



United States
Department of
Agriculture

Food and
Nutrition
Service

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DATE: May 17, 2011

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SUBJECT: Encouraging Schools Participation in Fuel Up to Play 60 in Partnership with the Department of Agriculture (USDA), Food and Nutrition Service (FNS)

TO: Regional Directors
Special Nutrition Programs
All Regions

State Directors
Child Nutrition Programs
All States

The USDA FNS partnership with Fuel Up to Play 60 (FUTP60) facilitates opportunities for schools to use resources provided by FUTP60 and local Dairy Councils to encourage participation in FNS nutrition assistance programs. FUTP60 is an in-school nutrition and physical activity program supported by the National Dairy Council (NDC), a non-profit organization, and the National Football League (NFL). The program, which is currently in more than 71,000 schools, encourages youth to consume healthy foods and to perform 60 minutes of physical activity every day. FUTP60 empowers students and staff to take action in their schools by providing them with necessary resources. FUTP60 also provides grants that help schools purchase equipment necessary for improving student health.

FNS and FUTP60 share the mission of improving the health and nutrition environments of our nation's schools. We recognize that by working with State and local agencies, we can increase participation in nutrition assistance programs and we need your help to get more schools involved in FUTP60 and FNS programs. Eventually, we hope to see your schools take the next step and win a HealthierUS School Challenge (HUSCC) award.

In 2011, we are planning to hold several region-specific webinars to familiarize you with available FNS-FUTP60 opportunities. One such opportunity includes implementing FUTP60 plays (strategies) focused on breakfast and taking advantage of FUTP60 grants to buy equipment that makes it easier to provide alternate methods for serving school breakfast.

Regional Directors

State Directors

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Information about the webinars will be forthcoming and we look forward to your participation. In the meantime, we hope that you take the opportunity to learn more about FUTP60 (<http://www.fueluptoplay60.com>) and HUSSC (<http://teammnutrition.usda.gov>) by visiting their respective web pages.

Original Signed

Cynthia Long

Director

Child Nutrition Division