



# 6 Reasons

## to Join Fuel Up to Play 60

You work hard to help your students make healthy choices. We're here to make it easier.

**Fuel Up to Play 60** is a **FREE** in-school program brought to you by the National Dairy Council, Dairy MAX and the NFL, in collaboration with the USDA. The program promotes healthy eating ("Fuel Up") and 60 minutes of daily physical activity ("Play 60") through fun activities and great incentives.

- 1 Achieve school wellness goals** – Use Fuel Up to Play 60 on its own or to support current efforts.
- 2 Amp up your efforts** – Add NFL sizzle and student fun!
- 3 Touchdown Steps** – Simple steps, all outlined on the website.
- 4 Tons of ideas** – Come up with your own activities, or choose from dozens of ideas in the Playbook.
- 5 Student leadership** – Student teams help lead the program and get their peers involved.
- 6 Free goodies** – Posters, promos, prizes and more to create excitement and fun!

Sign up at **FuelUpToPlay60.com**.

For one-on-one support, contact your local Dairy MAX representative at [DairyMAXRepFinder.org](http://DairyMAXRepFinder.org).



Fuel Up to Play 60  
addresses  
**6 out of 10**

## Whole School, Whole Community, Whole Child (WSCC) Model Components

- 1** **Health education** – through healthy eating/nutrition and physical activity curriculum (contact your Dairy MAX representative for free lesson plans)
- 2** **Nutrition environment and services** – through a healthy school meal environment and promotional materials
- 3** **Employee wellness** – through Playbook ideas that involve staff and faculty
- 4** **Social and emotional climate** – through healthy lifestyle promotion and positive role models
- 5** **Family engagement** – through student involvement, including the Student Ambassador program and various events
- 6** **Physical education and physical activity** – through Physical Activity Plays

### Info:

Learn more about WSCC from the Centers for Disease Control and Prevention at [CDC.gov](https://www.cdc.gov).

### Contact:

To learn more about how Fuel Up to Play 60 can help you achieve your school wellness goals, contact your Dairy MAX representative at [DairyMAXRepFinder.org](https://DairyMAXRepFinder.org)

