

Dear Educator,

Studies show that students who eat breakfast at school score higher on standardized tests, show improved cognitive performance, and have better attendance than students who skip breakfast. In addition, students who are physically active each day tend to have better grades, school attendance, cognitive performance, and classroom behaviors.*

This year, improve your students' future with two amazing programs that build on this research:

- *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. Your school can apply for a grant through fueluptoplay60.com/funding to implement this wellness program.
- *Breakfast After the Bell*, a program supported by the American Dairy Association North East and implemented in schools throughout the nation, allows students greater accessibility to eat breakfast at school so they are prepared to learn.

We have created two standards-based activities to help you teach your students the importance of eating a good breakfast and being physically active every day, and to help you get them involved in the *Fuel Up to Play 60* program. Please share these materials with your principal, health teachers, family and consumer science teachers, athletic directors and PE teachers, parent coordinators, and anyone else who works with middle school students in your community. The materials are copyrighted, but you may make as many copies as necessary to meet your students' needs.

Please complete the enclosed reply card or comment online at ymiclassroom.com/feedback-futp60 to let us know your thoughts on this program.

Sincerely,

Kristina Moher
Director of Youth Engagement
American Dairy Association North East



AMERICAN DAIRY
ASSOCIATION
NORTH EAST



FUEL UP



A PROGRAM OF



THE NFL MOVEMENT FOR AN ACTIVE GENERATION



Questions? Contact YMI toll-free
at 1-800-859-8005 or by e-mail at
feedback@ymiclassroom.com.

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Program Objectives

- **Reinforce** the importance of eating school breakfast and getting 60 minutes of physical activity every day
- **Encourage** students to sign up as ambassadors for *Fuel Up to Play 60* at fueluptoplay60.com
- **Inspire** teachers to sign up as *Fuel Up to Play 60* advisors at fueluptoplay60.com
- **Encourage** schools to become Touchdown Schools by completing the three *Fuel Up to Play 60* steps to whole-school wellness by 11/30/19

Target Audience

Middle school students in grades 6-8 and their families

Program Components

- This one-page teacher's guide
- Two reproducible activity sheets
- A *Fuel Up to Play 60* educator information sheet
- A colorful classroom wall poster
- A reply card for your comments, or comment online at ymiclassroom.com/feedback-futp60
- More *Fuel Up to Play 60* information available at ymiclassroom.com/futp60

How to Use This Program

Photocopy this teacher's guide, the activity sheets, and the educator information sheet before displaying the poster. Have students take their activity sheets home to share with a parent or guardian after you complete the activities in class, and distribute copies of the information sheet to your colleagues. To see how these activities meet national educational standards, visit ymiclassroom.com/futp60.

ACTIVITY ONE

Be At Your Best — Eat Breakfast!

Ask students to guess what would improve their academic performance and overall health with an investment of just about 15 minutes a day. It's eating breakfast! If you feel it is appropriate, invite students to share whether or not they eat breakfast and to name their favorite breakfast foods.

Pass out the activity sheets. Tell students that they are going to find out how much they know about the importance of eating a healthy breakfast every day. After students complete Part 1 of the activity, review the answers. (All are true except the third statement, "It's OK to skip breakfast if you eat lunch.") Which facts about breakfast surprised students, and why?

After the discussion, divide students into small groups for Part 2. They will visit the "Breakfast for Everyone: First Meal Matters" webpage of the *Fuel Up to Play 60* website. Explain that the *Fuel Up to Play 60* program



is an in-school nutrition and fitness incentive launched by the National Dairy Council and the NFL, in collaboration with the U.S. Department of Agriculture, that helps encourage today's youth to lead healthier lives.

Display the "Breakfast for Everyone: First Meal Matters" webpage on a smartboard or whiteboard: www.fueluptoplay60.com/playbooks/fuel-up-to-play-60-playbook/breakfast-for-everyone--first-meal-matters. Or students can visit the site on their own. Then have each group research one of the footnote links under "Why This Play?" and use the information to create their own true or false quiz. The groups can swap quizzes and see if they can answer correctly. When complete, discuss what students have learned.

Finally, have students complete Part 3, which asks them to create 140-character "tweets" (on paper) featuring their favorite *Fuel Up to Play 60* breakfast foods and a reason why eating a healthy breakfast is so important.

ACTIVITY TWO

Be Wise — Exercise!

Lead students in a physical activity that lasts for approximately 30-60 seconds. Have students do a few jumping jacks, run in place, touch their toes, or any other physical activity that you can do in your space.

When the activity is over, ask students how they feel. More alert or energized? Do they think they could concentrate well if they were to take a test right now? Tell students that studies show that students who engage in at least 60 minutes of physical activity each day show improved overall health, memory, and cognition skills. Even brief movement breaks of even 2 minutes improve students' academic performance and classroom focus and behavior.*

Divide students into small groups. Pass out the activity sheets. Tell the students to navigate to the *Fuel Up to Play 60* Playbook at www.fueluptoplay60.com/playbooks/fuel-up-to-play-60-playbook, or project the website on a whiteboard. Have students choose one Physical Activity "play" from the playbook and answer the questions on the activity sheet. In Part 2, students write a morning announcement to persuade the school to implement their play.

* www.cdc.gov/healthyyouth/health_and_academics/pdf/health-academic-achievement.pdf



Be At Your Best — Eat Breakfast!



- Part 1.** How important is it to eat a healthy breakfast? Complete the true/false quiz below. Write T or F on the line.
- ___ 75% of students in grades K-8 regularly come to school hungry because they are not getting enough to eat at home.
 - ___ Students who eat breakfast perform better on standardized tests.
 - ___ It's okay to skip breakfast as long as you eat lunch.
 - ___ Schools that offer breakfast have fewer student absences than schools that do not offer breakfast.
 - ___ The world's first breakfast cereal was created in 1863 and needed to be soaked overnight so people could chew it.
 - ___ Students who eat breakfast have improved memory.
 - ___ More and more people are eating breakfast outside of the home.



Part 2. Visit your assigned research webpage using the footnote link found under "Why This Play?" at www.fueluptoplay60.com/playbooks/fuel-up-to-play-60-playbook/breakfast-for-everyone--first-meal-matters. Then create a true/false quiz based on the information that you find. Your quiz should contain at least five questions. Use your quiz to challenge your classmates!

Write the title of your assigned webpage here: _____

Write your true/false statements on the lines below: TRUE FALSE

1. _____
2. _____
3. _____
4. _____
5. _____



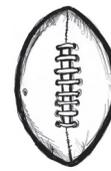
Part 3. Now write a "tweet" featuring your favorite *Fuel Up to Play 60* breakfast foods and a reason why eating a healthy breakfast is so important—keep it under 140 characters (hashtags don't count). Here's an example: I like to grab a yogurt parfait. It wakes up my brain so I can start my day! #improvestestscores #mostimportantmealoftheday

Dalvin Tomlinson, NY Giants

Get involved! Sign up to be part of Fuel Up to Play 60.

Help your school and earn prizes as you participate in plays and complete challenges! Visit: www.fueluptoplay60.com/get-involved/students with a parent/guardian to learn more.





Be Wise — Exercise!

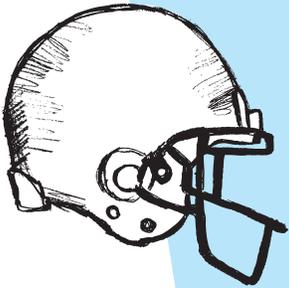
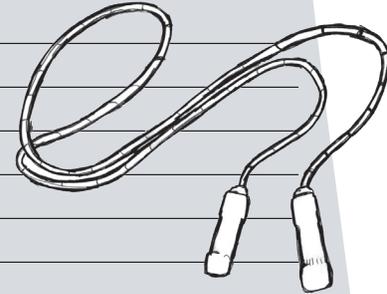
Part 1. Visit the *Fuel Up to Play 60* Playbook at www.fueluptoplay60.com/playbooks/fuel-up-to-play-60-playbook. Choose one Physical Activity “play” from the playbook and answer the questions below.

Title of the play: _____

Describe the play: _____

Explain why you chose this play: _____

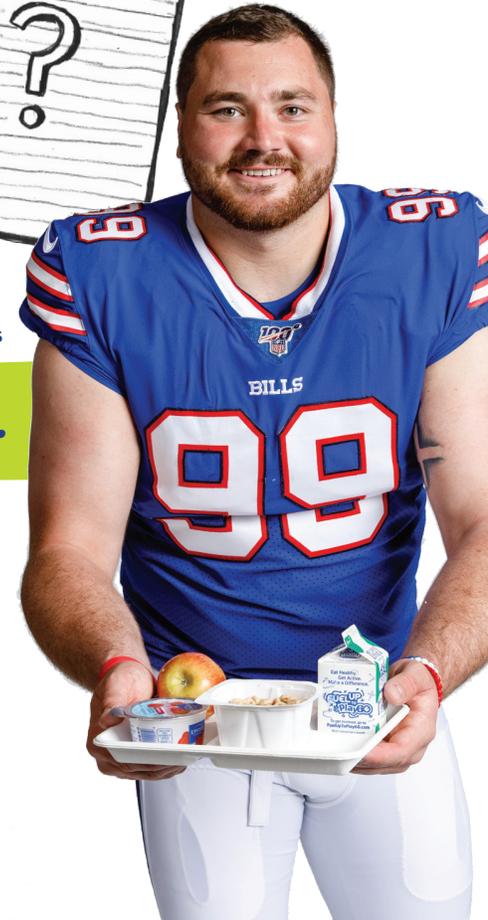
Tell how this play could work at your school. Describe where it would take place, when it would happen, who would lead it, and any other details you can think of that would make it a success.



Part 2. On a separate sheet, create a morning announcement. Check out this example: “Hi, this is Harrison Phillips, Defensive Tackle for the Buffalo Bills. Students...thanks for participating in the *Fuel Up to Play 60* program. I know you are committed to helping make your school a healthier place. And for those who haven’t gotten started yet, remember... sign up for the team...tackle the play through all the steps and score a touchdown for good health! Let’s encourage every student to *Fuel Up to Play 60* by staying active and eating nutritious food. Come on...you can do it. Keep up the great work.”

Be creative and have fun!

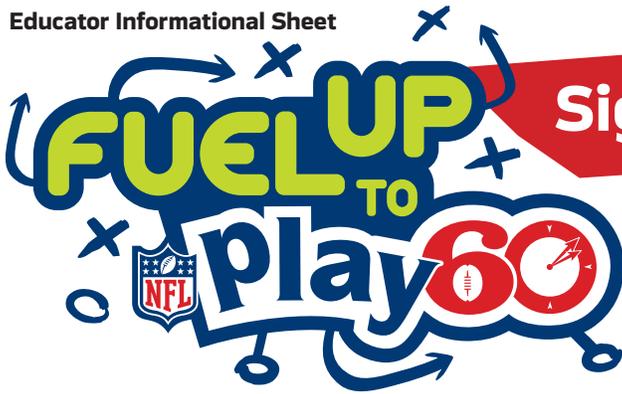
Harrison Phillips, Buffalo Bills



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Help your school and earn prizes as you participate in plays and complete challenges! Visit: www.fueluptoplay60.com/get-involved/students with a parent/guardian to learn more.





Sign-Up



DEAR EDUCATOR,

Eating a healthy breakfast and engaging in physical activity every day are easy ways your students can improve their academic scores, classroom behavior, and cognitive and problem-solving skills.*

Unfortunately, not all students are able to start their day with a healthy breakfast for a variety of reasons such as, they are too rushed in the morning or simply just aren't hungry first thing in the morning. Although many schools offer breakfast before the first bell, students have to arrive early in the day to take advantage of it.

The solution is simple: Provide breakfast after school starts, and get your students moving during the day with *Fuel Up to Play 60*, an in-school nutrition and fitness incentive launched by the National Dairy Council and the NFL, in collaboration with the U.S. Department of Agriculture. Its main goal is to help today's youth lead healthier lives.

The initiative starts with *Breakfast After the Bell*, which is designed to provide students with access to school breakfast during or after first period.

For more information, go to www.americandairy.com/dairy-in-schools/breakfast-after-the-bell.

Fuel Up to Play 60 continues with a wide range of innovative physical activities 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.

So lead the way! Sign up to implement *Fuel Up to Play 60* at your school, and you can receive up to \$4,000 in grant funding which you can use to 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 — visit www.fueluptoplay60.com/join and register as a program advisor. Once registered, you can apply for funding.

Then follow three easy steps to become a "Touchdown School", and score points for your students' health. We will help you every step of the way! Here's how:

1. GET STARTED

Kick off the program by building your *Fuel Up to Play 60* team. Composed of students and adults, your team will complete a School Wellness Investigation so that you can focus on what wellness programs will best benefit your school.

2. EAT HEALTHY

Implement a *Breakfast After the Bell* play that focuses on how students can eat a healthy breakfast after school starts.

3. GET MOVING

Implement a plan to get teachers and students up and moving each day for at least 60 minutes.

Complete these steps by November 30, 2019 to become a Touchdown School and win a FUTP60 prize pack! Contact futp60@milk4u.org to learn more.

We hope you join us in this important school wellness initiative. Together, we can build a healthy generation of young people by empowering them to take charge of their health.

Sincerely,

Kristina Moher
Director of Youth Engagement
American Dairy Association North East

* www.cdc.gov/healthyyouth/health_and_academics/pdf/health-academic-achievement.pdf

