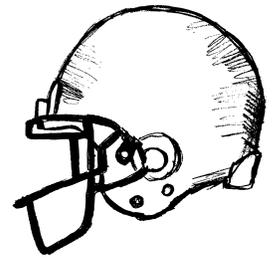




## Fuel Up to Play 60 Overview

★ Reproducible Master



### DEAR EDUCATOR,

**Fuel Up to Play 60** is an in-school, student-led nutrition 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 a nutrition program, like *Breakfast for Everyone — First Meal Matters*, that's 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.

Using the *Play Breakfast for Everyone* can make a great impact for students and each class. 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.\*

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

**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. With a focus on both nutrition and physical activity, it's helpful to build a team from wellness advisors, food service, physical education, and administration. Please — think BIG!

### GRANTS AVAILABLE

Opportunities exist through **Fuel Up to Play 60** for grants to help kickstart programs in order to sustain efforts into the future. Both a strong nutrition plan (that includes dairy) and a physical activity plan should be included.

### SIGNING UP IS EASY!

Register as a program advisor at: [www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com) and click "Join Now."

Once you register, work toward the three steps to become a Touchdown School and get the most out of **Fuel Up to Play 60!** You can even apply for funding. Our team at the American Dairy Association Indiana, Inc. is here to help along the way!

- 1. Kickoff**—Get everyone at your school excited to get involved!
  - **Draft Players**—Recruit a strong team of wellness staff, teachers, and students! Create fliers and student accounts at the **Fuel Up to Play 60** website to earn points for your school.
  - **Survey the Field**—Take a closer look at your school and determine which areas are most in need of wellness improvements.
  - **Light Up the Scoreboard**—Share **Fuel Up to Play 60** with your students' families, your school community, your social media followers, and the American Dairy Association Indiana, Inc. (@INDairy)!
- 2. Eat Healthy**—Implement a Healthy Eating Play from the Playbook, like *Breakfast for Everyone — First Meal Matters*.
- 3. Game Time**—Every day, implement a Physical Activity Play from the Playbook and get your students moving!

For more details about the game plan, visit [www.FuelUpToPlay60.com/tools](http://www.FuelUpToPlay60.com/tools), and download the *Touchdown Steps Guide* under "Program Tools." 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. Available at <http://frac.org/wp-content/uploads/breakfastforlearning-1.pdf>



Get in the Game! Connect with us at [WinnersDrinkMilk.com](http://WinnersDrinkMilk.com).

