



Fuel Up To Play 60 Program Overview

What is Fuel Up to Play 60?

Launched by National Dairy Council (NDC) and the National Football League in cooperation with the U.S. Department of Agriculture (USDA), Fuel Up to Play 60 empowers youth to take action to improve nutrition and physical activity at their school and for their own health. Locally, the American Dairy Association is partnering with the Cincinnati Bengals and the Cleveland Browns to provide the program to more than 2,700 schools in Ohio.

The ultimate goal is to ensure changes made at school are sustainable, making it possible for children to have more opportunities to be physically active and choose tasty, nutrient-rich foods (low-fat and fat-free dairy foods, fruits, vegetables and whole grains) throughout the school environment.

In its first year, over 60,000 schools enrolled in Fuel Up to Play 60 nationwide. Together with the involvement of all local Dairy Councils, 32 NFL Clubs, USDA, supporting health and nutrition organizations – Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Hispanic Medical Association, National Medical Association and School Nutrition Association – and several major corporations, the program will further its progress by expanding its reach and impact in the years ahead.

Fuel Up to Play 60 is funded with an initial private-sector financial commitment of \$250 million over five years by America's Dairy Farmers. Funding is expected to grow as government, business, communities and families join this effort.

The obesity crisis did not happen overnight and neither will its solution. It is possible that today's children could become the first American generation with a shorter life expectancy than their parents.^{1,2} In addition, the prevalence of obesity has tripled among children and adolescents over the past twenty years.³ But small, positive steps toward nutrient-rich food choices and increased physical activity can have a big impact in the long term.

How does the program work?

Fuel Up to Play 60 responds to real-world needs in today's schools with wellness tools that complement – not compete with – the academics-focused environment. The program's design allows youth and schools to determine which tools and resources best help meet each school's wellness goals and features easy enrollment, and step-by-step guidance for adults and students.

Key Program Elements

- Free Fuel Up to Play 60 School Wellness Kit for schools which include in-school collateral materials and planning tools to help with implementing the overall program.
- Interactive online Playbook with easy-to-do healthy eating and physical activity "Plays" – a collection of strategies that help students "fuel up" with nutrient-rich foods and "get up and play" for at least 60 minutes a day.
- Fuel Up to Play 60 Challenges provided throughout the school year to keep youth excited and engaged in the program. They are designed to supplement and reinforce the Plays in a creative and competitive manner.
- FuelUpToPlay60.com which provides program resources and serves as an online portal to share successes and learn from other participants. The website also includes a searchable database of Playbook Plays, details around the youth challenges, a personal Dashboard area for students and adults and opportunities for incentives and rewards.
- Incentives to motivate students, schools and Program Advisors to meet program and milestone goals and funds to help schools make lasting improvements in nutrition and physical activity (on a competitive basis).
- Rewards to recognize those who take action and encourage continued program participation.

¹The White House (13 Oct 2009). *Remarks by the First Lady at HHS Agency Event*. http://www.whitehouse.gov/the_press_office/Remarks-by-the-First-Lady-at-HHS-Agency-Event.

²S. Jay Olshansky. A Potential Decline in Life Expectancy in the United States in the 21st Century. *New England Journal of Medicine*. March 17, 2005.

³Ogden C, Carroll M, Curtin L, Lamb M, Flegal K. Prevalence of High Body Mass Index in US Children and Adolescents, 2007-2008. *J Am Med Assoc* 2010; 303(3):242-249.