Great things happen with Fuel Up to Play 60. The result is empowered and connected youth who eat healthier, move more, and inspire their school and community to do the same.
A DECADE OF RESULTS AND IMPACT

Reaching and Engaging Students*

73 thousand
Enrolled schools

38 million
Students reached through the program nationwide

13 million
Students actively engaged in the program

64 thousand
Students empowered as school wellness ambassadors

Helping Underserved Students and Schools

OVER 30% OF ENROLLED SCHOOLS ARE IN URBAN SETTINGS WITH PREDOMINANTLY MINORITY AND LOWER-INCOME STUDENTS

2/3 OF FUNDS FOR FUEL UP TO PLAY 60 MINI-GRANTS HAVE BEEN USED TO JUMPSTART HEALTHY CHANGES IN UNDERSERVED COMMUNITIES

Educators Report that Fuel Up to Play 60 Helps Meet School Goals**

70%
SAY FUEL UP TO PLAY 60 HELPS THEM ACHIEVE THEIR SCHOOL WELLNESS GOALS

47%
SAY FUEL UP TO PLAY 60 POSITIVELY IMPACTS STUDENT ACADEMIC PERFORMANCE

73%
SAY FUEL UP TO PLAY 60 POSITIVELY INFLUENCES THEIR SCHOOL ENVIRONMENT

Bringing NFL Excitement to School Wellness*

ALL 32
NFL TEAMS AND THE NFL FOUNDATION ARE INVOLVED

2,700
NFL PLAYER, MASCOT, AND CHEERLEADER VISITS

4,200
LOCAL EVENTS

12,000
FLAG KITS DONATED TO SCHOOLS GET OVER 6 MILLION STUDENTS MOVING MORE

PLUS
OVER $1 MILLION IN HOMETOWN GRANTS DONATED TO SCHOOLS

Building the Evidence Base for Healthy Schools

PEER-REVIEWED RESEARCH ARTICLES ON FUEL UP TO PLAY 60 DEMONSTRATE:

- The low-intensity, flexible program design can lead to small but significant improvements in students' healthy eating and physical activity behaviors in various school settings and with diverse student populations.
- Student aerobic capacity and BMI improve in Fuel Up to Play 60 schools.
- The student-centric approach and adaptability are major strengths and help schools meet their wellness policy goals.
- Providing students with the tools to create change can lead to progressive reforms — and may help the changes stick because of student buy-in.

LEARN MORE AT FuelUpToPlay60.com

Funding Sustainable Changes

$39 million
FUEL UP TO PLAY 60 MINI-GRANTS HAVE HELPED SCHOOLS AND STUDENTS MAKE HEALTHY CHANGES

FUNDING HAS SUPPORTED:

- 2,333 Grab-n-Go and In-Classroom Breakfast Programs
- 2,338 School Kitchen Equipment Upgrades
- 1,833 Projects to Create Active Classrooms
- 244 Projects to Improve Physical Education
- 1,984 School-wide Walking Clubs
- 741 Cafeteria Makeovers

Funding has been generously donated by America’s dairy farmers, U.S. corporations, non-profit organizations and philanthropies.

Students, educators, supporters — visit FuelUpToPlay60.com

*FuelUp to Play 60 launched in 2009
**Data are based on annual FuelUp to Play 60 Utilization Survey of almost 10,000 educators nationwide. Funds for Fuel Up to Play 60 reporting, and program enrollment data.

FuelUp to Play 60, the signature program of GENYOUth, was founded by the National Dairy Council and the National Football League, in collaboration with the U.S. Department of Agriculture. In over 73,000 schools reaching more than 28 million students since program launch in 2009, it's the nation’s leading in-school wellness program, FuelUp to Play 60 enables students to make small everyday changes around health and wellness, which amount to lasting changes in schools and communities. Students who are active in Fuel Up to Play 60 develop leadership skills and inspire their peers to be healthier. They also enjoy unique opportunities to win cool prizes, like an NFL player visit or Super Bowl tickets, for choosing good-for-you foods and getting active for at least 60 minutes every day.