



## FOR IMMEDIATE RELEASE

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### **NFL HUDDLES UP WITH CHARITABLE PARTNERS TO PROVIDE FREE DIGITAL EDUCATION AND WELLNESS RESOURCES DURING COVID-19 SCHOOL CLOSURES**

*First phase of support and relief efforts will provide online learning tools for students in grades K-12, teachers and parents*

The NFL and several of its charitable partners have made digital education and wellness resources available for free for teachers, parents and students across the country to utilize during this unprecedented time when alternate forms of learning are needed, it was announced today.

These resources provide additional opportunities to learn outside of school as millions of students across the country are displaced from their classrooms.

The NFL family is taking a first step to rally together to help those who need it most during this time and will be announcing additional relief efforts and financial support shortly. During this past season, the NFL asked our fans and communities to huddle together and give back as part of Huddle for 100. There is no more important time than now to continue this critical message.

“We know this is a difficult and uncertain time across our nation, including for millions of parents like me with young kids at home, looking to keep them active and educated. We want students, teachers and parents to know there are options for them at home,” said ANNA ISAACSON, Senior Vice President of Social Responsibility, NFL. “Alongside our partners, we’ve made a number of digital education resources available for anyone who may need them immediately when learning and teaching is extremely critical.”

As part of this first phase of support, outlined below are the resources the NFL and its partners have made available for free:

#### **American Heart Association and Discovery Education – NFL PLAY 60**

- **NFL PLAY 60 Virtual Field Trip – To check out previous episodes visit <https://aha-nflplay60.discoveryeducation.com/>**
  - The [NFL PLAY 60 Virtual Field Trip](#) is an all access pass to behind the scenes of Super Bowl LIV in Miami. Huddle Up and Get Moving with NFL players, cheerleaders, American Heart Association volunteers and students.
- **NFL PLAY 60 App – Available in the App Store or on Google Play**

- With the [NFL PLAY 60 App](#) take real steps to move in the game, explore your surroundings and collect characters to build your ultimate team for competition. See your rank on the leaderboard as you run, jump, dance, catch and see your players do the same.
- [Family Activities](#) – simple ways to encourage daily physical activity to keep everyone healthy.
- **Discovery Education Resources**
  - To help schools and the communities they serve maintain continuity of learning in the event of prolonged school closures due to the Coronavirus, Discovery Education has created a three-pronged response. The elements of our response are as follows:
    - For U.S. schools or school systems that are not currently using Discovery Education resources, but are experiencing closures due to the Coronavirus, Discovery is offering free access to Discovery Education Experience through the remainder of the school year. To request access to Discovery Education Experience, principals and superintendents of affected school or school districts are encouraged to fill out the [Experience Access Request form](#).
    - Discovery Education has created a special channel within Discovery Education Experience—the Viruses and Outbreak Channel—featuring digital content that helps educators discuss the Coronavirus outbreak with students. This content includes timely updates on what the Coronavirus is, information on how infectious diseases spread, and essential guidelines for staying healthy. Schools and school systems with access to Discovery Education Experience can find these resources [here](#).
    - Discovery has worked with their content partners to make the Viruses and Outbreak Channel available to the communities our U.S. school systems serve so that parents, caregivers, and other adults have the same access to the materials children are being taught in schools. If you are a Discovery Education partner and are interested in obtaining a login for the Viruses and Outbreak Channel that you can send to members of your community, please fill out the [Experience Access Request form](#).

## **Boys & Girls Clubs of America**

- **MyFuture**
  - MyFuture (<https://myfuture.net/>) is BGCA's mobile-friendly social platform with access to over 185 Boys & Girls Club program activities in areas such as STEM, leadership and the arts. With MyFuture, kids and teens can learn new skills, connect with their friends, and earn recognition and rewards in a safe and fun online environment. While anyone can access the 45-minute activities available, BGC Members can also earn digital badges and share their completed projects with the online MyFuture community. Currently, youth can earn badges in Digital Literacy Essentials, Media Making, Computer Science, Leadership, Visual Arts, Lyricism 101, Ultimate Journey, SMART Girls, Positive Club Climate and DIY STEM.
- **YD Toolbox**
  - The YDToolbox mobile app (<https://ydttoolbox.goodbarber.app/>) helps Youth Development Professionals, Educators and Caregivers provide quick and engaging learning experiences focused on supporting young people's social and emotional development. These tools help caring adults to build communities with youth, spark meaningful conversations and maximize learning. Download the app for free on the Google Play or Apple stores by searching for "YDToolbox," or access it on your computer

at [ydttoolbox.goodbarber.com](http://ydttoolbox.goodbarber.com). Once downloaded, click on Quick Tools for access to community builders, conversation starters, energizers and reflection questions.

### **Character Playbook – United Way and EVERFI**

- The NFL, in partnership with United Way Worldwide, is providing access to **Character Playbook: Healthy Relationships & Mental Wellness Basics**, two innovative digital learning experiences for middle and high school students to support remote learning. Visit <http://www.characterplaybook.com/> to access the below courses.
- Powered by digital education leader EVERFI, **Healthy Relationships** uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during these critical years. The six-module course takes 2-3 hours to complete and meets National Health Education Standards (NHES), CASEL Social and Emotional Learning Competencies, and Common Core State Standards.
- **Character Playbook: Mental Wellness Basics**, is a digital program designed to help educators foster mental wellness in their classrooms and equip students with lifelong mental wellness skills. *Mental Wellness Basics* is intended for high school students and is being made free for the time being. This course, also powered by EVERFI, meets National Health Education Standards (NHES) and State Academic Health Standards. The four-module course takes approximately one hour to complete, and covers topics including Mental Health Basics and Healthy Coping Skills. Tips for teen mental wellness are also available.

### **The Cooper Institute**

- For teachers who are still delivering online instruction, our videos explaining aerobic capacity, muscular fitness, and body composition are always available on the FitnessGram site: <https://fitnessgram.net/assessment/#el-b0f87cce>
- The Cooper Institute has also compiled a playlist of videos from our library of Fit Tips to give students, parents and teachers fitness activities they can do at home. Visit the YouTube playlist here: <http://bit.ly/2xDFuQ9>
- For the latest in youth fitness news and helpful resources during this time, visit the FitnessGram website, <https://fitnessgram.net/> and [sign up for our youth newsletter](#) for more information.

### **Fuel Up to Play 60 / America's Dairy Farmers / GENYOUth**

- **At-Home Health and Wellness Resources:**
  - Fuel Up to Play 60 has curated digital, at-home health and wellness content to deploy across its channels: [www.FuelUptoPlay60.com](http://www.FuelUptoPlay60.com), Fuel Up to Play 60 app and its national database of Fuel Up to Play 60 Program Advisors. These resources will help make tools to lead healthy lifestyles outside of the school building more accessible for students and teachers.

### **Youth Football & At-Home Coaching**

- **USA Football**
  - [Football Development Model 60 Ways to Play Guide](#): This guide is an interactive resource that uses basic exercises and programs to develop physical literacy. The

exercises and games teach fundamental movement skills in an engaging manner, creating fun experience for participants.

- **InSideOut Initiative**

- To provide a sense of ongoing community and connection with high school student-athletes, the InSideOut Initiative will push out bi-weekly messages to high school administrators and coaches that contain ideas, best practices and curriculum to stay connected and engaged with students. Follow @ISOInitiative for more information.
- Parents can visit <https://insideoutinitiative.org/parentsplaybook/> to learn how we can collectively help create a fun and enriching sports experience for high school student-athletes.

### **306: African-American History**

- EVERFI and the NFL are providing **306: African-American History**, a digital education program created by EVERFI that shares stories of African-American accomplishments in the arts, science, academia and sports, to high school students free for the time being. Visit [www.EVERFI.com](http://www.EVERFI.com) for access to the course.

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#### **About the American Heart Association**

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century. Connect with us on [heart.org](http://heart.org), [Facebook](#), [Twitter](#) or by calling 1-800-AHA-USA1.

#### **About Boys & Girls Clubs of America**

For more than 150 years, Boys & Girls Clubs of America (BGCA.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, nearly 4,600 clubs serve 4.7 million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult members, fun, friendship and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 54 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at [www.bgca.org](http://www.bgca.org) or on [Facebook](#) and [Twitter](#).

#### **About the Cooper Institute**

Established in 1970, The Cooper Institute is a nonprofit dedicated to promoting life-long health and wellness worldwide through research and education and advocacy. By improving public health, The Cooper Institute helps people lead better, longer lives now and Well. Into the Future. To learn more, visit [CooperInstitute.org](http://CooperInstitute.org).

#### **About EVERFI, Inc.**

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct and other critical topics. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 30 million learners globally. Recognized as one of the World's Most Innovative Companies by Fast Company, EVERFI powers community engagement in a sustained manner to empower individuals and organizations to make an impact within their communities. The Company also convenes Networks to bring together financial institutions, colleges and universities, and some of the largest corporations to leverage insights and connections to drive impact. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, Advance, Rethink Education and Rethink Impact. To learn more about EVERFI visit [everfi.com](http://everfi.com) or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter @EVERFI](#).

### **About Fuel Up to Play 60**

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by National Football League (NFL) and National Dairy Council (NDC), which was founded by America's dairy farmers, in collaboration with the U.S. Department of Agriculture (USDA). Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. The program additionally encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and achieve at least 60 minutes of physical activity every day. As a result of the program, 14 million students are making better food choices and 18 million are more physically active. Fuel Up to Play 60 is further supported by several health and nutrition organizations: Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, Academy of Nutrition and Dietetics Association/Foundation, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit [FuelUpToPlay60.com](http://FuelUpToPlay60.com) to learn more.

### **About GENYOUth**

GENYOUth is a 501c3 nonprofit organization that empowers students to create a healthier future for themselves and their peers by convening a network of private and public partners to raise funds for youth wellness initiatives that create healthier school communities. We believe that all students are change-agents who deserve the opportunity to identify and lead innovative solutions that positively impact nutrition, physical activity, and student success. GENYOUth's flagship program, Fuel Up to Play 60, enrolls over 73,000 U.S. schools, reaching over 38 million students in nearly 10 years of operation. For more information about Grab and Go breakfast cart sponsorships or to make a donation to GENYOUth, visit [www.genyouthnow.org](http://www.genyouthnow.org) or contact Eric Slutsky, Director of Integrated Communication, 646-461-3056

### **About United Way**

United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 8.1 million donors worldwide and \$4.8 billion raised every year, United Way is the world's largest privately-funded nonprofit. We're engaged in nearly 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit [UnitedWay.org](http://UnitedWay.org). Follow us on Twitter: [@UnitedWay](#) and [#LiveUnited](#).

**About USA Football:** USA Football designs and delivers premier educational, developmental and competitive programs to advance, unify and grow the sport. As the sport's national governing body, member of the U.S. Olympic & Paralympic Committee and organizer of the U.S. National Team for international competition, USA

Football partners with leaders in medicine, child advocacy and athletics to support positive football experiences for youth, high school and other amateur players. To learn more, visit [www.usafootball.com](http://www.usafootball.com).