



Fuel Up To Play 60 Program Overview

What is Fuel Up to Play 60?

Created in partnership by National Dairy Council (NDC) and the National Football League (NFL), the Fuel Up to Play 60 program **empowers youth to take actions** to improve nutrition and physical activity at their school and for their own health.

The ultimate goal is to ensure changes made at school are sustainable, making it possible for children to have more opportunities to be physically active and to eat tastier options of nutrient-rich foods like low-fat and fat-free milk, fruit, whole grains and vegetables throughout the school campus. By making changes in the school environment, students are more likely to meet the government recommendations for daily physical activity of 60 minutes and eat the appropriate number of servings from the food groups youth need most.

The U.S. Department of Agriculture (USDA) has joined Fuel Up to Play 60, along with multiple health organizations and several major corporations. Fuel Up to Play 60 is funded with an initial private sector financial commitment of \$250 million over five years by America's Dairy Farmers. Funding is expected to grow as government, business, communities and families join this effort. More than 58,000, or 60 percent, of the nation's 96,000 private and public schools are currently enrolled in Fuel Up to Play 60.

This effort is needed now, more than ever. It is possible that today's children could become the first American generation with a shorter life expectancy than their parents.¹ One-third of American children are overweight or obese.² The obesity prevalence is about three to four times that of just one generation ago, according to the Centers for Disease Control and Prevention.^{2,3}

How does the program work?

Fuel Up to Play 60 leverages the excitement of the NFL and applies social marketing principles to influence actions and behaviors and motivate youth to invest in their own health and take action to improve their school. The program lets students take the lead to develop nutrition and physical activity action strategies and engage the whole student body in the program.

Fuel Up to Play 60 has fun action strategies for students to plan, implement and participate in for themselves and their school. Students help lead and design the strategies to create more options for being physically active and eating more healthy foods.

Program Components

- **Social Marketing Campaign**
 - Interactive Web site (www.FuelUpToPlay60.com) where students can sign up and take the pledge, play games and track healthy behaviors.
 - Promotions include social media sites, in-school pep rallies, promotional displays, local events with NFL players (in some areas) rewards and prizes.
- **Support Systems for Adult Program Advisors**
 - Free Fuel Up to Play 60 Wellness Activation Kit for schools. Available at www.FuelUpToPlay60.com, the kit includes healthy eating and physical activity programs and tools, such as posters, healthy habits pledge cards and tracking sheets. These resources will help students and adult advisors in co-creating and leading tailored Fuel Up to Play 60 efforts in their schools.
 - Grants to facilitate schools making lasting improvements in nutrition and physical activity are also available in select areas (on a competitive basis).

¹ Kluger, J. How America's children packed on the pounds. *TIME*, June 23, 2008; 68.

² Ogden, CL, Carroll, MD, Flegal, KM. High body mass index for age among US children and adolescents, 2003-2006. *Journal of the American Medical Association*. 2008; 299 (20): 2401-2405.

³Centers for Disease Control and Prevention, National Center for Health Statistics, 2006, Prevalence of Overweight Among Children and Adolescents: United States, 2003-2004.