



Who Can Help and How: School Principals and Administrators

Why Fuel Up to Play 60?

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by the National Dairy Council®, local Dairy Councils and the National Football League, in collaboration with the United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country. Why? Evidence shows that healthy eating and physical activity can contribute to higher levels of student achievement:

- Better nutrition, including breakfast, helps students get the nutrients they need and may help improve academic performance, test scores, and school attendance.¹
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth.²

Why You?

As a school principal or administrator, you have the experience and authority to elevate the importance of school wellness. By engaging in Fuel Up to Play 60, you will send a clear message to your school that focusing on healthy eating and physical activity is an important part of success – in the classroom and in life. Fuel Up to Play 60 Plays, helps students not only make positive changes in the school environment, but also develop leadership skills that can last a lifetime. Fuel Up to Play 60 has the action ideas, resources and rewards that can bring your school community together in exciting and energizing ways. With Fuel Up to Play 60, here's what can happen for you and your school:

- **Develop Healthy, High-Achieving Students and Schools:** When you help implement Fuel Up to Play 60 programs in your school, you'll be helping your school achieve its goals – for local school wellness and to be part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Fuel Up to Play 60 supports the ambitious yet attainable goals of First Lady Michelle Obama's Let's Move! initiative to end childhood obesity within a generation by getting more youth and families to commit to becoming active and eating better.
- **Secure Funding and Other Opportunities for Your School:** Fuel Up to Play 60 provides funding opportunities that can help support healthy eating and physical activity promotions and equipment for your school. Not only that, but there are multiple NFL-inspired rewards available monthly. Capitalize on the excitement of the NFL to get students involved!

¹ *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*. Action for Healthy Kids, 2008. Available at: <http://www.actionforhealthykids.org/resources/files/learning-connection.pdf>. Accessed June 8, 2011.

² *The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance*, 2010. Centers for Disease Control and Prevention. United States Department of Health and Human Services. Available at: http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf. Accessed June 8, 2011.