



## Fuel Up to Play 60 Program Overview

### What is Fuel Up to Play 60?

- Fuel Up to Play 60 is the largest in-school health and wellness program in the country, currently active in more than 73,000 schools and reaching an estimated 38 million students.
- A partnership between the National Football League and National Dairy Council (founded by America's dairy farmers), in collaboration with the U.S Department of Agriculture, the program takes a for-youth, by-youth approach to generating transformational changes in schools and communities.
- Studies show that physical fitness may benefit brain health and academic performance, suggesting active kids may do better in school.<sup>1 2</sup>
- Fuel Up to Play 60 is led by more than 30,000 students, who serve as School Wellness Ambassadors to engage and empower their peers to take action by implementing long-term, positive changes in the daily routines of themselves, their schools and the community.
- Since its founding in 2009, Fuel Up to Play 60 has:
  - Provided 18 million students access to healthier food at school and provided 17 million students access to more physical activity opportunities at school
  - Delivered a combined total of more than \$20 million in funds and rewards to help jump start and sustain healthy changes in schools.
- In fall 2015, Fuel Up to Play 60, in collaboration with GENYOUth and the PepsiCo Foundation, launched Fuel Up to Play 60 en español in an effort to further reach Latino/Hispanic students, parents and communities with financial grants and new Spanish-language materials via a completely redesigned website (FuelUpToPlay60.com).

### How does the program work?

- **FuelUpToPlay60.com** provides program resources and serves as an online hub to share successes and learn from other participants. The website also includes a personal Dashboard for students and adults.
- **Interactive Online Playbook** helps students fuel up with good-for-you foods and get up and play for at least 60 minutes a day with a collection of easy-to-do healthy eating and physical activity Plays.
  - **The Huddle** is the student blog for Fuel Up to Play 60, where youth can showcase their successes and interact with their peers.
- **Opportunities** to motivate students, schools and Program Advisors to meet program and milestone goals and win exclusive prizes like NFL swag, NFL game tickets and player visits to their school.
- **Rewards** to recognize those who take action and encourage continued program participation. Students can use the website to earn Points, collect Badges and achieve Levels to win exclusive NFL prizes.
- **Funds for Fuel Up to Play 60** help schools jumpstart and sustain healthy eating and physical activity initiatives. Enrolled schools can apply for up to \$4,000 per year.

### Our Partners

- Fuel Up to Play 60 receives support from 19 state and regional dairy councils, and all 32 NFL Clubs.
- Collaboration with public & private sector partners make it possible to jumpstart healthy changes in schools.

### For More Information

- Visit the **new** FuelUpToPlay60.com or:
  - Like us on Facebook- [Facebook.com/FuelUpToPlay60](https://www.facebook.com/FuelUpToPlay60)
  - Follow us on Twitter and Instagram- [Twitter.com/futp60](https://twitter.com/futp60) and [Instagram.com/futp60](https://www.instagram.com/futp60)



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<sup>1</sup> Hillman, Charles H., Kirk I. Erickson, and Arthur F. Kramer. "Be smart, exercise your heart: exercise effects on brain and cognition." *Nature reviews neuroscience* 9.1 (2008): 58-65.

<sup>2</sup> American College of Sports Medicine, American School Health Association, GENYOUth Foundation, National Dairy Council, The Wellness Impact: Enhancing Academic Through Healthy School Environment, March 2013.