



Get Your Students in the Game.
Sign up today at www.FuelUpToPlay60.com/join

DEAR EDUCATOR,

This school year, equip your students not only with knowledge, but with the tools they need to “fuel up” their bodies and minds—healthy food and physical activity. **Fuel Up to Play 60** is an in-school nutrition and fitness initiative launched by 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. Help your students step up to the plate—the breakfast plate—by providing them with *Breakfast for Everyone* — *First Meal Matters*, a plan that allows students greater accessibility to eat breakfast at school.

Your school can find more wellness plans and apply for a **Fuel Up to Play 60** grant through the website. (Go to www.FuelUpToPlay60.com and click “Funding.”)

Please share these materials with wellness advisors, food service managers, PE teachers, and administrators in your school. Visit ymiclassroom.com/feedback-adai to let us know your thoughts on this program.

Sincerely,

Hanna Kelley, RD, CD
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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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TARGET AUDIENCE

Educators, food service, and students in grades 3-12

PROGRAM OBJECTIVES

- **Explore** varieties of healthy foods, including dairy items
- **Encourage** students to complete 60 minutes of exercise daily
- **Encourage** teachers and students to make **Fuel Up to Play 60** a part of their health and wellness curriculum

PACKET COMPONENTS

Four-page guide comprised of:

- This teacher's guide
- **Fuel Up to Play 60** overview
- Student activity sheets (by grade) based on the *Breakfast for Everyone* Play
- An online feedback form at ymiclassroom.com/feedback-adai
- Microsite with downloadable PDFs of more materials at ymiclassroom.com/adai

GRADES 3-7

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. 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. Go to the Food Research & Action Center's infographic about the benefits of eating a balanced breakfast, found here: frac.org/wp-content/uploads/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.

Answers to questions:

1. Breakfast in the Classroom, Grab and Go Breakfast, and Breakfast After First Period;

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

2. It is flexible and can accommodate varying schedules and students who are on the move; 3. 60 minutes; 4. 42.2%

GRADES 8-12

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 by going to www.FuelUpToPlay60.com and clicking “Playbook” at the top. Then scroll down, click on *Breakfast for Everyone* — *First Meal Matters*, 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. Point out that the physical activity Plays feature blue headings.

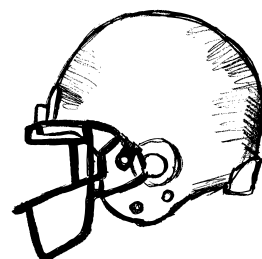
Pass out the activity sheet. For Part 1, have students read the directions and fill in the graphic organizer. When they are finished, discuss their responses. You might want to graph their answers to see which ones were the most popular. Then ask students to complete Part 2 by finding ways to promote the **Fuel Up to Play 60** program at school. Finally, challenge the students in Part 3 to work in small groups to design posters for the school to highlight the **Fuel Up to Play 60** program and why eating breakfast and exercising is so important.



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 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, 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>



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Fuel for School

Nutrition Play

Reproducible Master
Grades 3-7 Activity

Fuel Up to Play 60 is a program from the  National Dairy Council and the NFL with the U.S. Department of Agriculture, to create activities that keep every student moving, regardless of ability.

Did you eat breakfast today? If not, you should know about the nutrition plan *Breakfast for Everyone — First Meal Matters*, that offers breakfast every day.

Part 1: Eating a healthy breakfast that includes dairy, protein, whole grain, and fruit is a good start to the day! Look at the words in the word box. Some are benefits of eating breakfast. Other words are part of a healthy 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
FRUIT
WHOLE
GRAINS
PROTEIN
ALERTNESS
HEALTH

TEST
SCORES
GRADES
ATTENDANCE
MEMORY
CONCENTRATION
ENERGY

BANANA
EGGS
BREAKFAST
SANDWICH
BACON
PARFAIT
YOGURT

Part 2: Now that you know the importance of eating a healthy breakfast, visit www.FuelUpToPlay60.com and click "Playbook" at the top of the page. Then scroll down to the "Healthy Eating" Play *Breakfast for Everyone — First Meal Matters*. Read the Quickstart Guide, and then answer the questions below.

1. What are three possible *Breakfast for Everyone* options schools might try?

2. Why would the *Grab and Go* option be good for middle and high school students?

To stay at the top of your game, you need physical activity daily. Visit www.FuelUpToPlay60.com, click on "Playbook," and scroll to the "Physical Activity" Play *All in, All Abilities — Activate Your School!* Click "View Play" and answer the questions below.

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

4. 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 your school be at the top of its game. As a first step, design a poster to promote *Breakfast for Everyone — First Meal Matters* 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! Connect with us at WinnersDrinkMilk.com.



FUEL UP TO Play60

Be a Playmaker

Nutrition Play

Reproducible Master
Grades 8-12 Activity

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 —

Students who eat school breakfast every day:

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Fuel Up to Play 60 is an in-school student-led nutrition and physical activity program launched by the National Dairy Council and the NFL, in collaboration with the U.S. Department of Agriculture, to encourage students 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 and click "Playbook" at the top of the page. Then scroll down to the "Healthy Eating" Play *Breakfast for Everyone — First Meal Matters*, and read about the three plans for enjoying breakfast. Next, explore the physical activity "Plays" listed in the Playbook (the ones with blue headings).

Choose one breakfast Play and one physical activity Play. Write them in the spaces below. 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, 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! Connect with us at **WinnersDrinkMilk.com**.

