



Get Your Students in the Game. Sign up today at www.fueluptoplay60.com/join

DEAR PRINCIPAL,

This school year, equip your students not only with knowledge, but with the tools they need to “fuel up” their bodies and minds—a healthy breakfast and physical activity.

Fuel Up to Play 60 is an in-school nutrition and fitness initiative launched by the National Dairy Council and the NFL, in collaboration with the USDA, to help encourage today’s youth to lead healthier lives.

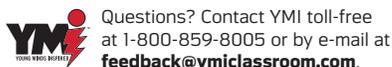
It’s a fact! Students who eat breakfast score higher on standardized tests, have better attendance, and are more likely to graduate high school than students who skip breakfast. So help your students step up to the plate—the breakfast plate, that is—by providing them with *Breakfast After the Bell*, a program supported by the American Dairy Association North East, and implemented in schools throughout the nation, that allows students greater accessibility to eat breakfast at school.

Your school can apply for a grant through the **Fuel Up to Play 60** website (fueluptoplay60.com/funding) to implement these wellness programs.

Please share these materials with the health teachers, PE teachers, and athletic directors in your school. And please visit ymiclassroom.com/feedback-FuelUptoPlay60 to let us know your thoughts on this program.

Sincerely,

Kristina Moher
Director of Youth Engagement
American Dairy Association North East



TARGET AUDIENCE

Educators, families, and students in grades 4-11

PROGRAM OBJECTIVES

- **Reinforce** the importance of eating breakfast at school
- **Encourage** students to complete 60 minutes of exercise daily
- **Explore** varieties of healthful breakfast foods including dairy items
- **Encourage** teachers and students to make **Fuel Up to Play 60** a part of their health and wellness curriculum.

PROGRAM COMPONENTS

Four-page poster guide comprised of:

- This teacher’s guide
- Educator sign-up letter
- Two student activity sheets (one for grades 4-7, the other for grades 8-11)
- A reply card for your feedback or comment online at ymiclassroom.com/feedback-FuelUptoPlay60.
- Microsite with downloadable PDFs of more materials at ymiclassroom.com/FuelUptoPlay60

HOW TO USE THIS PROGRAM

Photocopy this teacher’s guide, the student activity sheets, and the educator sign-up letter.

GRADES 4-7

Classroom Activity: *Fuel for School*

Ask students to share their morning routines, then discuss some of the similarities. Point out that everyone gets ready in the morning on the “outside”, but sometimes we fail to get ready on the inside when we skip breakfast. And although we all want to look good, it’s far more important to feel good—good and healthy!

Ask students to share their ideas about why it’s important to eat a balanced, healthful breakfast that includes dairy, protein, whole grains, and fruit every day. Then, go to the American Dairy Association’s infographic about the benefits of eating a balanced breakfast, found here: www.americandairy.com/_resources/images/content/breakfast-classroom/BIC.jpg. Discuss how kids who eat a healthful breakfast show increased comprehension, score higher on standardized tests, remember things better, are more alert in class, and have fewer behavior problems. Which benefits do the students think are most important?

Pass out the activity sheet, and have students complete the word find in Part 1. For Part 2, visit and read through the websites together with your students as a class, or have them work on shared or individual computers or tablets. For Part 3, students can form small groups, or design their own posters.

O	K	S	T	G	O	P	I	Z	D	C	Y	H	F	P
A	W	B	S	H	R	L	B	F	G	O	O	C	H	T
Y	R	O	M	E	M	A	R	Q	A	N	G	I	T	W
N	O	C	A	B	N	U	I	T	J	C	U	W	L	H
P	A	R	F	A	I	T	T	N	Y	E	R	D	A	O
T	Y	T	N	T	H	E	R	P	S	N	T	N	E	L
S	T	A	H	A	N	P	K	E	N	T	Q	A	H	E
E	E	Q	D	D	H	G	S	I	L	R	S	S	F	F
T	T	S	A	F	K	A	E	R	B	A	Y	G	H	Y
P	Y	N	S	R	V	T	F	L	E	T	K	F	G	O
V	C	S	V	E	O	O	D	Q	F	I	X	R	Y	E
E	W	Q	N	R	D	Q	U	A	S	O	E	W	X	T
C	K	S	P	I	M	A	E	V	I	N	Y	E	P	D
S	C	O	R	E	S	P	R	V	E	R	F	B	W	E
W	B	E	N	E	L	J	Z	G	A	O	Y	J	G	O

Answers to questions:

1. 82%;
2. 10-15 minutes;
3. It is flexible and can accommodate varying schedules and students who are on the move;
4. 60 minutes;
5. 42.2%

GRADES 8-11

Classroom Activity: *Be a Playmaker*

Tell students that today they are going to look at an NFL playbook—one that is very different from what they might expect. This playbook is for schools, and it details how students can stay at the top of their game by eating a balanced, healthy breakfast that includes dairy, protein, fruit, and whole grains, and by exercising at least 60 minutes every day.

Have students navigate to the **Fuel Up to Play 60** Playbook for 2018-2019, at: www.fueluptoplay60.com/playbooks/next-seasons-playbook. Have them click on “Breakfast for Everyone” and carefully read the three plans for enjoying breakfast “after the bell” at school: *Breakfast in the Classroom*, *Breakfast After First Period*, and *Grab and Go Breakfast*. Then have students return to the Playbook homepage and explore the physical activity “plays” listed there. Point out that the physical activity plays feature blue headings, which makes them easy to find.

Pass out the activity sheet. For Part 1, have students read the directions and fill in the graphic organizer. When they are finished, discuss their responses. You might want to graph their answers to see which ones were the most popular. Then ask students to complete Part 2 by writing a persuasive paragraph, a blog, a school announcement, an online campaign, or an assembly rap designed to promote their choices and the adoption of the **Fuel Up to Play 60** program at their school. Finally, challenge the students in Part 3 to work together in small groups to design posters for the school to promote the **Fuel Up to Play 60** program and why eating breakfast and exercising is so important.



Fuel for School

Grades 4-7 Activity



Reproducible Master

Does your school bring breakfast into the classroom? If so, you're part of a program called **Breakfast After the Bell** that provides a free breakfast every day during first period, after first period, or free grab-and-go breakfast foods to eat between classes.

Part 1: Here's a fun way to learn more about **Breakfast After the Bell**. Look at the words in the word box. Some describe benefits of eating breakfast every day. Others name things that are part of a healthy, balanced breakfast. Find and circle the words in the word search below.

O	K	S	T	G	O	P	I	Z	D	C	Y	H	F	P
A	W	B	S	H	R	L	B	F	G	O	O	C	H	T
Y	R	O	M	E	M	A	R	Q	A	N	G	I	T	W
N	O	C	A	B	N	U	I	T	J	C	U	W	L	H
P	A	R	F	A	I	T	T	N	Y	E	R	D	A	O
T	Y	T	N	T	H	E	R	P	S	N	T	N	E	L
S	T	A	H	A	N	P	K	E	N	T	Q	A	H	E
E	E	Q	D	D	H	G	S	I	L	R	S	S	F	F
T	T	S	A	F	K	A	E	R	B	A	Y	G	H	Y
P	Y	N	S	R	V	T	F	L	E	T	K	F	G	O
V	C	S	V	E	O	O	D	Q	F	I	X	R	Y	E
E	W	Q	N	R	D	O	U	A	S	O	E	W	X	T
C	K	S	P	I	M	A	E	V	I	N	Y	E	P	D
S	C	O	R	E	S	P	R	V	E	R	F	B	W	E
W	B	E	N	E	L	J	Z	G	A	O	Y	J	G	O

- | | | |
|-----------|---------------|-----------|
| DAIRY | TEST | BANANA |
| FRUIT | SCORES | EGGS |
| WHOLE | GRADES | BREAKFAST |
| GRAINS | ATTENDANCE | SANDWICH |
| PROTEIN | MEMORY | BACON |
| ALERTNESS | CONCENTRATION | PARFAIT |
| HEALTH | ENERGY | YOGURT |

Part 2: Now that you know the importance of eating a healthy breakfast, visit www.americandairy.com/dairy-in-schools/breakfast-after-the-bell/ to find out how you can enjoy **Breakfast After the Bell**. Read the webpage, and then answer the questions below:

1. What percentage of schools that adopt **Breakfast After the Bell** see increased meal participation?

2. How long does "Breakfast in the Classroom" usually take?

3. Why is the "Grab and Go" option good for middle and high school students?

Eating a healthy breakfast that includes dairy, protein, whole grain, and fruit every day is a good start, but to stay at the top of your game, you need daily exercise. **Fuel Up to Play 60** is a program that was developed by the National Dairy Council and the NFL to create activities that keep every student moving, regardless of ability.

Visit www.fueluptoplay60.com/playbooks/next-seasons-playbook/all-in-all-abilities-activate-your-school to read more about this important program, and then answer the questions below.

4. How many minutes of physical activity should children have each day?

5. What percentage of 12-15 year-olds have adequate levels of cardiorespiratory fitness?



Part 3. Get involved! Visit www.fueluptoplay60.com/get-involved/students to find out how you can help the students at your school be at the top of their game! As a first step, use the back of this sheet, or a separate piece of paper, to design a poster to promote **Breakfast After the Bell** and **Fuel Up to Play 60** in your school. You can include statistics that show why eating breakfast and exercising each day is so important for your mind and body. For example:

Students who eat school breakfast every day:

- ✓ Perform better on standardized tests in spelling, reading, and math
- ✓ Show improved cognitive function, attention, and memory
- ✓ Have improved attendance, behavior, and academic performance as well as less tardiness
- ✓ Are healthier and have a lower probability of obesity

And students who engage in at least 60 minutes of physical activity each day:

- ✓ Show improved overall health
- ✓ Are more focused in the classroom
- ✓ Have better memory and cognition skills



Get in the Game! Find out how to join at www.fueluptoplay60.com/join.





Be A Playmaker

Grades 8-11 Activity  Reproducible Master

Eating a healthful breakfast and getting at least 60 minutes of physical activity each day is key to designing your own winning playbook. For example, did you know —

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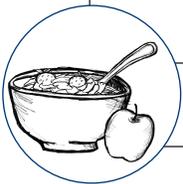
Fuel Up to Play 60 is an in-school nutrition and exercise program launched by the National Dairy Council and the NFL, in collaboration with the U.S. Department of Agriculture, to help encourage today's youth to lead healthier lives. You can help bring the program and its benefits to your school!

Part 1: First, check out this year's **Fuel Up to Play 60** Playbook at www.fueluptoplay60.com/playbooks/next-seasons-playbook. Click on the *Breakfast for Everyone* play and read about the three plans for enjoying breakfast "after the bell" at school: *Breakfast in the Classroom*, *Breakfast After First Period*, and *Grab and Go Breakfast*. Then, explore the physical activity "plays" listed in the playbook (the ones with blue headings).

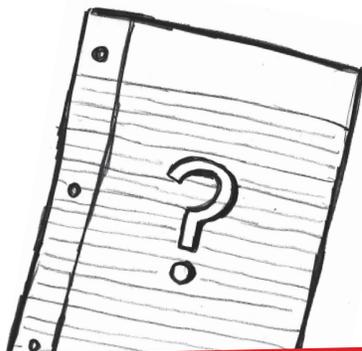
Choose one of the three options for the breakfast play, and one physical activity play. Write them in the spaces below, and then use the other spaces to brainstorm ideas for why these plays should be part of the **Fuel Up to Play 60** program at your school.

Design Your Own Winning Playbook

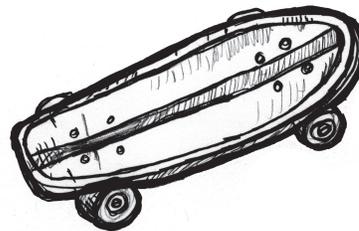
Breakfast Play:	Physical Activity Play



Part 2: On the back of this sheet, write a persuasive paragraph, a blog, a school announcement, an online campaign, or an assembly rap designed to promote your choices and the adoption of the **Fuel Up to Play 60** program at your school.



Part 3: Get involved! Visit www.fueluptoplay60.com/get-involved/students to find out how you can help the students at your school be at the top of their game! As a first step, on a separate piece of paper, design a poster to promote the **Fuel Up to Play 60** program. Make sure it includes why eating breakfast and exercising each day is so important for your body and mind.



Get in the Game! Find out how to join at www.fueluptoplay60.com/join.



Sign-Up

★ Reproducible Master

DEAR EDUCATOR,

Breakfast really is the most important meal of the day for students. Recent studies have confirmed that eating breakfast can increase academic scores, and that students who are fueled up with a healthy morning meal behave better, pay better attention in class, and show improved memory and problem-solving skills.*

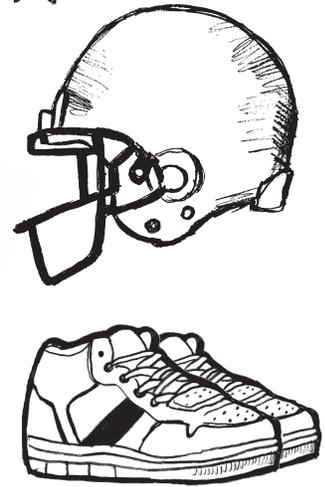
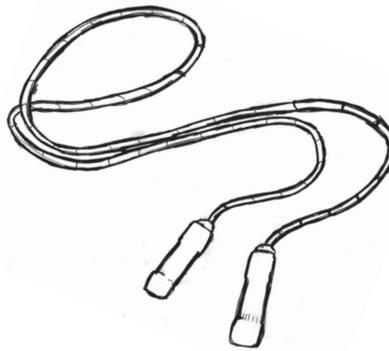
But how do you get your students to eat breakfast? What if you could provide your students with a balanced, healthy breakfast in your classroom, a breakfast they could enjoy after the bell instead of having to come to school early? And since physical activity is just as important as eating healthy, what if there were a way to motivate your students to exercise 60 minutes a day?

FUEL UP TO PLAY 60 CAN HELP!

Fuel Up to Play 60 is an in-school nutrition and fitness initiative launched by the National Dairy Council and the NFL, in collaboration with the U.S. Department of Agriculture, to help encourage today's youth to lead healthier lives. It starts with *Breakfast After the Bell*, a nutrition program designed to encourage students to eat breakfast during or after first period, and continues with a wide range of innovative physical activities designed to get students of all abilities moving for 60 minutes each day. By empowering students to take control of their health, **Fuel Up to Play 60** has helped students in thousands of schools nationwide stay at the top of their game.

BE A LEADER

But students need leaders, and that's where you come in. **Fuel Up to Play 60** is looking for advisors who are passionate about wellness and can guide students to implement the program at their school. The program offers up to \$4,000 in grant funding per year to qualify schools that apply by the deadline. The monies can be used jumpstart healthy changes, such as implementing a *Breakfast After the Bell* program, an exercise club, or even sprucing up the school's recess area to make it more inclusive.



SIGNING UP IS EASY!

Register as a program advisor at: www.fueluptoplay60.com/join. **Fuel Up to Play 60** sign-up page. Once you register, you can apply for funding through the website. Then, follow this "Game Plan" for implementing the program at your school. We will help you every step of the way!

1. **Kickoff**—Start your new program off with a bang—and a wellness-focused party!
2. **Recruit Players**—Draft student teams to create fliers and student accounts at the **Fuel Up to Play 60** website to earn points for your school!
3. **Survey the Field**—Take a closer look at your school to see which areas are in most need of wellness improvements.
4. **Eat Healthy**—Implement a *Breakfast After the Bell* program and enjoy a healthy breakfast with your students every morning!
5. **Game Time**—Implement a physical activity from this year's **Fuel Up to Play 60** playbook and get your students moving every day!
6. **Light up the Scoreboard**—Share the program with your students' families, your school community, and your social media followers.

For more details about the game plan, visit www.fueluptoplay60.com/tools#tab_six-steps-guide and download the *Six Steps Guide*. Together, we can build a healthy generation of young people by empowering them to take charge of their health.

*Adolphus, K., Lawton, C.L., & Dye, L., "The Effects of Breakfast on Behavior and Academic Performance in Children and Adolescents." *Frontiers in Human Neuroscience*. Frontiers Media S.A., August 8, 2013.

*Breakfast for Learning. 2016. Food Research and Action Center. Accessed January 20, 2018.

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