



How to create a Fuel Up to Play 60 MESSAGE CENTER

How are you communicating Fuel Up to Play 60 activities to your students, colleagues, administration and parents? How about a Fuel Up to Play 60 Message Center?!

Why? Effective communication is key to any successful program.

Create a Fuel Up to Play 60 Message Center to keep your school engaged and moving toward sustainable changes.

Where? We've heard it before . . . It's all about location, location, location.

Your Fuel Up to Play 60 Message Center should be . . .

- Clearly visible to all your students
- In a high traffic area at your school
- Eye-catching
 - Photos of your students will attract the most attention
- Changed frequently including the background and colors
 - Using different colors of paper or fabric as backgrounds is a visual indication that there is a change in bulletin board offerings
 - A board that stays the same for weeks teaches people not to look at it

What should be on my Message Center?

- Deadlines and notices
- Current Student Challenges and opportunities
- Healthy Eating Plays
- Physical Activity Plays
- Tips for students on how to get involved
- FuelUpToPlay60.com website
- Contact information of Fuel Up to Play 60 school Program Advisor

How? Tips and things to remember . . .

- Plan a theme
 - One theme at a time works best, such as "Fuel Up to Play 60 Kick-Off"
- Start with a background
- Add a border
- Attractive – make the viewer want to stop and take notice
- Simple – use bullet points rather than small print
- Can include a "take one" pocket
- Mix it up – should be updated or changed frequently
- Use Fuel Up to Play 60 logo and incorporate the words
- Consider enlisting help from:
 - Student team
 - Art Teacher
 - Parent

For a Fuel Up to Play 60 Message Center Starter Kit, contact your local Dairy MAX School Liaison.



THE NFL MOVEMENT FOR AN ACTIVE GENERATION

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