



# Fuel Up to Play 60 Program Overview

[www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com)



*Fuel Up to Play 60* is a youth-led program that **empowers youth to take action** in their school and for their own health. By engaging, incenting and rewarding students for making a difference in their school environment and choosing healthy behaviors, *Fuel Up to Play 60* will help **increase sustainable access to nutrient-rich foods** and **physical activity** in schools and create **long-lasting behavior changes** in youth.

Social Media



Tools and Resources



National and Local Media Relations



Nationwide Competition and Youth Incentives



Program Advisors



NFL Partnership



Student Ambassador Program





# Fuel Up to Play 60 Program Elements

## Social Media

Partnerships with youth social media sites, including Whyville.net, AllyKatz.com, NFLRush.com and Poptropica.com, to reach youth where they live online

## National and Local Media Relations

National and local media outreach to generate consumer awareness and drive youth to the Web site to join *FUTP 60*

## Nationwide Competition and Incentives

### Fuel Up to Play 60 Competition

A nationwide competition to reward students and schools for making healthy changes (Competition dates are: 10/15-12/15 and 2/1-3/15)

### Incentives and Prizes

Students will be rewarded with prizes based on points earned through online tracking, regardless if their school is involved in the program. Schools and students have the chance to win:

- **One national school grand prize:** a *FUTP 60*-themed healthy school makeover and a starring role in a *FUTP 60* promotion with a NFL player
- **One national individual grand prize:** a personal healthy makeover and a starring role in a *FUTP 60* promotion with a NFL player
- **Individual prizes** (one per state): an iPod touch® and a \$50 NFLShop.com gift card
- **State-wide prize** (one school from each state): a *FUTP 60*-themed healthy school makeover

## www.FuelUpToPlay60.com

An interactive Web site where youth can:

- Join *FUTP 60* and sign up for the competition
- Pledge their commitment to eat healthy and get more physical activity
- Learn about healthy eating and physical activity
- Earn points for their healthy eating and physical activity behaviors as well as in-school activities
- Play fun games and take quizzes/challenges
- Download tools and resources

*Additional materials and resources are available online for school stakeholders and parents to learn more about the program*

## Tools and Resources

An Activation Kit will be sent to schools to help students and school stakeholders activate and engage in the *FUTP 60* program, including in-school promotional materials and a Playbook

### In-school Promotional Materials

Banners, wall clings/posters and other promotional materials to increase visibility of the program and motivate participants in schools

### National Playbook

A guide (printed and electronic) with various tools and resources to help students and school stakeholders bring *FUTP 60* to life. Students pick from physical activity and healthy eating action strategies to implement and help drive healthy behavior changes in their school

## Grants

Schools may be awarded grants to ensure financial resources are available to motivate and sustain long-lasting healthy changes in schools

## Student Ambassador Program

Student Ambassadors will be selected to share their feedback and help shape the program while also serving as spokespeople for media opportunities

## NFL Partnership

Partnerships with all 32 NFL Clubs to help promote and activate *FUTP 60*

## Program Advisors

A network of supportive adults in the school environment to help guide youth in their efforts and involvement in *FUTP 60*