



## What Makes Fuel Up to Play 60 Unique?

*Many organizations are making legitimate efforts to improve youth wellness, beginning in schools, because the classroom, the cafeteria and the gymnasium are an ideal setting for learning healthy lifelong habits. What makes Fuel Up to Play 60 different from the others? How is this program positioned to positively impact the childhood obesity crisis?*

### **For Youth, By Youth**

As Fuel Up to Play 60 was developed, youth were actively placed in the driver seat to encourage shared ownership and responsibility. Youth tested and approved all program components, ensuring that the program remained authentic and would be embraced by a national youth audience. The brand name itself focused heavily on a balance of healthy eating and physical activity to provide youth and adults with a clear indication of the program's intent.

### **A Comprehensive Approach**

Fuel Up to Play 60 is also unique in that it teams nutrition and physical activity, teaching youth the whole story of healthy living. The program is grounded in decades of nutrition and physical activity experience and research from National Dairy Council (NDC), the National Football League (NFL), the U.S. Department of Agriculture (USDA) and other partner organizations. While the program has the backing of NDC, Fuel Up to Play 60 follows a comprehensive nutrition approach. The program encourages the consumption of Food Groups to Encourage (low-fat and fat-free dairy, fruits, vegetables and whole grains) and 60 minutes of physical activity daily as outlined in the 2005 Dietary Guidelines. Healthy eating and physical activity messages shared in the program are both simple and compelling to youth.

### **Powerful Partners**

Fuel Up to Play 60 offers bold leadership through powerful partnerships, involving many organizations and industry leaders. The program utilizes the 'star power' of the NFL clubs, players, and physical activity programming to add recognition and value to the initiative and entice students to participate. Fuel Up to Play 60 also capitalizes on NDC's trusted relationships with schools through decades of supplying science-based nutrition information and education materials.

Together, the NFL and NDC are combining significant in-kind and financial resources and expertise and bringing even more organizations on board. Organizations like the American Dietetic Association Foundation, American Academy of Pediatrics, Action for Healthy Kids, National Medical Association, National Hispanic Medical Association, School Nutrition Association and American Academy of Family Physicians have joined the cause.

### **Customization**

This ongoing, social marketing program goes beyond promotions to influence actual behavior change—advancing the youth desire for a healthier future. Integrated components developed with youth (e.g., program curriculum, in-school signage, Web site, youth social media partnerships, etc.) are customizable and non-prescriptive—allowing youth and schools to determine which tools and resources will best meet youth wellness goals and each school's wellness policies.

### **National Issues, Local Solutions**

Because Fuel Up to Play 60 aims at long-term, sustainable change, it requires ongoing support and participation at the grassroots level. Local dairy councils across the country and all 32 NFL clubs actively support this program, providing locally-relevant program components to encourage engagement and program evolution based on local needs.

### **Massive Reach**

In the 2009-2010 school year, Fuel Up to Play 60 will reach 36 million youth in 60,000 schools, with 59,000 already enrolled. This extraordinary reach validates Fuel Up to Play 60 as a vehicle for youth to make positive changes for themselves and for adults to support them.