



WIN at School Wellness

FREE resources for meeting your school wellness policy goals.





Meeting the federal requirements for school wellness doesn't have to be hard: Through Fuel Up to Play 60, Dairy MAX offers plenty of free resources to help you make a plan and achieve your goals.

About Fuel Up to Play 60

Fuel Up to Play 60 is a wellness program that empowers students to lead their schools in fueling up with nutrient-rich foods like low-fat and fat-free dairy foods, fruits, vegetables and whole grains; and getting active at least 60 minutes every day.

The program provides NFL star-power to get students excited about healthy living. It can work on its own or with other programs to help you meet school wellness goals.

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Why Fuel Up to Play 60?

- The program's **adaptability** can lead to small but **significant improvements** in students' healthy eating and physical activity behaviors.¹
- It leads to greater annual improvement in **aerobic capacity** and **BMI Healthy Fitness Zone achievement** among girls and boys.²
- It helps schools meet their **wellness policy goals** and implement other school-based health-promoting programs.³
- Student leadership can create more student buy-in, for more **sustainable improvements**.⁴
- Fuel Up to Play 60's **low-intensity** can be a good fit for schools or districts facing barriers to more intensive programs.¹



Nutrition Promotion

One goal of a wellness policy is to build lifelong healthy eating habits in our students. This starts by designing an environment that encourages school meal participation and promotes nutritious food and beverage choices – with consistent messaging that reaches beyond the cafeteria into the classroom, gymnasium and the greater community.

Free Dairy MAX Resources

1

Fuel Up to Play 60 Posters and Pledge Banner

Encourage students to sign the pledge banner to eat healthy and get 60 minutes of exercise per day. We'll ship you the entire Back-to-School Kit once your school joins the program at FuelUpToPlay60.com.

2

Digital Resources from DairyMAX.org

We offer various videos and curriculum you can use on your website or in newsletters, morning announcements, wellness events and classroom instruction.

3

Fuel Up to Play 60 en Español

Parents can use culturally relevant tips and resources to support their child's participation in mini lessons, wellness challenges and "Plays" from the Playbook.

4

Healthy Eating and Physical Activity Bulletin Board Cut-Outs

Enter our annual Bulletin Board Contest for prizes valued up to \$2,000.

5

Health Fair Toolkit

Download nutrition education resources for your student team to feature during community wellness events.

Nutrition Education

Districts must teach, model and encourage healthy eating by giving students the knowledge and skills to make healthy choices; integrating nutrition education beyond health classes into other subjects; including fun activities, such as cooking demonstrations, taste-testing, farm visits and school gardens; teaching kids to understand nutrition labels and recognize food marketing tactics; and training teachers and staff in nutrition education.

Free Dairy MAX Resources

1

Fuel Up to Play 60 Playbook

Pick an activity to promote healthy eating and enhance your coordinated school health program.

2

Digital Resources from DairyMAX.org

Download MyPlate and other dairy nutrition education tools to use in core and elective subjects.

3

Dairy MAX Farm-to-School Curriculum

Download lesson plans, activities, videos and more to educate students about where milk comes from.

4

Fuel Up to Play 60 Farm-to-School Play and Garden Play

Download tip sheets and other partner resources on how to get started, how to solicit funding and more.

5

Undeniably Dairy Virtual Field Trip presented by Discovery Education

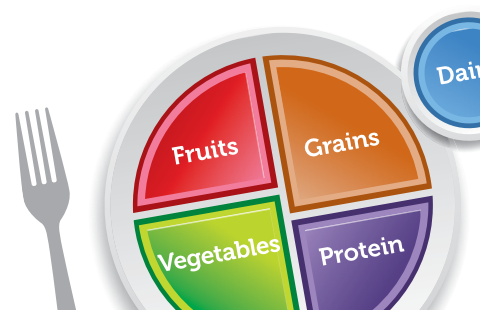
Teachers can take students on a virtual field trip of a real dairy and ask the farmer questions. See it at DiscoverUndeniablyDairy.com/virtual-field-trip.



6

Free Staff Trainings

Take advantage of professional development on nutrition and dairy related topics, including Fuel Up to Play 60, MyPlate, lactose intolerance, Think Your Drink, hydration and more.



Physical Activity

Students should participate in at least 60 minutes of physical activity every day. A big part of this can be provided through a comprehensive school physical activity program (CSPAP), which involves staff, family and the entire community to build on a foundation of quality physical education with additional physical activity before, during and after school.

Free Dairy MAX Resources

2

Stencil Ease Playground Stencils

Schools can beautify their spaces while encouraging physical activity, healthy eating and learning. See them at StencilEase.com by searching the key phrase "Fuel Up playground."

3

NFL Flag Football Kit

Select schools receive a free NFL Flag Football Kit that includes curriculum valued at over \$300.

4

Dairy MAX Breakfast Games Assembly Kit and Guide

Host your own Breakfast Games assembly with a MyPlate obstacle course.



Other Activities THAT PROMOTE STUDENT WELLNESS

The district will integrate wellness activities across the entire school setting, not just in the cafeteria or the gymnasium – for instance, incorporating nutritional concepts into mathematics (with consultation provided by curriculum experts) – so all efforts work toward the same goals of student well-being, development and academic success.

Free Resources

1

Fuel Up to Play 60 Student Ambassador Program

Encourage student leaders to earn points by completing mini lessons and challenges during computer time.

2

Free Staff Trainings

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Teachers can take students on a virtual field trip of a real dairy and ask the farmer questions. See it at DiscoverUndeniablyDairy.com/virtual-field-trip.

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Health Fair Toolkit

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Dairy MAX Breakfast Games Assembly Kit and Guide

Invite parents to attend an assembly highlighting the importance of eating breakfast.



GET STARTED

Find all these resources and free advice from your dedicated school wellness consultant at DairyMAX.org/school/expertise.

Learn more about the
Healthy and Hunger-Free Kids Act of 2010
FNS.USDA.gov/tn/local-school-wellness-policy.



References

1. Hoelscher, DM, et al. (2016). Evaluation of a student participatory, low-intensity program to improve school wellness environment and students' eating and activity behaviors. *International Journal of Behavioral Nutrition and Physical Activity*, 13:59. DOI: 10.1186/s12966-016-0379-5. Available at <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4866070/>
2. Bai Y, et al. (2017). The Longitudinal Impact of NFL Play 60 Programming on Youth Aerobic Capacity and BMI. *American Journal of Preventive Medicine*, 52(3), 311-323. DOI: <http://dx.doi.org/10.1016/j.amepre.2016.10.009>. Available at [http://www.ajpmonline.org/article/S0749-3797\(16\)30518-9/abstract](http://www.ajpmonline.org/article/S0749-3797(16)30518-9/abstract)
3. Beck J, et al. (2015). Implications of Facilitators and Barriers to Implementing Fuel Up to Play 60. *Health Behavior & Policy Review*, 2(5), 388-400. DOI: <https://doi.org/10.14485/HBPR.2.5.7>. Available at <http://www.ingentaconnect.com/content/psp/hbpr/2015/00000002/00000005/>
4. Gutuskey L, et al. (2016). The role and impact of student leadership on participants in a healthy eating and physical activity programme. *Health Education Journal*, 75(1), 27-37. Available at <http://journals.sagepub.com/doi/pdf/10.1177/0017896914561878>



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