Amanda Diehl
Western Dairy Association
What is Fuel Up to Play 60?
http://www.fueluptoplay60.com
National Dairy Council (NDC)

Who We Are:

Branch of Dairy Industry that began in 1915 and serves as the voice of America’s Dairy Farmers

Conducts Nutrition Education and research programs on role of dairy foods in health & wellness

Mobilizes over 75 registered dieticians across the country to reach schools and communities
• NFL is committed to making the next generation of youth the most healthy and active
• NFL Milestones
The Issue: Childhood Obesity

Today’s youth are overweight, and undernourished

Experts warn that this may be the first generation that will not outlive their parents!

It is serious, AND solvable
What Makes Fuel Up to Play 60 Unique?

- Youth Involved
- Comprehensive Approach
- Massive Reach
- Customization
- National Issues, Local Solutions
Significant Aspect of Fuel Up to Play 60

- Utilizes Football Terminology
- 6 step approach
- Students at center of the action!
- Program Advisors
- Challenges
- Student Ambassador Program
- Online Dashboard
- Local and National Recognition!
Fuel Up to Play 60 Challenges

WIN PRIZES!
2 Challenges in 2012-2013
Student Ambassador Program

3 Ways to get involved:

1. Become a Fuel Up to Play 60 Student Ambassador

2. Apply to be a State Representative

3. Apply to be a National Representative

Apply from September 3, 2012 - January 31, 2013
“Fuel Up” Goal

Increase access & consumption of foods kids don’t get enough of.

Whole grains

Fruits

Low-fat / fat-free dairy foods

Vegetables

Physical Activity Goal:

Be Physically Active for 60 minutes a day, every day, before, during, and/or after school
6 Steps to Fuel Up to Play 60:

1. Join the League and Suit Up!

2. Build a Team and Draft Key Players

3. Kickoff!
6 Steps to Fuel Up to Play 60:

4. Survey the Field

5. Game Time!
   See Interactive Playbook at fueluptoplay60.com

6. Light Up the Scoreboard!
Healthy Eating & Physical Activity Plays

Healthy Eating Plays:
- Meet Your Inner Chef!

Physical Activity Plays:
- Build Your Own Shake Up!

Physical Activity: School Wide Walk it club
- Create your own!
On-Line Dashboard
On-Line Tracker

Visit fueluptoplay60.com
On-Line Dashboard
Earn Digital Rewards!

Visit fueluptoplay60.com
STUDENTS AND ADULTS WORKING TOGETHER!

✧ Empower students!
✧ Make lasting, healthy changes
✧ Support your existing school wellness initiatives
✧ Opportunity
WHO IS THE PROGRAM ADVISOR?

• Every school needs ONE or MORE!
  • To be successful, the students need a strong adult leader - the Program Advisor!
  • You are the program champion, the “Coach” who works with students and adults to make it happen
• Fuel Up to Play 60 school leader
• Engages and Empowers students
• Track and share schools accomplishments
• Encourage other adults to GET INVOLVED

WHAT DOES THE PROGRAM ADVISOR DO?
Success in Montana!

Belt, MT will Welcome Ron Heller to speak at their end of the year celebration next week!
FUEL UP TO PLAY 60 AND OTHER INITIATIVES

- New School Meal Patterns
- New HUSSC Criteria
- Other Health Conscious Initiatives
FUNDING & SUPPORT

✓ Up to $4000
✓ Application Deadlines: June 1, October 1, and January 15
✓ Adult Program Advisor will be the one applying
✓ $3.9 million awarded
✓ Riverside 7-8 (Billings)
How To Get Started?

1. Visit fueluptoplay60.com
2. Register to be your schools Program Advisor!
3. Start Spreading the word!
QUESTIONS?

COMMENTS?

HOW DO YOU SEE YOUR SCHOOL IMPLEMENTING THIS?

I WANT TO HEAR FROM YOU!
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PLEASE FEEL FREE TO CONTACT ME