



Sample Morning Announcements and Bulletin Blurbs

Post, Tweet, and Share!

Use these throughout the year to keep students and faculty focused on Fuel Up to Play 60.

Tip: Use the shorter bulletin board versions for indoor and outdoor LED school signs, Twitter, etc.

Fuel Up to Play 60 Kickoff Announcement

When to Use: *Teaser announcement to use in September to start building student interest in Fuel Up to Play 60*

“Good morning, wellness champions! Today’s the day to start treating our bodies right. It’s not like we’ve got some spare parts lying around — these are the only ones we’ve got. And they need us right now! We need to start making smart decisions about eating healthy and staying active. This isn’t rocket science, you know. You wouldn’t litter the environment with garbage and junk. Think of your body like that — keep it healthy.

This year, our school is one of more than tens of thousands of schools across the country who’ve joined Fuel Up to Play 60. Fuel Up to Play 60 was developed by the National Dairy Council and the NFL. We’ll tell you more about it next week, but for now, let’s keep it healthy, okay?”

Recruiting Fuel Up to Play 60 Leaders

When to Use: *After the Program Advisor(s) has been identified, when the school is ready to start planning*

“Remember last week when we told you about the Fuel Up to Play 60 program from the National Dairy Council and the NFL? And you guys are among 12 million students participating this year? Well, we’re putting together a Fuel Up to Play 60 plan for our school, and we want everyone who cares about being healthy to join in. Fuel Up to Play 60 is a **student-adult partnership program** — that means we need student leaders to work with the adults in our school to help us make this happen. First thing we need to do is put together a big Kickoff event. We’ll all work together to come up with ways to help us eat healthier and get more physical activity every day.



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If you want to find out more or sign up, go see [name of Program Advisor(s)] by [date]. This is your chance to make a difference, so now's the time to use the power you have as a student. Join the Fuel Up to Play 60 team today!"

Announcing Your Fuel Up to Play 60 Kickoff Event

When to Use: *Once the core group has selected a date for the Fuel Up to Play 60 Kickoff event*

"Okay, everybody. Write down this date: [give date/time/location of Fuel Up to Play 60 Kickoff event]. That's the day we'll kick off the Fuel Up to Play 60 program. Students and adults together are still working out the details, but we guarantee it will be hot! [Drop a couple of hints in about the Kickoff activities, such as celebrity guest speakers, prizes, special activities, etc.]

If you were absent last month and didn't hear about Fuel Up to Play 60, and you want to be part of the program, go see [name of Program Advisor(s)]. We've got a lot of cool stuff planned and can use everyone's help. See you at the Kickoff!"

Fuel Up to Play 60 Electronic/Bulletin Board Announcements

Adapt these messages or create your own for the school's daily bulletin, school website, Twitter account, Facebook page, electronic message board or other similar communication outlets.

- Have you Fueled Up and Played 60 today?
- Fuel Up! Play 60!
- Play Fun. Play Safe. Play 60.
- Hey Students! Fruits and Vegetables Called. They Miss You!
- Get Artistic! Decorate Half Your Plate with Colorful Fruits and Vegetables!
- Have you huddled up with your recommended number of servings of low-fat or fat-free dairy today? Milk, cheese, yogurt...it's all good!
- Thought for the Day: Make Half Your Grains Whole!
- Don't start the day half-hungry. Kick off your morning with whole grain cereal. And top it off with low-fat or fat-free milk.
- Whole-grain cereal is Your Friend. Top it off with low-fat or fat-free milk.
- Eat right. Stay active. Learn more about **nutritious eating and physical activity** at FuelUpToPlay60.com.
- Eat Well. Get Active. Make a Difference. Play 60 minutes or more every day at FuelUpToPlay60.com



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