

# Encouraging Students to Fuel Up with Healthy Foods & Play 60 Minutes Every Day



**Tami Anderson, RD**  
**WDA Fuel Up to  
To Play 60 Lead**



*Dairy farmers nourishing people  
and planet with world-class care.*

**Colin Lowe**  
**WDA Fuel Up to  
Play 60 Manager**



**Celebrating**  
**5**  
**Years!!**

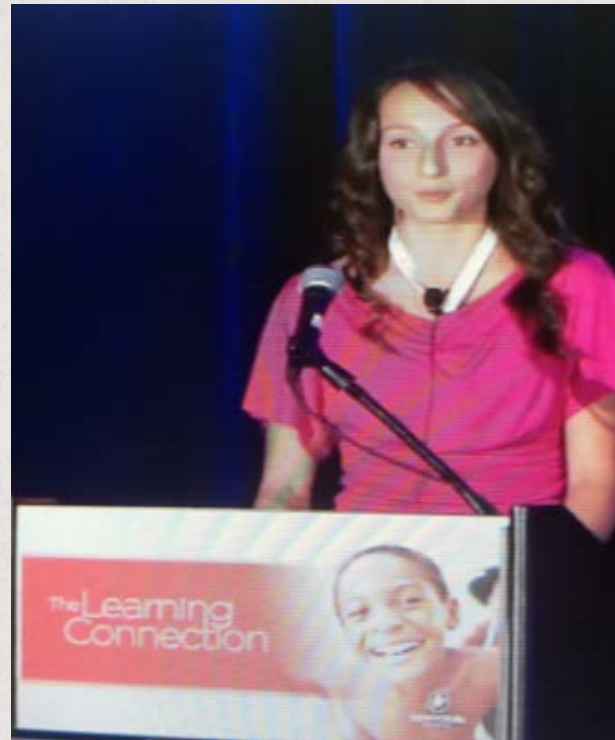
# Students and adults working together

- Empower students to make smart choices
- Make lasting healthy changes at your school
- Support your existing school wellness efforts
- Provide the opportunity to improve the health, academic achievement and long-term well-being of students in your school



# Student Impact Video Clip

- Kaylene's Story

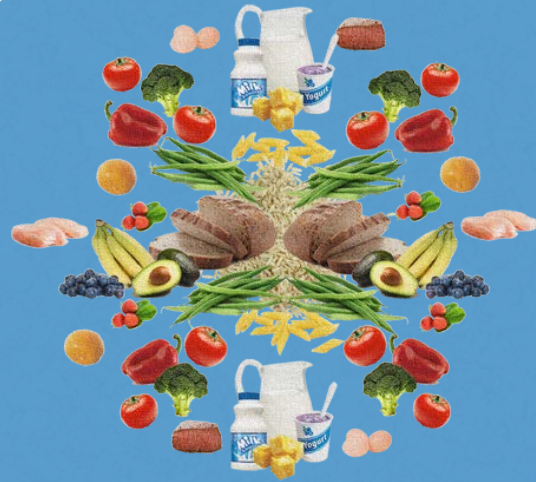


# Results

- 61% of educators say Fuel Up to Play 60 helps them achieve their school wellness goals.
- 73% of educators say Fuel Up to Play 60 is helping students make healthier food choices.
- 63% of educators say Fuel Up to Play 60 is helping increase the amount of time students are physically active at school.



# What does Fuel Up to Play 60 mean?



**Fuel Up**  
on Nutrient Rich Foods



**Be Active**  
at least 60 Minutes  
every day

Dairy Farm Families  
Encouraging Students to  
**Fuel Up with  
Healthy  
Foods**

**Fuel Up with Smoothies**



Milk and yogurt-based smoothies are a delicious nutrient-rich option students love for school breakfast.

**Grab N Go Combo Meals**



Launched in Colorado, now offered nationally, with the support of Leprino Foods.

**Breakfast in the Classroom**



Making breakfast accessible to start the day right.

# A Little Paint Goes a Long Way

Ryan Cafeteria BEFORE



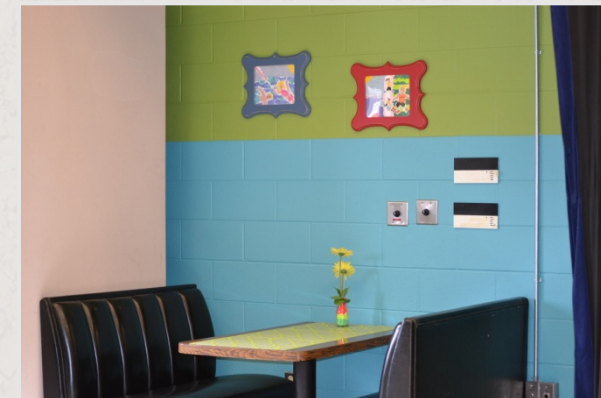


# Students and Adults Working Together





# The NEW Healthy Hawks Cafe



# Visible, Vocal Support Denver Broncos Partnership



## Physical Activity: Liberty Point International, Pueblo West, CO



- Walk for Wellness Club Play
- “Walk the Broncos to the Super Bowl”
- Goal: Log miles to “walk” from school to Super Bowl in NJ (1764 miles)
- Nearly full participation of 500 students plus staff



# Program Advisor of the Year: VALERIE CORDOVA



Swanson Elementary

# Ambassadors

# Incentives and Rewards

State Student Ambassadors





# Tools and Resources

- Back to School Kits
- Fuel Up to Play 60.com website
- School Wellness Investigation
- Playbook

The screenshot shows the Fuel Up to Play 60 website homepage. At the top left is the logo. To its right is a navigation bar with a 'Blog' button and a 'Connect' button with a Facebook icon. Below the navigation bar is a paragraph of text: 'Fuel Up to Play 60 is a program founded by the National Dairy Council and NFL, in collaboration with USDA, that empowers students to take charge in making small, everyday changes at school. Students can win cool prizes, like an NFL player visit or Super Bowl tickets, for choosing good-for-you foods and getting active for at least 60 minutes every day. We want kids to make a difference not only in their lives, but also their community.' Below this is a line of text: 'Whether you're a student, supporter or educator, simply choose your path to get involved and get going.' Underneath are three buttons: 'I'm a Student' (blue), 'I'm a Supporter' (red), and 'I'm an Educator' (yellow). Below each button is a corresponding image: a group of students, a man in a suit shaking hands with students, and a woman talking to a child. To the right of these images is a bottle of milk and an NFL football.

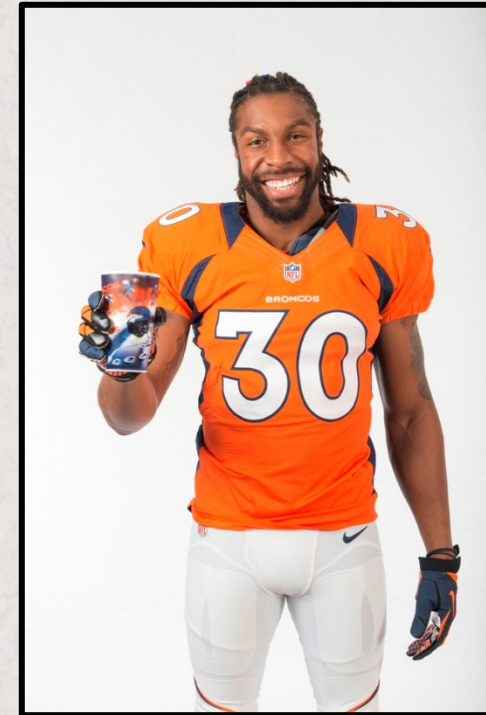
# Funding

## Grants:

- ✓ Up to \$4000 per school year
- ✓ Application Deadlines:
  - ✓ June 1, 2014
- ✓ Adult Program Advisor will be the one applying

Funding opportunities are competitive and are awarded based on the quality of the application and the proposed use of funds.

## BRAX Fuel Up Cups Fundraising Opportunity





Are

YOU

in?

