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Midwest Dairy Council
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The Wellness Impact:

Enhancing Academic Success
through Healthy School
Environments





Almost one-third
of youth ages 2-
19 are overweight
or obese

Over 22%
food insecure



The target



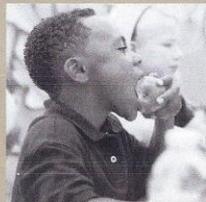
Mutually Reinforcing



What We Know



REPORT
BRIEF FOR
SCHOOL
ADMINISTRATORS



The Wellness Impact: Enhancing Academic Success through Healthy School Environments



The Wellness Impact is a GENYOUth Foundation report presented in partnership with the American College of Sports Medicine, the American School Health Association and National Dairy Council. It addresses why school wellness is more important than ever to students' and our nation's future. The report illuminates the vital importance of improved nutrition and increased physical activity in ensuring a school environment that enhances students' readiness to learn. This report brief provides highlights and key action steps of interest to school administrators.



This report was produced with the generous funding support from the Midwest Dairy Council.
www.midwestdairy.com

For a copy of the complete report, visit www.GENYOUthFoundation.org

“We can’t make kids smarter but with improved nutrition and physical activity, we can put a better student in the chair.”

**-Dr. Robert Murray,
Department of Pediatrics at Ohio State University**



What you eat
or don't eat
matters to
your brain



Benefits of Breakfast at School



Breakfast Comes in Many Forms

Classroom



Grab 'n Go



Cafeteria



Improving School Performance



Breakfast
makes
academic and
economic
sense

Breakfast in the Classroom FAQ



Breakfast in the Classroom Resource Center

<http://docs.schoolnutrition.org/SNF/BIC/>



 **BREAKFAST**
in the classroom

BeyondBreakfast.org

[Stakeholders](#) | [Feasibility](#) | [Financial](#) | [Menu](#) | [Promotion](#) | [Videos](#) | [Research](#) | [Implementation](#) | [Highlights](#)

BREAKFAST IN THE CLASSROOM (BIC) RESOURCE CENTER

Children who eat breakfast at the start of their school day have higher math and reading scores, have broader vocabularies, and perform better on standardized tests. They focus better and behave better. Children are less likely to be absent. They're less likely to see the school nurse and less likely to be overweight.

The Breakfast in the Classroom initiative takes the traditional school breakfast approach and improves it with one key ingredient: the classroom. Breakfast becomes available to all children and it's served after the opening bell. This maximizes participation.

Thinking about implementing breakfast in the classroom in your district or need more information about alternative breakfast models? The Breakfast Resource Center has a wealth of ideas to help inform and guide you in making the right choices for the children in your district.

Walmart 
SNF
SCHOOL
NUTRITION
FOUNDATION

[Return to
SNA Homepage](#)

**BEYOND BREAKFAST
BLOG**



Fuel Up
Breakfast Grants



Looking to Expand your Breakfast program?

Ask me about the
General Mills & National Dairy Council's
Breakfast Grant Program

Applications are due July 26th

Find the application at:

<http://school.fueluptoplay60.com/funds/introduction.php>





Fuel Up to Play 60: A Proven School Program



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What is Fuel Up to Play 60?: A Comprehensive Approach



Get Up and Play
60 Minutes a Day



Healthier
Kids



Fuel Up with
Nutrient Rich Foods



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Integration with Physical Activity and Nutrition Programs

- Association of Health, Physical Education, Recreation and Dance (IAHPERD)
- Presidential Active Lifestyle Award
- Let's Move
- Alliance for a Healthier Generation
- USDA – Healthier US School Challenge
- School Nutrition Association – District of Excellence
- And.. Support from Academy Nutrition & Dietetics, Academy of Family Physicians, Academy of Pediatrics, Dept. of Health, Dept. of Ag, Assoc. School Nurses and others



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How Does it Work?

- Online Program
- FUTP 60 program advisor(s)
- 6 Steps:
 - 1) Join the League
 - 2) Build Teams
 - 3) Kickoff
 - 4) Survey the Field
 - 5) Game Time
 - Choose Healthy Eating and Physical Activity ‘Plays’ from online [Playbook](#)
 - 6) Light Up the Scoreboard



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Fuel Up to Play 60 Playbook:

www.FuelUpToPlay60.com

The screenshot shows a web browser window displaying the Fuel Up to Play 60 Playbook website. The browser's address bar shows the URL <http://www.fueluptoplay60.com>. The website's header includes the Fuel Up to Play 60 logo and navigation tabs for Welcome, Join, Game Plan, The Playbook, Tools & Resources, and The Community. Below the header, there is a search bar and a "Go To My Dashboard" button. The main content area features a "The Playbook" section with a search filter on the left and a featured play titled "Kickoff Pep Rally Plus!" in the center. The search filter includes options for "Select Type of Play", "Subcategory", "Student Interest / Area of Skill", "Grade Level", and "Level of Involvement". The featured play includes a description, a star rating, and buttons for "View Play", "Print Play", and "Send to my Dashboard". Below the featured play, there are four categories of plays: "Healthy Eating Plays", "Physical Activity Plays", "Kickoff & Promotion Plays", and "Challenge!". The footer of the website includes the Fuel Up to Play 60 logo, the National Dairy Council logo, and the NFL logo with the text "A PROGRAM OF Play 60 THE NFL MOVEMENT FOR AN ACTIVE GENERATION".



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Your Dashboard

The screenshot shows a web browser window titled "My Dashboard | Fuel Up to Play 60 - Windows Internet Explorer". The address bar shows the URL "http://school.fueluptoplay60.com/myfup60/dashboard.php". The browser's search bar contains "Google". The page header includes "Hello, Lorna (Logout)", "MY DASHBOARD", and a "Share" button. Below the header is a navigation bar with tabs: "Welcome", "Six Steps", "Playbook", "Funding", "Tools & Resources", and "Success Stories". The main content area is titled "My Dashboard" and includes a dropdown menu for "My School" (set to "BIG HOLLOW ELEM SCH") and "School Year" (set to "2012-2013"). There are links to "Link myself to another school/district" and "Remove myself from this school".

On the left side, there is a "Contact Information" box with the following details:
Name: Lorna Riggs
Title: OTHER
Email: riggs@midwestdairy.com
Fueling Up to Play 60 since: September 2009
Last Login: September 06, 2012
Links: [Change My Contact Information](#), [Change My Password](#), [Change My Communications](#)

Below this is a "My Partners" section featuring logos for "Midwest Dairy" and a football helmet.

The main content area has a "Be A Program Advisor" section with a checkbox "Check box now for exclusive Perks" and a "Learn More" link. Below this is a "Modules - Select a tab to see full screen" section with a grid of tabs: "Home", "Six Steps", "My Team", "Program Advisor Perks", "Message Center", "Challenges", "Funds", "My Favorites", and "Competition Stadium". A checkbox "I will be a Program Advisor" with a "Learn More" link is located below the tabs.

The bottom section is titled "Hello Lorna" and contains a welcome message and a list of program modules with brief descriptions:
Six Steps: The program's basics - get started today!
Message Center: Check often for important program messages.
Program Advisor Perks: Access exclusive Perks here.
Competition Stadium: Start or join a friendly Fuel Up to Play 60 competition.
My Team: A list of students and educators on your school's team.
Funds: Apply for Funds for Fuel Up to Play 60 or access important messages regarding your application.
Challenges: ...



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Some Funding Examples



- Breakfast in the Classroom
- Grab and Go Breakfast
- Fitness Centers
- Walking clubs
- Instructors/Speakers
- PE/ Foodservice Equipment
- Dairy vending
- Taste tests
- Intramurals
- Family Fitness and Fun nights & Kickoffs
- Staff stipends
- Nutrition Education
- Student Incentives
- Printing/materials
- And much more!



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Fuel Up to Play 60 Action in SD

- <http://www.keloland.com/videoarchive/?videofile=130503Garfield>



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Fuel Up to Play 60 Action in SD



Woonsocket Elementary also receives a visit from Toby Gerhart as they tied for Grand Prize honors in the SD FUTP 60 School Champions Rewards Contest.



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Put the Game Plan in Action

- ✓ Visit FuelUpToPlay60.com for more info and enroll your school
- ✓ Sign up as a Program Advisor
- ✓ View training camp clips
- ✓ Next Funding Deadlines:
 - ✓ June 4, 2013 &
 - ✓ Nov. 1, 2013



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Make a Difference



Make FuelUpToPlay60.com
happen in *your* school



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Questions



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