

## ***Fuel Up to Play 60*** **Frequently Asked Questions**

### **What is *Fuel Up to Play 60*?**

Today's kids need to believe that nutrition and physical activity are important for their health now and for their future. That's why the **National Dairy Council® (NDC)**, your local Dairy Council® and the **National Football League (NFL)** have formed a long-term partnership to create *Fuel Up to Play 60*.

The program focuses on promoting healthier youth and schools. For the 2009-10 school year, this initiative will launch in more than 60,000 schools across the country, reaching millions of kids. The ultimate intention of *Fuel Up to Play 60* is to engage and inspire youth to take control of their health and wellness. With schools' support, we believe that we can:

- Encourage kids to “fuel up” with the nutrition-rich foods they don't get enough of— low-fat and fat-free dairy foods, fruits, vegetables and whole grains.
- Motivate kids to be more active and play for 60 minutes a day; 10-15 minutes of activity before, during and after school can add up.

*Fuel Up to Play 60* is a student-led program in which students partner with adult advisors to plan and implement healthy eating and physical activity action strategies.

*Fuel Up to Play 60* resources are available to any school in the U.S. and include a free School Wellness Activation Kit (one per school, while supplies last), online Playbook with healthy eating and physical activity action strategies, online healthy behavior tracking tools, and a national competition for schools and students (all starting October 15, 2009).

### **How much does the School Wellness Activation Kit cost?**

The Wellness Activation Kit, shipping and handling costs, and online support materials are funded by the National Dairy Council®, your Local Dairy Council®, and the National Football League (NFL). There is no cost to schools.

### **When will I receive my School Wellness Activation Kit?**

We will begin shipping kits to schools in October 2009 and will continue throughout the 2009-2010 school year. A limited number of kits are available. Once the 2009-10 kits are depleted, schools will have the opportunity to enroll to receive the 2010/2011 Wellness Activation Kit.

### **What do I have to do when I enroll in the Fuel Up to Play 60 program? What am I responsible for?**

Your responsibilities depend on your school's commitment to wellness. Here are some things you can do to get started.

1. **Find out who's on your team** – you can see who else at your school or district was interested in school wellness and signed up for information. Go to [www.SchoolWellnessKit.org](http://www.SchoolWellnessKit.org) and enter your email address to log in. You must be enrolled to see who else is enrolled at your school. You can also identify who the kit “owner” is at your school. The “owner” is simply the first person to sign your school up. He or she will be notified when your schools kit has been sent to your school.

2. **Gather all wellness champions at your school.** Encourage them to sign up at [www.SchoolWellnessKit.org](http://www.SchoolWellnessKit.org). Though only one kit is available per school, *Fuel Up to Play 60* is meant to be implemented throughout the school. There is no limit to the number of people who can sign up to receive eNewsletters and access online materials.

3. **Learn more about *Fuel Up to Play 60***, including the Kickoff Event, the Action Strategies, and the National Competition by watching the “Training Camp Clips” in the Get Started area at [www.SchoolWellnessKit.org](http://www.SchoolWellnessKit.org).

### **Who else in my school has signed up for the School Wellness Activation Kit program?**

To see who else has signed up to help implement the Wellness Activation Kit program, go to <http://www.SchoolWellnessKit.org/login.asp>. You must be enrolled to see who is on your school's team. Enrollment is free.

### **Who is funding the School Wellness Activation Kits, and why?**

Just like you, The National Dairy Council® (NDC), your local Dairy Council® and the National Football League (NFL) have made it our unified mission to educate kids on the importance of eating right and staying active. By combining a leader in nutrition with a league that believes in the power of sport, there's nothing stopping us from helping you achieve some incredible results!

### **Can I sign up to receive the School Wellness Activation Kit if I do not work in a school?**

School Wellness Activation Kits are developed specifically for implementation by adults in a school building who are passionate about improving students' nutrition and fitness. These building-level advocates have the best chance of making the materials works for their students, so kits are only provided to school-level champions. However, you can sign up to receive eNewsletters and use online resources if you do not work in a school.

### **I work at the school district level. Can I arrange for all the schools in my district to receive a School Wellness Activation Kit?**

Yes, if you work at the district level for a public school district, you can enroll all the schools in your district. During enrollment, select the option to enroll multiple schools within a public school district. You will need a contact name and unique email address for each school.

**How often do newsletters come out?**

Newsletters will be emailed monthly. You can also visit the newsletter archive on [www.SchoolWellnessKit.org](http://www.SchoolWellnessKit.org) to read previous month's versions.