



Fuel Up to Play 60 Campaign School Nutrition Promotion Series



Timing: May

Corresponding Events: National Physical Fitness and Sports Month

Core Activity: Fuel Up to Play 60 Advertising & Poster Campaign

Corresponding Healthy Eating Plays: Big Game Training Table

Corresponding Physical Activity Play: Any of the After School Pick-Me-Ups



Background Information

- X May is National Physical Fitness and Sports Month, a time to celebrate the importance of being physically active and the benefits exercise can provide for both physical and mental wellbeing.
- O The U.S. Department of Health and Human Services recommends that young people aged 6–17 years participate in at least 60 minutes of physical activity daily.¹
- X Regular physical activity in childhood and adolescence improves strength and endurance, helps build healthy bones and muscles, helps control weight, reduces anxiety and stress, increases self-esteem, and may improve blood pressure and cholesterol levels.²
- O Physical activity may help improve students' academic performance, including:
 - o Academic achievement and grades.
 - o Academic behavior, such as time on task.
 - o Factors that influence academic achievement, such as concentration and attentiveness in the classroom.³
- X The Dietary Guidelines for Americans recommend a diet rich in fruits and vegetables, whole grains, and fat-free and low-fat dairy products for persons aged two years and older.⁴
- O Schools are in a unique position to promote healthy eating and help ensure appropriate food and nutrient intake among students. Schools provide students with opportunities to consume an array of foods and beverages throughout the school day and enable students to learn about and practice healthy eating behaviors.⁵



Basic Concept

1. Highlight fuel foods on your May menu: low-fat and fat-free dairy, fruits, vegetables, whole-grains and lean protein.
2. Include blurbs from our **Announcements** document to enhance your menu.
3. Use our **Teacher Letter** to encourage classes to create advertising and/or poster campaigns that promote healthy fuel for physical activity.
4. Provide prizes to the students or classes for winning campaigns.



1. U.S. Department of Health and Human Services. 2008 Physical Activity Guidelines for Americans. Washington, DC: U.S. Department of Health and Human Services; 2008.
2. U.S. Department of Health and Human Services. Physical Activity Guidelines Advisory Committee report. Washington, DC: U.S. Department of Health and Human Services, 2008.
3. CDC. The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance. Atlanta, GA: U.S. Department of Health and Human Services; 2010.
4. Dietary Guidelines Advisory Committee. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010, to the Secretary of Agriculture and the Secretary of Health and Human Services. Washington, DC: U.S. Department of Agriculture; 2010.
5. <http://www.cdc.gov/healthyyouth/nutrition/facts.htm>



Expanding the Idea

Take this promotion one step further with the following ideas:



X Elementary Students

- Have the classrooms create posters to promote “fuel foods” and/or physical activity and display them in the cafeteria.
- Put together a judging panel and award the class with the best poster with prizes from the Fuel Up to Play 60 Store.

O Secondary Students

- Work with the English (or other) department to have students create an advertising campaign for one of the “fuel foods” or healthy eating and physical activity.
- Put together a judging panel and award the students with prizes from the Fuel Up to Play 60 Store.

X Field Day Milk Break

- Help students refuel on field day by providing cold, refreshing, white or flavored milk.
- Increase participation on field day by providing Grab-n-Go breakfasts and lunches that kids can eat on the run.

O After the Bell

- Work with the athletic department to provide milk vending in areas frequented by student athletes after school.
- Offer to talk to athletes about the benefits of consuming low-fat and fat-free dairy foods.



X Corresponding Plays

- **Big Game Training Table:** School sports are a great way for students to be physically active, and they’re a great way to highlight healthy eating. It is important to get the right nutrients for physical activity; additionally, after a vigorous workout like a practice or a game, athletes need to hydrate. Work with your school’s athletic director or coaching staff to plan some pregame or post-workout “fuel up” offerings.
- **After School Pick-Me-Ups:** You can be active in short bursts throughout the day and then look for opportunities to be active for longer periods before and after school. These activities include afterschool fitness and football drills, dance clubs, family activity ideas and even developing an intramural sports program.



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