



## Fuel Up To Play 60 Fact Sheet

Created in partnership by National Dairy Council and the National Football League, *Fuel Up to Play 60* (FUTP60) is a program that empowers youth to take action in their schools and make long-term nutrition and physical activity changes.

### How does the program work?

FUTP60 has fun strategies for students to plan, implement and participate in – all while earning points for themselves and their school. Students help lead and design the strategies to create more options for being active and eating more healthy foods.

- Schools enrolled in FUTP60 receive the easy-to-implement School Wellness Activation Kit and access to online program tools.
- The kit includes a menu of activities and colorful display materials – customized with local NFL team insignia – that inspire students to "get up and play" for 60 minutes a day and to "fuel up" with the food groups kids are lacking – low-fat and fat-free dairy foods, fruits, vegetables and whole grains.
- Activities students can implement include Taste & Vote, an opportunity for students to try nutrient-rich foods and expand offerings in the cafeterias, Know Your Fuel, nutrition education integrated into classrooms, and in-class physical activity breaks.
- More than 60,000 schools nationwide participated in the online competition, with students logging the healthy choices they were making for themselves and their schools.

### FUTP60 in the Southeast

- 48 percent of the Southeast schools (9,700) are participating in FUTP60, impacting more than 5.8 million students.
- 120 middle schools in the Southeast have received more than \$60,000 in grant funds from the dairy farmers to support their FUTP60 initiatives, reaching more than 86,000 students.

### FUTP60 in Neely's Bend Middle School, Madison, TN

- 93 percent of the registered students in the school tracked their healthy choices in the online competition.
- Since August 2009, school meal participation has increased over 13% and milk sales increased over 50 units per day.
- More than 155 students have participated in the school healthy eating initiatives and 180 of the students have participated in the physical activity initiatives.