



# HELPS BUILD HEALTHIER SCHOOLS AND HEALTHY, HIGH-ACHIEVING YOUTH



**Great things happen with Fuel Up to Play 60. The result is empowered and connected youth who eat healthier, move more, and inspire their school and community to do the same.**



## FUEL UP TO PLAY 60 OFFERS:

**PLAYBOOK** WITH SCHOOL-TESTED ACTION STRATEGIES, INCLUDING A SPANISH-LANGUAGE VERSION

**FUNDS** TO JUMPSTART HEALTHY SCHOOL IMPROVEMENTS

**RECOGNITION AND REWARDS** FOR PARTICIPANTS

**NFL EXCITEMENT**

**EDUCATOR RESOURCES**

**STUDENT LEADERSHIP OPPORTUNITIES**

**STUDENT AMBASSADOR NATIONAL SUMMIT**

**BEST-IN-CLASS TOOLS FOR SCHOOLS**

**SPECIAL CAMPAIGNS AND CHALLENGES**

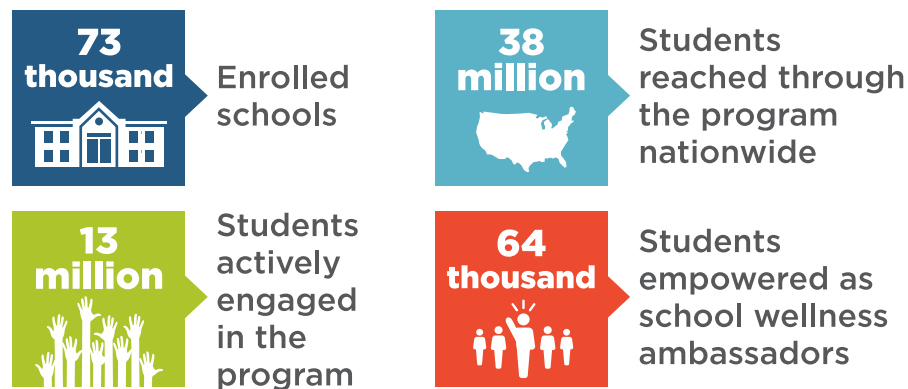
**FUN FOR ALL!**





# A DECADE OF RESULTS AND IMPACT

## Reaching and Engaging Students\*

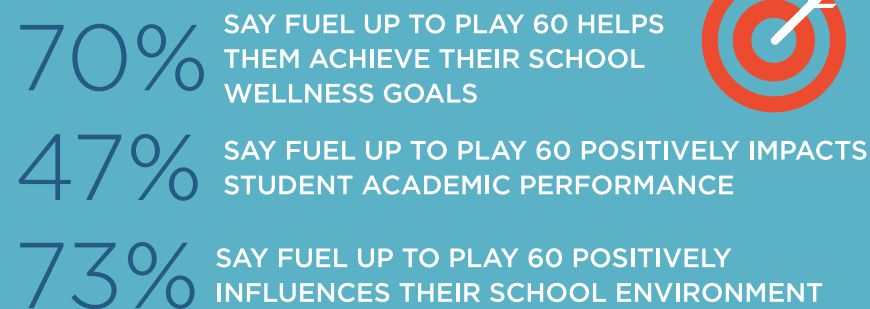


## Helping Underserved Students and Schools

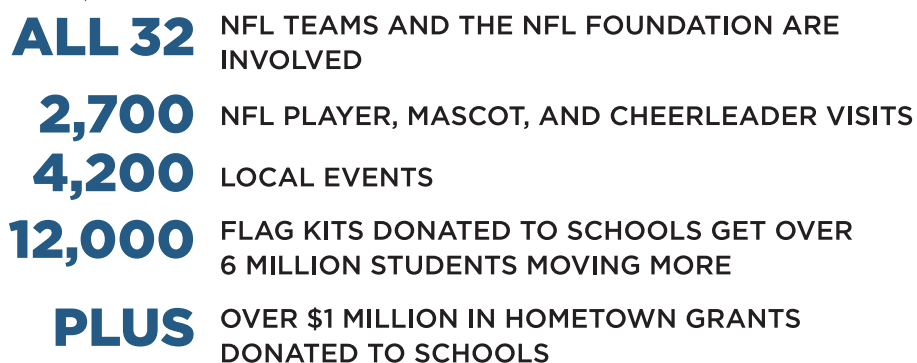
**OVER 30%** OF ENROLLED SCHOOLS ARE IN URBAN SETTINGS WITH PREDOMINANTLY MINORITY AND LOWER-INCOME STUDENTS

**2/3 OF FUNDS** FOR FUEL UP TO PLAY 60 MINI-GRANTS HAVE BEEN USED TO JUMPSTART HEALTHY CHANGES IN UNDERSERVED COMMUNITIES

## Educators Report that Fuel Up to Play 60 Helps Meet School Goals\*\*







## Bringing NFL Excitement to School Wellness\*



## Building the Evidence Base for Healthy Schools

**PEER-REVIEWED RESEARCH ARTICLES ON FUEL UP TO PLAY 60 DEMONSTRATE:**

-  ▶ The low-intensity, flexible program design can lead to small but significant improvements in students' healthy eating and physical activity behaviors in various school settings and with diverse student populations.
-  ▶ Student aerobic capacity and BMI improve in Fuel Up to Play 60 schools.
-  ▶ The student-centric approach and adaptability are major strengths and help schools meet their wellness policy goals.
-  ▶ Providing students with the tools to create change can lead to progressive reforms — and may help the changes stick because of student buy-in.

LEARN MORE AT [FuelUpToPlay60.com](http://FuelUpToPlay60.com)

## Improving Healthy Eating and Physical Activity

BECAUSE OF FUEL UP TO PLAY 60...



*Based on educator insights in enrolled schools.*



## Funding Sustainable Changes

**over \$39 million** FUEL UP TO PLAY 60 MINI-GRANTS HAVE HELPED SCHOOLS AND STUDENTS MAKE HEALTHY CHANGES

### FUNDING HAS SUPPORTED:

- ▶ **2,333** Grab-n-Go and In-Classroom Breakfast Programs
- ▶ **2,338** School Kitchen Equipment Upgrades
- ▶ **1,833** Projects to Create Active Classrooms
- ▶ **244** Projects to Improve Physical Education
- ▶ **1,984** School-wide Walking Clubs
- ▶ **741** Cafeteria Makeovers

*Funding has been generously donated by America's dairy farmers, U.S. corporations, non-profit organizations and philanthropies.*

Students, educators, supporters — visit [FuelUpToPlay60.com](http://FuelUpToPlay60.com)

\*Fuel Up to Play 60 launched in 2009

\*\*Data are based on annual Fuel Up to Play 60 Utilization Survey of almost 10,000 educators nationwide, Funds for Fuel Up to Play 60 reporting, and program enrollment data.

Fuel Up to Play 60, the signature program of GENYOUth, was founded by the National Dairy Council and the National Football League, in collaboration with the U.S. Department of Agriculture. In over 73,000 schools reaching more than 38 million students since program launch in 2009, it's the nation's leading in-school wellness program. Fuel Up to Play 60 enables students to make small everyday changes around health and wellness, which amount to lasting changes in schools and communities. Students who are active in Fuel Up to Play 60 develop leadership skills and inspire their peers to be healthier. They also enjoy unique opportunities to win cool prizes, like an NFL player visit or Super Bowl tickets, for choosing good-for-you foods and getting active for at least 60 minutes every day.