Making Wellness Part of the Game Plan





©National Dairy Council®. ©2010 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

You Are Making a Difference





55 million kids180 days a yearOver 30 million school lunches



CANDDEAN

Seena Glessing
Dairy farmer and educator
Waverly, MN

Minnesota dairy farms

Approximately

4,540 dairy farms¹

produce milk that provides milk, cheese, yogurt and other dairy foods for residents of Minnesota, the U.S. and dairy consumers around the world.

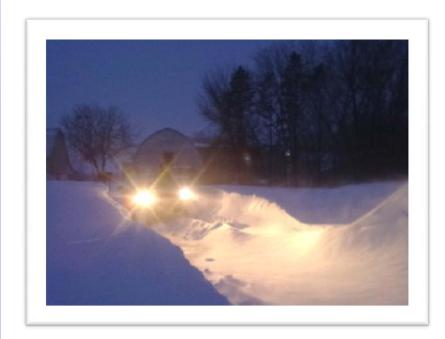


¹ Hoard's Dairyman magazine, March 10, 2011

³ Structure and Finances of U.S. Farms 2007. Family Farm Report. Economic Research Service/USDA

Dairy Is Local in Minnesota

- Only 48 hours from farm to you
- Dairy farms in every county
- People make the difference



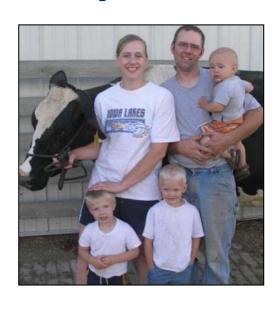


Who are we?

Family Dairy Farm



Dairy farms are about families



Raising 5th Generation

Our 3 sons

Wyatt (5)

Mason (4)

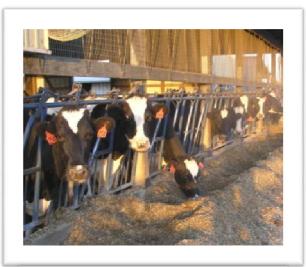
Tanner (2)



Waverly, MN

Our family farm

- Partnership with Dan's father
- Milk 75 head of Holsteins
- 600 acres, soybeans, corn and alfalfa







It's also our way of life







Our background

- Dan
 - Associate of Science in Dairy Farm Operations degree from Ridgewater College, Willmar

Seena

- B.S. in Agricultural Education from South Dakota State University
- M.A. in Education from St. Mary's University
- Taught high school 9-12 Agriculture at Dassel-Cokato 2000-2010
 - FFA Advisor
- Currently teach part-time at Howard Lake-Waverly-Winsted HS





Why dairy farmers? Why educators?

Passion

- Youth and Agriculture
 - Breakfast on the Farm
 - Region 7 Dairy Show
 - American Farm Bureau
 Young Farmers & Ranchers
 National Committee
 - Agriculture in the Classroom





Why invest in childhood wellness?

- Inspiring children to lead healthy lives is part of our daily lives
- We know that schools can make a difference
- Dairy farmers are making the financial and resources commitment to help



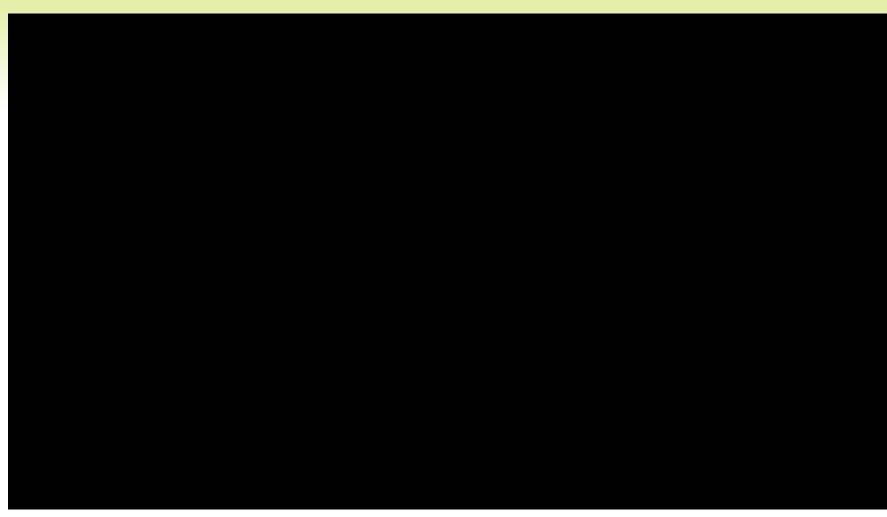


Thank you!

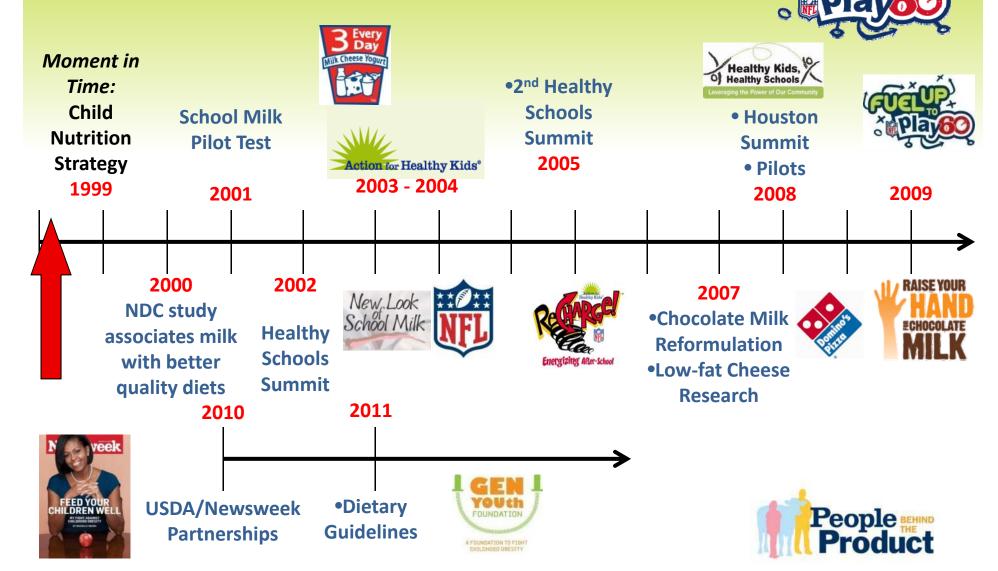
Now a Message from Chad Greenway, Linebacker with the Minnesota Vikings!







Dairy's 10-Year Strategic Map for Child Nutrition







Health Partners

Business Partners























































Guiding Principles Supported by Leading Health Organizations



ENDING CHILDHOOD OBESITY WITHIN A GENERATION

We support school-based nutrition and physical fitness initiatives, such as Fuel Up to Play 60, that help achieve these guiding principles:

- Increase access to and consumption of affordable and appealing fruits, vegetables, whole grains, low-fat dairy products and lean meats in and out of school.
- Stimulate children and youth to be more physically active for 60 minutes every day in and out of school.
- Boost resources (financial/rewards/incentives/ training/technical assistance) to schools in order to improve physical fitness and nutrition programs.
- Educate and motivate children and youth to eat the recommended daily servings of nutrient-rich foods and beverages.
- 5. Empower children and youth to take action at their school and at home to develop their own pathways to better fitness and nutrition for life.





















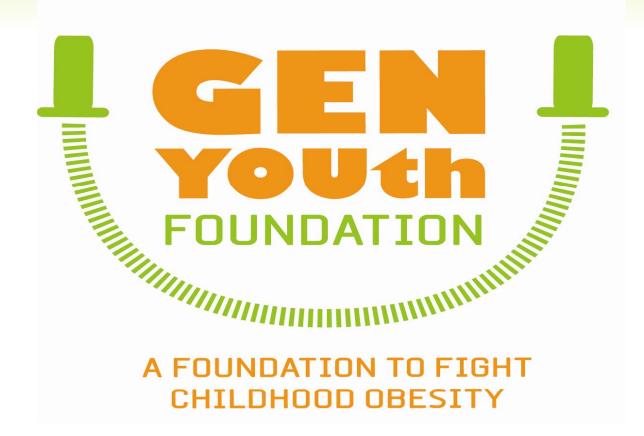






Public-Private Collaboration









- What is Fuel Up to Play 60 and how does it work
- •How HUSSC and Fuel Up to Play 60 can be used together to achieve maximum results
- Provide specific examples and tangible ways to integrate the 2 programs and meet district wellness objectives
- Your role and what's in it for you



A Comprehensive Approach





Get Up and Play 60 Minutes a Day

Fuel Up with Nutrient Rich Foods

Fuel Up to Play 60 Goals



Empower students to make healthy choices

Make lasting healthy changes at school

Provides Tools to Implement existing school wellness efforts



Improve the health, academic achievement and long-term well-being of students

Setting the Stage





Main Program Components



Tools and Resources

Student Ambassador Program

Program Advisors



Incentives and Rewards

Youth Challenges

FuelUptoPlay60.com

Social Media

How Fuel Up to Play 60 Works



Individual Students / Staff Enroll Anytime

Enroll School
Receive School Resource
Kit

Form School Team w/
Adult Advisor
Assess environment
Choose Plays

School Team engages entire student body

Displaying
Fuel Up to Play 60
signage

Kick-off Event

Students take Pledge

Activate HE & PA
Plays

Forming a School Team Who needs to be involved?



- Student Leadership (10- 20 kids)
- School Nutrition Manager
- Physical Education teacher
- School Nurse, Coordinated School Health staff, or other Classroom Teacher (FACS)

Optional

- Team Nutrition School Leader
- Parent organization representative (e.g., PTA/PTO)
- Principal or other Administrator









Students

Supporters

Educators

ShareThis 3.6K

How It Works Contact Us





Million PALA Challenge

Fuel Up to Play 60 is now working with the President's Council on Fitness, Sports and



What is Fuel Up to Play 60?

Fuel Up to Play 60 offers bold leadership for child health and wellness with the support of



Success in Schools

Fuel Up to Play 60 is making a positive impact in schools across the nation. Learn how Program

Login

Username:

Password:

I am:

- A Student (forgot password)
- An Educator (forgot password)

SUBMIT I

Not registered yet? Join today!



near you? Click on the map or enter your zip code.

to Play 60

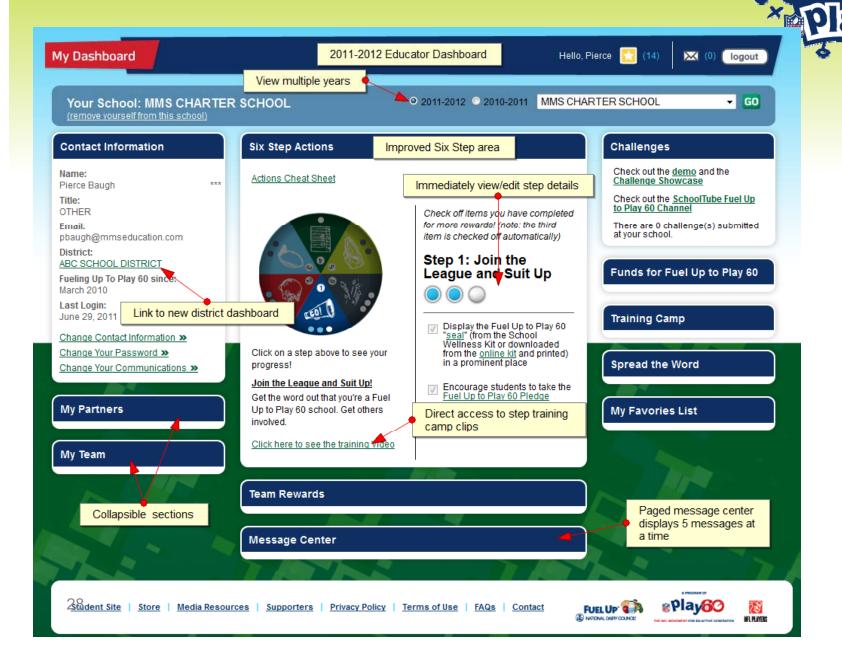
Who is

Enter zip code

SUBMIT

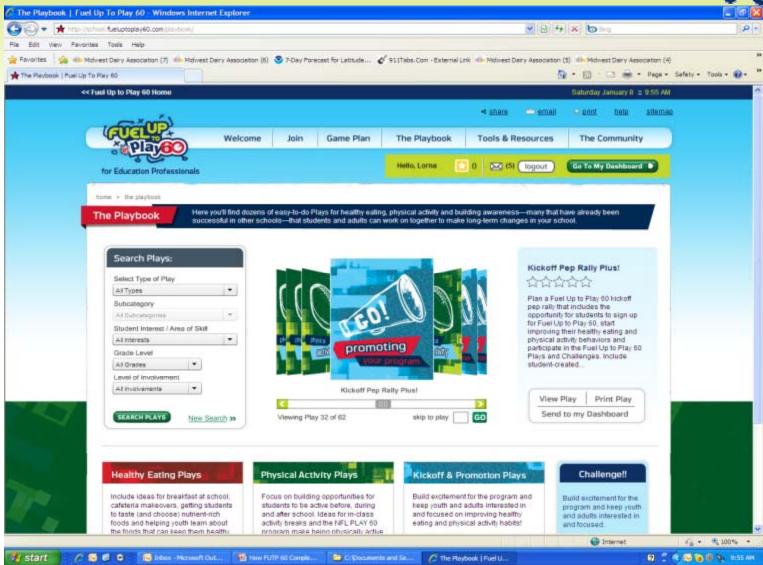


Your Dashboard



Playbook One Click Away at: www.fueluptoplay60.com





Playbook: Healthy Eating Plays

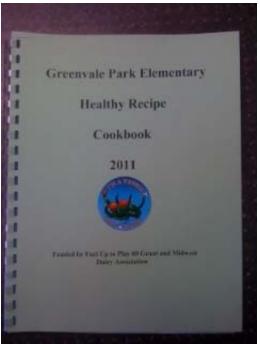




Success Stories!











Sullivan 2010-2011 Healthy Eating Success



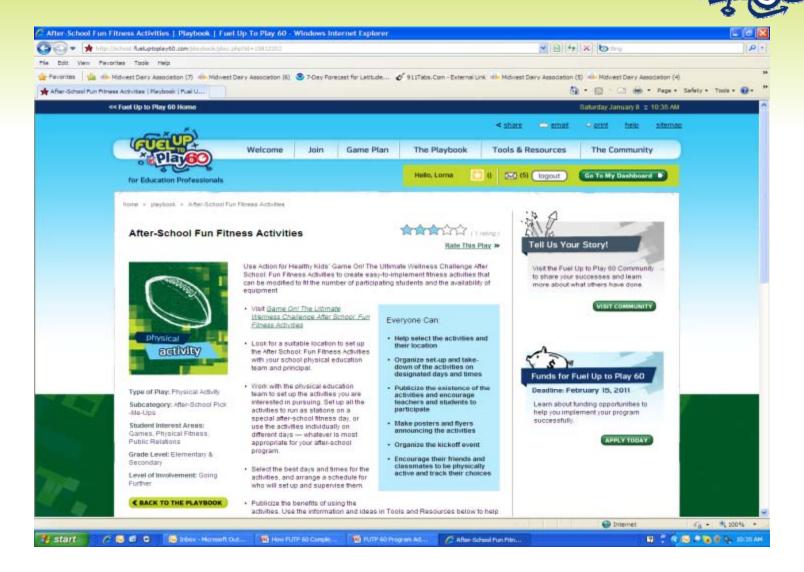


Taste testing in health class!



8/3/2011

Playbook: Physical Activity Plays



Success Stories!!













Sullivan 2010-2011 Recess Makeover





Before: Recess without equipment = No physical activity

After: Recess with equipment = Opportunities for all

Website Tools & Training





Online Training Camp

- Updated training clips
- Step-specific resources highlighted with each clip

- Tools and Resources
 - Reorganized and updated sections
 - New "Nutrition Education" and "Physical Activity" Resources sections





Training Clip video





Training Clip video



Funds for Fuel Up to Play 60: Designed to support changes



Students should become aware of the importance of healthy eating and getting at least 60 minutes a day of physical activity.

Students should have greater access to – and should increase their consumption of – nutrient-rich foods, including low-fat and fat-free dairy, fruits, vegetables and whole grains.

Students should have more opportunities for and participate more frequently in physical activity in school.

You should focus on sustainable changes that will make your school a healthier place.



Funding

Your school is eligible to apply for funds if you:



enrolled in Fuel Up to Play 60

have at least one Program Advisor

completed the Fuel Up to Play 60 School Wellness Investigation

participate in the National School Lunch Program

have appropriate backing and support

involve students in program planning and participation

use the funds to address both healthy eating and physical activity



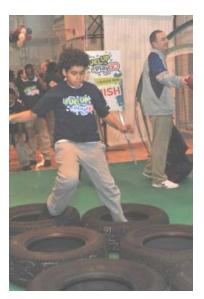


Funds may be used for:





- √ In-school promotions
- ✓ Giveaways to encourage participation
- ✓ Stipends for staff/professional involvement
- ✓ Foodservice materials and equipment
- ✓ Physical activity materials and equipment
- ✓ Nutrition education materials
- ✓ Tracking/measurement



How It Can Help Your Program

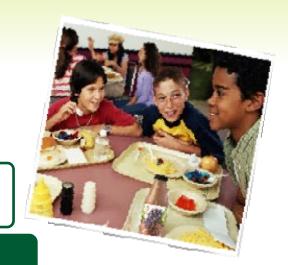


√Growth In Average Daily Participation

Kids will want to participate and eat when they've had input in the selection

√ Additional resources

Incentive funds/grants are available at the school and district levels; national and state rewards



✓ Provider of highly visible addedvalue solution

Program promoted in national media and throughout school nutrition and health professional communities



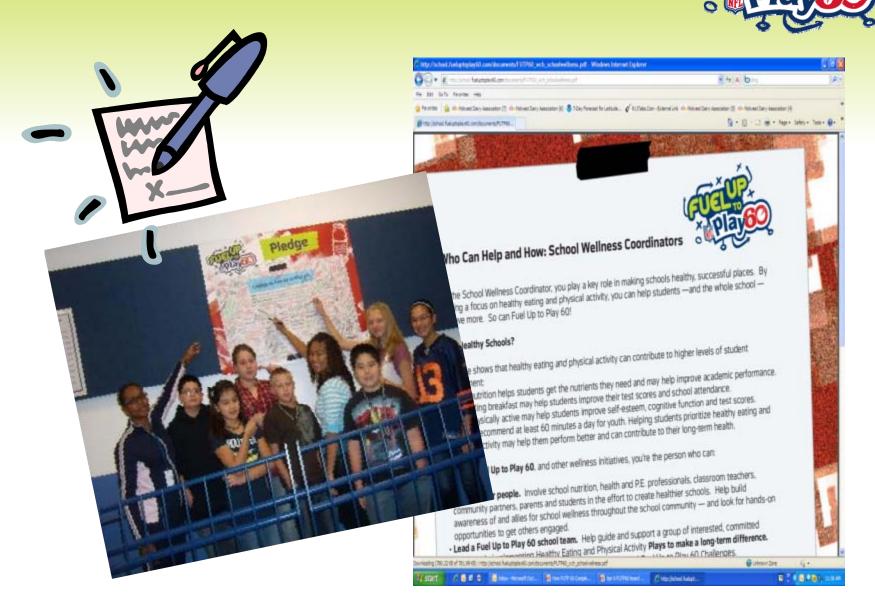
✓ Additional influence and impact

Extend involvement with other stakeholders within broader school community



Wellness Plan Implementation





Different Programs - Common Goals Working in Tandem to Achieve Results





American Dietetic Association
American Dietetic Association Foundation











Fuel Up to Play 60 Gives Tools to Achieve HUSSC and other programs



Online tools and resources

Offers an incentives and rewards structure – and opportunities for funding

Engages students in the process

Brings NFL excitement



President's Challenge



- President's Council on Fitness,
 Sports and Nutrition's President's Challenge
 - NFL and Fuel Up to Play 60 commitment to helping 200,000 kids sign up for PALA







Kids Eat Right Initiative



- American Dietetic
 Association/Foundation
 - Mobilize registered dietitians nationwide
 - Educate schools on healthy weight and quality nutrition
 - Support White House and Let's Move goals



Healthy Schools Program



- Alliance for a Healthier Generation's Healthy Schools Program
 - Healthy eating "plays" (taste tests)
 - Physical activity "plays"
 - Resources for nutrition education
 - Promotes meal participation and nutrient-rich foods

 Alliance

Time to Play 60







Janeen Peterson RD District 196 Rosemount Apple Valley Eagan

janeen.peterson@district196.org

(651) 683-8558

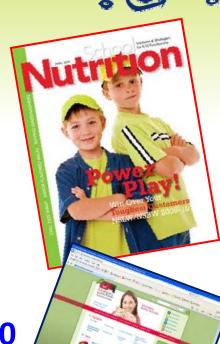
Fuel Up to Play 60 Integration with Nutrition and Physical Activity Programs



School Nutrition Association Support

- Goal
 - 6,000 Members Enroll their Schools in Fuel Up to Play 60
- Fuel Up to Play Ads
 - "School Nutrition"
- Fuel Up to Play Designated Web Page
 - www.schoolnutrition.org/fueluptoplay60
- Continuing Education Credits (CEUs) available for Fuel Up to Play 60 activities

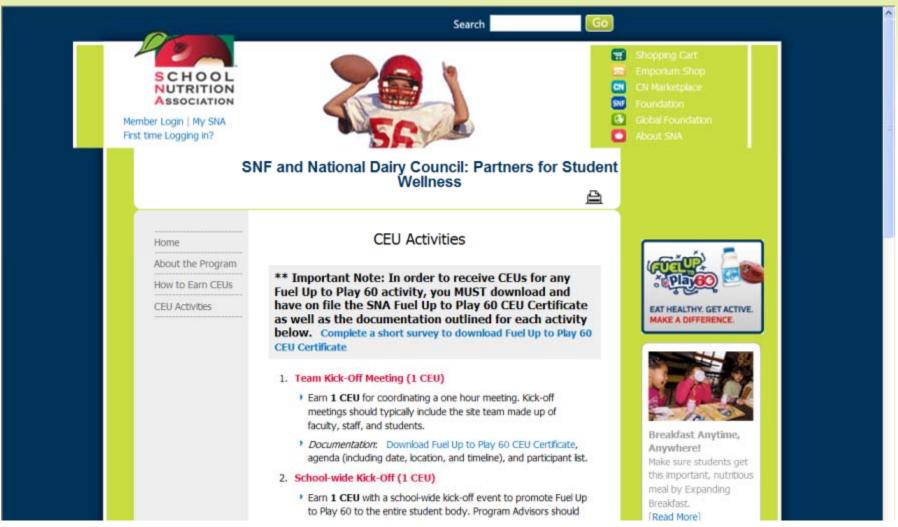




Earn CEU's

www.fueluptoplay60.com





District of Excellence



- School Nutrition Association's District of Excellence
 - Operations: Taste test new healthy foods
 - Marketing/Communications: Engage students
 & staff
 - Nutrition/Nutrition Education: Team members part of wellness committee; breakfast "plays" for healthy meals; school Wellness Investigation tool
- Continuing Education Course for Activating Fuel Up to Play 60
- Other Member Resources





HealthierUS School Challenge



- USDA's HealthierUS School Challenge
 - Healthy eating "plays" (taste tests)
 - Physical activity "plays"
 - Resources for nutrition education
 - Promotes meal participation and nutrient-rich foods



USDA Healthier US School Challenge



Natrition Standards

 SMI review within 5 years

- ADP lunch (n/a Bronze)
- Elem/Mid (Silver 60%, Gold 70%)
- HS (Silver 45%, Gold 65%)

School Heals

Choices available

- Different vegetable dailv
- Different fruit daily
- 100% juice as fruit
- Whole grain
- ≤ 1% flavored or unflavored milk daily
- Try It, You'll Like It! Taste Test Days, Salad Bar Tryouts, Build Your Own Shake-Up, etc.
- Menu Makeover

Competitive Feeds

Requirements

- ≤35% kcal fat
- ≤0.5gm/svg trans fat
- ≤10% kcal sat fat
- Na: 480 mg/nonentrée, 600 mg/entrée
- NSLP serving not to exceed 200 kcal
- Vending Revamp

Requirements

 ≤ 1% flavored or unflavored milk: 8 oz max serving

Competitive

Beverages

- 100% fruit/veg juice no sweeteners;
- · Unflavored water



N/A

Action "Plays" (Try It, You'll Like It!)

• Try It, You'll Like it!

Vending Revamp

Menu Makeover

Nutrition Education

- Min 2 grades (elem), 1 grade (sec)
- HS 2 courses for grad
- Elem; structured unit
- Prohibit using food as reward

Physical Education

- Structured PE
- Elem: unstructured daily options (recess)
- Not denying PA or using as punishment
- Sec: promote in and out of school PA

Wellness Environment

- Nonfood items for fundraisers
- Foods sold throughout day meet competitive food guidelines

Wellsen

Copy submitted

N/A

- Taste Test Days
- How Many Can You?
- What Food Can Do For You
- Spreading the Word
- All Physical Activity Action "Plays" (Make the Most of Mornings, Physical Activity: Anywhere, Anytime!, etc.)
- FUTP60 as part of Wellness Plan implementation

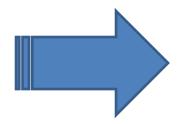
N/A

N/A



District 196 Looking to the Future









Falcon Ridge Middle School

Principal- Noel Mehus

Student Advisor- Erin Sullivan

Phys Ed Advisor- Sally Milliman

Food Service Manager- Micki Dahl

8/3/2011 58

Falcon Ridge Middle School Video





Role of School Nutrition Professional

- ✓ Go to www.fueluptoplay60.com and enroll in the program to access information about your school or district.
 - ✓ You will then have your own personal dashboard
 - ✓ Sign up as supporter or advisor (multiple advisors welcome)
- ✓ Encourage enrollment of schools not enrolled.
- ✓ Find out others who are signed up as a supporter & work with them to engage or deepen program activation, focusing on Healthy Eating Plays.
- ✓ Use program resources to help you meet HUSSC criteria and reauthorization menu changes
- ✓ Share success stories with other school nutrition peers

How You Can Join the Team



- Learn About the Program
 - Go to FuelUpToPlay60.com
- Join the Movement
 - Sign up your school or yourself to be a supporter (Back to school contest)
- Get Involved
 - Build relationships with other key staff/stakeholders
 - Share your expertise and provide guidance and counsel
 - Promote & support school Fuel Up to Play 60 efforts



Happy & Healthy Kids Tell it All!









Thank You!

Lisa McCann RD Imccann@midwestdairy.com or 651-487-4749

Midwest Dairy Council www.midwestdairy.com

