Joe Mays from the Philadelphia Eagles visited a school in March to promote healthy eating strategies, increasing participation in the school breakfast program and the power of nutrients. The school’s students afterwards set a goal to increase their membership in afterschool sports teams by 30 percent. Eagles player Quintin Mikell visited additional schools. One school set up a “Walk It Club” and invited the school community to increase activity by having a school-wide march. They also created advertisements to encourage other students and their families to buy more fruits and vegetables from the local farmer’s market.
- **Alaska, a Non-NFL market:** The Washington Dairy Council and the Seattle Seahawks partnered with Alaska’s National Walk to School Day committee for a media event at Muldoon Elementary in Anchorage, AK. Mack Strong, a Seahawk alumnus and local game day media commentator, welcomed students, ate school breakfast with them, and gave a presentation to students and staff.



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