

# SUCCESS STARTS WITH FUEL UP TO PLAY 60



**Fuel Up to Play 60 (FUTP 60) is a customizable school wellness solution** that builds a culture of complete wellness, inspiring youth to eat healthier, move more and create the same positive change in their school and community – becoming the leaders of tomorrow.



**NFL STAR POWER**  
to get students excited  
about healthy living



**SCIENCE-BASED  
RESOURCES AND TOOLS**  
created by nutrition  
experts



**PLAYBOOK OF IDEAS**  
to jump-start school  
improvements



**REWARDS AND  
RECOGNITION**  
for educators and  
students



**ADAPTS TO YOUR  
NEEDS**  
working on its own,  
integrating with existing  
wellness programs  
or helping implement  
additional programs



**MEETS FEDERAL  
REQUIREMENTS**  
helping schools achieve  
6 out of 10 Whole School,  
Whole Community, Whole  
Child components and  
5 out of 8 Coordinated  
School Health  
components for school  
wellness



**FUNDING**  
to support and enhance  
wellness efforts and  
goals

## Students Love Fuel Up to Play 60

Based on a national 2015 survey of 111,827 students who were involved in FUTP 60\*.

**68%**

of students say they  
are **performing better  
academically** because  
of their involvement

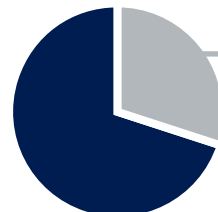
**90%**

say they are **getting  
more physical activity**  
at school and at home

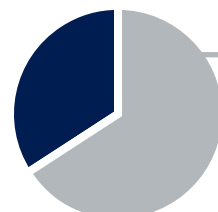


**7 in 10** students say they are **encouraging and  
promoting healthy habits** in their families

## Supporting Equal Access to Healthy Opportunities



**Over 30% of schools** involved  
in FUTP 60 are in urban areas  
with predominantly minority  
and lower-income students



**2/3 of grant funds** distributed  
have been used to jump-  
start healthy changes in  
underserved communities

# EDUCATORS LOVE FUEL UP TO PLAY 60

Based on a regional 2017 survey of schools funded by Dairy MAX grants\*\*.



## Fuel Healthy Eating



Percentage of educators who saw an increase in overall **healthy eating opportunities** in school menus



Percentage of educators who saw an increase in **school breakfast participation**

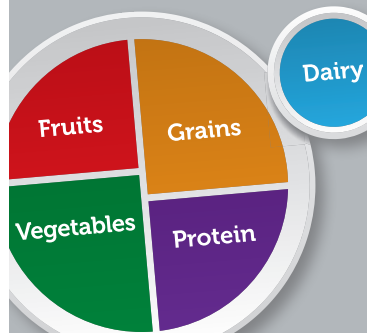
## Students and MyPlate\*

**89%**

of students said they were eating/drinking more dairy at home or school

**80%**

of students said they were eating more fruits and vegetables at home



## Fuel Physical Activity

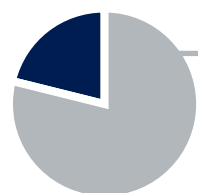
**81%**

of educators saw **increased physical activity** opportunities for students before, during and after school



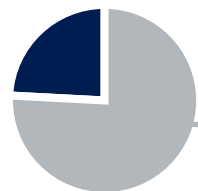
**4 in 5** students are getting **more physical activity**

## Fuel Leadership



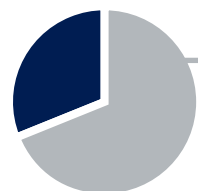
**79%**

of educators saw an **increase in students taking on leadership roles**, which helps prepare them for higher education and future careers, and can lead to scholarship opportunities



**76%**

say the program **helps students develop leadership skills**



**69%**

feel the program is **contributing to students' future readiness to succeed** in work and in life

## Fuel Community



of educators say FUTP 60 is enabling students to **feel more connected** with their school



saw an **increase in community support** for student health and wellness



saw an **increase in parent interest** in healthy eating and physical activity

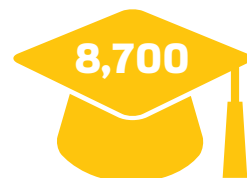
## Dairy MAX Region Successes

Since its creation in 2009, FUTP 60 has reached over



**MILLION**

students in more than



**SCHOOLS**

across our region – Colorado, southwest Kansas, Montana, New Mexico, western Oklahoma, Texas and Wyoming &



**MILLION**

students across the nation.

References:  
\*2015 Youth Survey Final Report – Prepared by MMS Education  
\*\*2017 FUTP 60 Utilization and Impact Survey – Prepared by DMI