

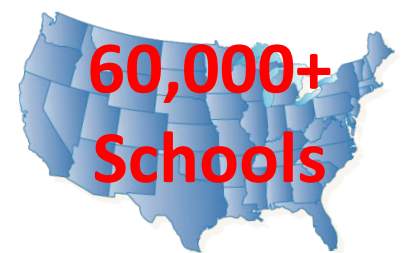


# Fuel Up to Play 60: A Snapshot

Fuel Up to Play 60 is a program that **empowers youth to take action** in their school and for their own health.

By engaging, incenting and rewarding students for making a difference in their school environment and choosing healthy behaviors, Fuel Up to Play 60 will help **increase sustainable access to nutrient-rich foods and physical activity** in schools and create **long-lasting behavior changes** in youth.

## Program Reach & Evaluation



## Program Advisors



## Student Ambassador Program & Student Teams



## In-School Resources



## Web site



## USDA Partnership



## NFL Partnership



## Social Media



## Youth/Adult/School Incentives and Rewards



## Youth Mini-Challenges



# FUTP 60 Program Elements: A Closer Look

## Fuel Up to Play 60 Web site

**FuelUptoPlay60.com** is an interactive Web site where youth can:

- Join FUTP 60 and pledge their commitment to eat healthy and get more physical activity
- Learn about healthy eating and physical activity
- Download tools and resources
- Showcase school/personal efforts

**FuelUptoPlay60.com/getinvolved** offers adults (businesses, individuals, schools stakeholders and parents) a place to:

- Learn more about the program and how to get involved
- Enroll schools in the program
- Sign up for updates

## Tools and Resources

An Activation Kit will be sent to schools to help students and school stakeholders activate and engage in the FUTP 60 program, including in-school promotional materials and a Playbook.

### In-school Promotional Materials

Banners, wall clings/posters and other promotional materials to increase visibility of the program and motivate participants in schools.

### National Playbook

A guide with tools and resources to help students and schools bring FUTP 60 to life. Students pick from physical activity and healthy eating strategies to drive healthy behavior changes in their school.

## NFL and USDA Partnership

Partnerships with all 32 NFL Clubs and the U.S. Department of Agriculture to help promote and activate FUTP 60 and bring more resources to the table.

## Social Media

Potential partnerships with youth and adult social media sites to reach a wide spectrum of audiences.

## National and Local Media Relations

National and local media outreach to generate consumer awareness and drive youth to the Web site to join FUTP 60.

## Youth/Adult/School Incentives and Rewards

Incentives will be provided to help motivate students, schools and school stakeholders to meet program and milestone goals. Rewards will be provided to recognize those who took action and encourage continued participation throughout the program. Also included would be FUTP 60 funds for schools to enact sustainable changes.

## Youth Mini Challenges

Mini challenges will be provided throughout the program to keep youth excited and engaged as well as provide opportunities for information sharing.

## Program Advisors

A network of supportive adults in the school environment to help guide youth in their efforts and involvement in the FUTP 60 program.

## Student Ambassador Program

As an incentive for the program, Student Ambassadors will be selected to share their feedback and help shape the program while also serving as spokespeople for media opportunities.