



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

