

## Dear Educator,

Studies show that eating nutritious meals and engaging in physical activity every day can help improve students' cognitive and problem-solving skills as well as their academic scores.\* This year, with school routines unsettled by the coronavirus pandemic, it is especially important to reinforce these healthy habits, whether your students are returning to the classroom or reconnecting remotely.

You can get started by signing up for *Fuel Up to Play 60*, the free school nutrition and fitness program launched by the National Dairy Council and the NFL in collaboration with the U.S. Department of Agriculture. Because while school may look different this fall, *Fuel Up to Play 60* is still the best way to motivate your students to eat healthy and stay active every day, whether in class or at home.

The first 500 people to enroll/re-enroll by 9/18 at [www.fueluptoplay60.com](http://www.fueluptoplay60.com) will be eligible to receive **A FREE GIFT!**

*Fuel Up to Play 60* provides schools with a game plan to promote balanced nutrition, beginning with a healthy breakfast, and get students moving for 60 minutes each day. Plus, as your school advances through this game plan, achieving your wellness goals, you will qualify to become a "Touchdown School" and **receive a fun *Fuel Up to Play 60* prize pack for your students.**

This year, the American Dairy Association North East (ADANE) has teamed with the curriculum experts at Young Minds Inspired to help you make *Fuel Up to Play 60* the foundation of your school's wellness program throughout the coming semester. Every two weeks, you will find a pair of new lesson plans for grades 5-8 and 9-12 at [ymiclassroom.com/futp60](http://ymiclassroom.com/futp60) with activities that promote balanced nutrition and everyday physical activity. All these activities can be completed by students at home or in class.

We hope you will share these materials with your principal, health teachers, family and consumer science teachers, athletic directors, coaches, parent coordinators, and anyone else who works with middle and high school students in your community. Please let us know your opinion of this year's *Fuel Up to Play 60* program by visiting [ymiclassroom.com/feedback-futp60](http://ymiclassroom.com/feedback-futp60). We look forward to your comments and suggestions.

Sincerely,

Kristina Moher  
Director of Youth Engagement  
American Dairy Association North East

## About *Fuel Up to Play 60*

*Fuel Up to Play 60* is a free K-12 health and wellness program designed to help schools meet their wellness goals by encouraging youth to eat nutrient-rich meals and participate in at least 60 minutes of physical activity each day.

*Fuel Up to Play 60* offers many free resources, including a Playbook packed with creative ideas for implementing school wellness plans, personalized educator and student dashboards, and innovative ways to earn incentives and rewards. Students also have the chance to become leaders in their schools and communities by becoming *Fuel Up to Play 60* Ambassadors.

## How to Sign Up

Signing up is easy! Just visit [www.fueluptoplay60.com/join](http://www.fueluptoplay60.com/join), create a username and password, and you'll be on your way. Building a team of committed educators and promoting strong student and community engagement are key to the program's success.

## Funding Opportunities

Funding support valued at up to \$4,000 per year is available to assist qualified K-12 schools enrolled in *Fuel Up to Play 60* to jump-start healthy changes. For more information and to apply, visit [www.fueluptoplay60.com/funding/general-information](http://www.fueluptoplay60.com/funding/general-information).

## Generate Awareness

To spark enthusiasm about participation in *Fuel Up to Play 60*, try these ideas:

- Feature *Fuel Up to Play 60* in all back-to-school student and parent/caregiver communications.
- Post information about the program on bulletin boards and your school website. Include your contact info for those who want to get involved.
- Share the "recruitment" letter included in this launch kit with your colleagues. More educator participation in the program equals more student success!

## Choose Your Plays

The *Fuel Up to Play 60* Playbook is an invaluable resource for your school. Developed with input from educators and students, it contains a variety of "plays" designed to get students engaged in achieving specific wellness goals. For example, students might explore food waste and ways to prevent it, or start a walking club for students and staff. Every play is an easy-to-do action strategy



your school can implement to increase access to healthy eating and physical activity at school or at home.

## Become a Touchdown School!

Complete the game plan to become a "Touchdown School" by following three simple steps:

- 1. Get Started** – Put together a winning team of students and fellow educators to complete a School Wellness Investigation aimed at identifying the specific wellness goals that will best benefit your school. **Try to complete this step by 9/30/20** to stay on track for success.
- 2. Eat Healthy** – Research and implement a Breakfast After the Bell play that enables students to eat a healthy breakfast each morning. **Aim to complete this step by 10/31/20** to continue your progress.
- 3. Get Moving** – Check out the Playbook for ideas you can use to get students (and teachers) up and moving each day for at least 60 minutes. **Score a touchdown by completing this step by 11/30/20.**

Every Touchdown School will receive a ***Fuel Up to Play 60* student prize pack.** Contact [futp60@milkm4u.org](mailto:futp60@milkm4u.org) to learn more.

## Watch for New *Fuel Up to Play 60* Lesson Plans!

To support your school's ongoing participation in the *Fuel Up to Play 60* program, we are posting new lesson plans at [ymiclassroom.com/futp60](http://ymiclassroom.com/futp60) every two weeks throughout the fall semester, each with a learning activity designed to promote good nutrition and physical fitness. All these activities can be completed at home or in class, to accommodate both home-based and school-based instruction, and all come with ideas for engaging students' families in your school wellness program as well.



AMERICAN DAIRY ASSOCIATION



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](mailto:feedback@ymiclassroom.com).

Help Make



a Success at Your School!

## Dear Educator,

*Fuel Up to Play 60* is a free nutrition and fitness program that empowers students, educators, and families to build healthier schools with activities that promote wellness through healthy eating and everyday physical activity.

Launched in 2009, the program was developed by the National Dairy Council and the NFL in cooperation with the U.S. Department of Agriculture, and has reached more than 73,000 K-12 schools nationwide — including your school!

Through *Fuel Up to Play 60*, all members of the school community work together as a team to create positive, lasting changes that can lead to healthier, higher-achieving students. In fact, studies show that students who eat nutritious meals and engage in daily physical activity have improved academic scores and enhanced cognitive and problem-solving skills.\*

Join the *Fuel Up to Play 60* team at your school by visiting [www.fueluptoplay60.com/join](http://www.fueluptoplay60.com/join) to sign up as a program advisor. Whether you are teaching in a classroom or connecting with students remotely, you can help your school get in the game and become a “Touchdown School” in three easy steps:

- 1. Get Started** — Work with your team of students and fellow educators to complete a School Wellness Investigation aimed at identifying the specific wellness goals that will best benefit your school. **Try to complete this step by 9/30/20** to stay on track for success.
- 2. Eat Healthy** — Help research and implement a Breakfast After the Bell program that enables students to eat a healthy breakfast each morning. **Aim to complete this step by 10/31/20** to continue your progress.
- 3. Get Moving** — Check out the *Fuel Up to Play 60* Playbook at [www.fueluptoplay60.com/playbooks/fuel-up-to-play-60-playbook](http://www.fueluptoplay60.com/playbooks/fuel-up-to-play-60-playbook) for ideas you can use to get students (and teachers) up and moving each day for at least 60 minutes. **Complete this step by 11/30/20 to become a Touchdown School and receive a Fuel Up to Play 60 student prize pack.**

To help you meet these goals, we are providing new *Fuel Up to Play 60* lesson plans for grades 5-8 and 9-12 every two weeks throughout the fall semester. Visit [ymiclassroom.com/futp60](http://ymiclassroom.com/futp60) to download learning activities that will motivate students to eat balanced meals and stay active every day. All these activities can be completed by students at home or in class, and all come with ideas for engaging students’ families in your school wellness program as well.

Thanks in advance for becoming part of your school’s *Fuel Up to Play 60* team. And best of luck for a winning season!

Sincerely,

Kristina Moher  
 Director of Youth Engagement  
 American Dairy Association North East  
[futp60@milkg4u.org](mailto:futp60@milkg4u.org)

Your students can lead the way to wellness as *Fuel Up to Play 60* Ambassadors. These student leaders rally their peers and work with program advisors to brainstorm ideas, plan, and evaluate how to implement your school game plan. To learn more, visit [www.fueluptoplay60.com/get-involved/ambassadors-and-summit](http://www.fueluptoplay60.com/get-involved/ambassadors-and-summit)



Fuel greatness! Check out the free **Fuel Up to Play 60 Student Zone** app with your class. Students will stay “in the know” and “on the move” as they use the app to explore the latest **Fuel Up to Play 60** news, activities, challenges, and content created especially for them! Available in the Apple Store and on Google Play.



AMERICAN DAIRY ASSOCIATION NORTH EAST



\* [www.cdc.gov/healthyouth/health\\_and\\_academics/pdf/health-academic-achievement.pdf](http://www.cdc.gov/healthyouth/health_and_academics/pdf/health-academic-achievement.pdf)