



## Who Can Help and How: School Nutrition Professionals

### Why Fuel Up to Play 60?

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by the National Dairy Council®, local Dairy Councils and the National Football League, in collaboration with the United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country. Fuel Up to Play 60 presents an opportunity for you to ensure changes made at school are sustainable, making it possible for children to have more opportunities to choose tasty, nutrient-rich foods throughout the school environment and to be physically active.

### Why You?

As a school nutrition professional, you have the expertise and experience to help students make healthy choices both in and outside the cafeteria. You can help students and nutrition staff understand the benefits of healthy eating, and you can participate in activities to demonstrate your commitment to the long-term health of students and schools. When students implement Healthy Eating Plays, you can provide the help and guidance that will help them make positive changes in the school environment. When you do, here's what can happen for you and your school:

- **Secure Funding for Your School:** Fuel Up to Play 60 provides funding opportunities that can help support healthy eating promotions and equipment for your school cafeteria.
- **Earn Continuing Education Units:** You can earn CEUs through Fuel Up to Play 60 participation via our partnership with the School Nutrition Association.
- **Be a Change Agent:** Fuel Up to Play 60 has resources that can help you gain allies in achieving your school nutrition goals. Together, you can take a closer look at your school wellness environment and implement strategies to improve it. The School Wellness Investigation can help you diagnose specific needs, and the Fuel Up to Play 60 Playbook has a wealth of activities and the tools and resources to help meet those needs and more.
- **Be Recognized for Your Efforts:** Fuel Up to Play 60 can help you take actions that qualify your school for the HealthierUS School Challenge initiative. You can mobilize the whole school community to help *you* earn that distinction. Learn more by watching the “Working Together” video available at the online Training Camp.
- **Improve School Meal Participation:** Fuel Up to Play 60 provides all kinds of rewards and incentives – for kids and adults – to build awareness and drive healthier choices. You can help students get excited so they'll want to be the champions of your healthy meals program at school.

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- **Achieve Your School Wellness Goals:** When you help implement Fuel Up to Play 60 programs in your school, you'll be helping your school achieve its goals – for local school wellness and to be part of a growing collection of schools across the nation dedicated to the success and well-being of youth. Fuel Up to Play 60 supports the ambitious yet attainable goals of First Lady Michelle Obama's Let's Move! initiative to end childhood obesity within a generation by getting more youth and families to commit to becoming active and eating better.

#### How Can You Get Involved?

As a school nutrition professional, here are some things you can do right now – today – to help integrate Fuel Up to Play 60 in your school. You can:

1. **Make sure you're enrolled** and link yourself to a school – or multiple schools in your district.
2. **Log in to your Dashboard and connect with your school's Program Advisor.** Find out who is leading the effort in your school and help that person build a strong team. If your school doesn't have a Program Advisor, consider volunteering. You'll be recognized for your efforts – and you'll make a difference.
3. **Lead a School Wellness Investigation** to identify your school's most significant needs.
4. **Brief your school's Fuel Up to Play 60 team** on the issues and challenges of running a school food program. Help them design the right Plays to help improve students' nutrition choices.
5. **Consult the Fuel Up to Play 60 Playbook** to find an activity that matches your goals. Kickoff and Promotion Plays can help build student awareness of and enthusiasm for healthier foods. Healthy Eating Plays capitalize on the work you do to increase student selection of nutrient-dense choices. You can also work with your school's P.E./health teacher on a Physical Activity Play to help provide nutrition education that will help both your programs.
6. **Complete a funding application** form through Fuel Up to Play 60's competitive, nationwide funding program for schools. Schools may apply for up to \$4,000 per year at [FuelUpToPlay60.com](http://FuelUpToPlay60.com).

Learn more about **Fuel Up to Play 60** at [FuelUpToPlay60.com](http://FuelUpToPlay60.com).

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