



What Makes Fuel Up to Play 60 Unique?

Many organizations are making legitimate efforts to improve youth wellness, beginning in schools, because the classroom, the cafeteria and the gymnasium are an ideal setting for learning healthy lifelong habits. What makes Fuel Up to Play 60 different from the others? How is this program positioned to positively impact the childhood obesity crisis?

For Youth, By Youth

As Fuel Up to Play 60 was developed, youth were actively placed in the driver seat to encourage shared ownership and responsibility. Youth tested and approved all program components, ensuring that the program remained authentic and would be embraced by a national youth audience. The brand name itself focused heavily on a balance of healthy eating and physical activity to provide youth and adults with a clear indication of the program's intent.

A Comprehensive Approach

Fuel Up to Play 60 is also unique in that it teams nutrition and physical activity, teaching youth the whole story of healthy living. The program is grounded in decades of nutrition and physical activity experience and research from National Dairy Council (NDC), the National Football League, the U.S. Department of Agriculture (USDA) and other partner organizations. While the program has the backing of NDC, Fuel Up to Play 60 follows a comprehensive nutrition approach. The program encourages the consumption of nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and at least 60 minutes of physical activity daily. Healthy eating and physical activity messages shared in the program are both simple and compelling to youth.

Powerful Partners

Fuel Up to Play 60 offers bold leadership through powerful partnerships, involving many organizations and industry leaders. The program utilizes the NFL's connection to admired athletes as part of the program's appeal for students. Fuel Up to Play 60 also capitalizes on NDC's trusted relationships with schools through decades of supplying science-based nutrition information and education materials.

Together, the NFL and NDC are combining significant in-kind and financial resources and expertise and bringing even more organizations on board. Organizations like the American Dietetic Association/Foundation, American Academy of Pediatrics, Action for Healthy Kids, National Medical Association, National Hispanic Medical Association, School Nutrition Association and American Academy of Family Physicians have joined the cause.

Customization

This ongoing, social marketing program goes beyond promotions to influence actual behavior change—advancing the youth desire for a healthier future. Integrated components developed with youth (e.g., program curriculum, in-school signage, interactive website, youth challenges, etc.) are customizable and non-prescriptive—allowing youth and schools to determine which tools and resources will best meet youth wellness goals and each school's wellness policies.

National Issues, Local Solutions

Because Fuel Up to Play 60 aims at long-term, sustainable change, it requires ongoing support and participation at the grassroots level. Local dairy councils across the country and all 32 NFL clubs actively support this program, providing locally-relevant program components to encourage engagement and program evolution based on local needs.

Massive Reach

Since the program launched in 2009, Fuel Up to Play 60 has more than 70,000 schools currently enrolled – that's two-thirds of all the schools in the U.S. – with the potential to reach over 36 million children. This extraordinary reach validates Fuel Up to Play 60 as a vehicle for youth to make positive changes for themselves and for adults to support them.



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