



Who Can Help and How: Parents

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. Why? Evidence shows that healthy eating and physical activity can contribute to higher levels of student achievement:

- Better nutrition, including breakfast, helps students get the nutrients they need and may help improve academic performance, test scores and school attendance.¹
- Being physically active may help students improve self-esteem, cognitive function and test scores. Experts recommend at least 60 minutes a day for youth.²

Why You?

As a parent, you have a more direct connection with your children than anyone else in their lives. You can elevate the importance of healthy eating and physical activity, serve as a role model and integrate healthy school strategies into your daily lives – all of which can help kids succeed both in the classroom and throughout their lives. Implementing Fuel Up to Play 60 Plays successfully helps youth not only to make positive changes in the school environment but also to develop leadership skills that can last a lifetime. Fuel Up to Play 60 has the action ideas, resources and rewards that can bring your school and community together in exciting and energizing ways. With Fuel Up to Play 60, here's what can happen for your child and your school:

- **Healthy, High-Achieving Students and Schools:** When you help Fuel Up to Play 60 work in your school, you'll be [helping the school achieve its goals](#) – for academics, for local school wellness and as 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.
- **Community Involvement:** Fuel Up to Play 60 helps create a sense of community, as [students take on leadership roles](#) and adults become [allies](#) in pursuing common goals. Get other parents involved in the school's efforts.

¹ *The Learning Connection: The Value of Improving Nutrition and Physical Activity in Our Schools*. Action for Healthy Kids, 2008. Available at: <http://www.actionforhealthykids.org/resources/files/learning-connection.pdf>. Accessed June 8, 2011.

² *The Association Between School-Based Physical Activity, Including Physical Education, and Academic Performance*, 2010. Centers for Disease Control and Prevention. United States Department of Health and Human Services. Available at: http://www.cdc.gov/healthyyouth/health_and_academics/pdf/pa-pe_paper.pdf. Accessed June 8, 2011.