



Your Program  
Starts **HERE!**

Fuel Up to Play 60 is designed to empower students and educators to work together and build healthier schools by creating positive experiences with healthy eating and physical activity.

Fuel Up to Play 60 is a leading national in-school health and wellness program launched by the National Football League (NFL) and National Dairy Council (NDC), which was founded by America's dairy farmers, in collaboration with the United States Department of Agriculture (USDA). Fuel Up to Play 60's primary focus is to help schools meet their wellness goals, encourage 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 each day. Here in Indiana, your local team consists of American Dairy Association Indiana and the Indianapolis Colts!

**Fuel Up to Play 60 is FREE and easy to join!**

#### **Get National & Local Updates!**

- Sign up for American Dairy Association Indiana's [Fuel Up to Play 60 Newsletter](#).

#### **Become a Program Advisor and Register Your Team**

- Partner with other staff members to all become Program Advisors (School Nutrition, Physical Education, Teachers, Administration). The bigger the collaboration, the bigger the program's success!
- Have each Program Advisor sign up and link to your school at [FuelUptoPlay60.com](http://FuelUptoPlay60.com).
- Work towards becoming a "Touchdown School."  
(Find a [Touchdown Steps Guide](#) by clicking "Program Tools" and then "Learn More")
- Make use of our Fuel Up to Play 60 [Lesson Plan](#) and resources for grades 3-12.

#### **Engage Student Ambassadors**

- Engage students to collect points towards becoming a Student Ambassador.  
(Look for details on "[Earning Points](#)" by clicking "Program Tools" and then "Learn More")
- Student Ambassadors can apply to become Indiana's State Ambassador.

#### **Pick Two "Plays" from the Fuel Up to Play 60 "Playbook"**

- One Healthy Eating Play – Coordinate with School Nutrition/Food Service
- One Physical Activity Play – Coordinate with Physical Education Teacher

### Promote Your Program

- Let us know what you're doing so we can help!
- Use communication channels at your school to share with your staff, district and supporters. (More ideas to [get the word out](#) can be found by clicking "Learn More")






### Grow Your Program – each year add classes or buildings within your district

- One school's program can expand to the next school.
- School nutrition can share tips on recipes and sampling between schools.
- High School students can help to create programs and inspire younger students.

### Stay Connected with Your Local Fuel Up to Play 60 Team at American Dairy Association Indiana!

- We want to hear about your kickoff events, updates, and more! #FuelGreatness #WinnersDrinkMilk
- Be considered for a Colts' Fuel Up to Play 60 [School of the Week](#).

### Be Social – great resources to follow for ideas:

- American Dairy Association Indiana  [Indiana Dairy](#)  [@INDairy](#)  [@INDairy](#)
- Fuel Up to Play 60 
- Fuel Up to Play 60 Program Advisor Official (Private Group) 

**Josh Leitman**, Youth Wellness and Communications Coordinator, [Leitman@WinnersDrinkMilk.com](mailto:Leitman@WinnersDrinkMilk.com)

**Meg Magsamen**, Youth Wellness Program Manager, [Magsamen@WinnersDrinkMilk.com](mailto:Magsamen@WinnersDrinkMilk.com)

**Hanna Kelley, RD, LD**, Director of Health and Wellness, [Kelley@WinnersDrinkMilk.com](mailto:Kelley@WinnersDrinkMilk.com)

