

November 1, 2012

Dairy Council of Utah and Nevada
Utah Office
1213 East 2100 South
Salt Lake City, UT 84106

Dear Ms. Koncar,

We are responding to the call for grant proposals to fund the *Fuel Up to Play 60* kickoff and promotion events. My fellow colleagues and I would like to submit the enclosed proposal, *Fuel Up to Play 60 Brookside Elementary School Kickoff Assembly*. The proposal requests \$3,394 for a four month project. Enclosed please find the original copy of this proposal as specified in the request for proposals on the *Fuel Up to Play 60* website.

If you have any questions or comments, please do not hesitate to contact me. I look forward to your reply.

Sincerely,

Ashley Blaylock
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Provo, UT 84606
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Email: ablaylock512@gmail.com

Project Title: *Fuel Up to Play 60* Brookside Elementary School Kickoff Assembly

Grant Program: Dairy Council of Utah and Nevada, Kickoff and Promotion Grant

Proposed Start Date: September 10, 2012

Proposed End Date: December 14, 2012

Funds Requested: \$3,394

Team Members:

Students, Brigham Young University

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The award should be made to:

Brookside Elementary School

Authorized Organizational Representative:

Becky Low, Vice President

Dairy Council of Utah and Nevada

1213 East 2100 South

Salt Lake City, UT 84106

Phone: 801-487-9976

Email: Becky@dairycouncilutnv.com

Abstract

Obesity and unhealthy eating habits are prevalent in children throughout the United States and contribute to a variety of health related problems. The dietary and exercise habits developed in childhood persist into adulthood. Elementary and secondary schools can play a vital role in breaking the cycle of obesity and sedentary lifestyles. *Fuel Up to Play 60* is a program for schools that is founded by the National Dairy Council and the National Football League (NFL), in collaboration with the United States Department of Agriculture, which helps students become able to make small, everyday changes at school. It motivates children to make healthy food choices and be active for at least 60 minutes every day by offering prizes such as an NFL player visit or Super Bowl tickets. This project will help to incorporate the *Fuel Up to Play 60* program at Brookside Elementary School in Springville, Utah. A kickoff assembly will be planned and carried out so that students can become aware of and involved in the program. Posters and a bulletin board will be hung in the school to advertise and create awareness about the assembly, and flyers will be given to the students as well. Enrollment statistics for the program and the number of “plays” completed will be monitored. At the kickoff assembly an NFL player will be present to get the children excited and to share tips on how to eat healthy and stay active. Prizes will be offered as an incentive for students who enroll. The participants of this project include the 750 students at Brookside Elementary School in kindergarten through 6th grade as well as the teachers, parents, and players who help out at the assembly. The budget request is: \$3,394.

Fuel Up to Play 60 Brookside Elementary School Kickoff Assembly

NEEDS STATEMENT

Obesity is a growing problem in Utah and throughout the United States. (1) Rates of childhood obesity have tripled since 1980; thus it has become extremely important to take measures to prevent and reduce the rates of obesity in children. (1) Many health problems have been linked to obesity, including chronic diseases such as cardiovascular disease, diabetes, stroke, and cancer. (2) Factors linked to these diseases include high blood pressure, cholesterol, blood glucose, as well as an unhealthy intake of fats, low intake of fruits and vegetables, and low physical activity, all of which are related to obesity and excess weight. (2) Because of the growing rates of obesity, it is likely that many children will grow up experiencing these health problems. Research has shown that children who are obese when they are young are more likely to be obese or overweight in adulthood, which puts them at higher risk of developing a chronic disease. (3) One of the national health objectives proposed by federal agencies in the Healthy People 2020 document is to “reduce the proportion of children and adolescents who are considered obese.” (4) It is imperative that measures are taken to help decrease this risk by helping children to become healthy and fit for the rest of their lives.

Considering the extensive knowledge about childhood obesity, several initiatives have been established by state health departments, school foodservice, other government agencies, and many private organizations to address the need for better child nutrition. It is especially important for schools to help children be healthy and active since schools reach out to over 95% of all US children. (5) Children can learn about good nutrition at school, and schools can help their students eat a healthy, balanced diet. One initiative developed by the National Dairy Council and the National Football League, working with the USDA, is the *Fuel Up to Play 60* program. It aims to increase physical activity levels and healthy food choices among students in elementary, middle, and high school. (6) It works on a school-to-school basis and allows students, parents, teachers, and staff to begin healthy initiatives most applicable and beneficial to each individual school.

Many schools have started to participate in this program by receiving grants to fund kickoff activities and healthy changes at the school. Other schools have enrolled in the program and then failed to utilize the resources available. Brookside Elementary School in Springville, UT is one of these schools. One of the teachers signed up the school to participate in the *Fuel Up to Play 60* program in 2010. However, Brookside has not actually been involved or utilized any of the resources available up to this point. The potential of this program to encourage healthy lifestyle habits for children is unrealized as of yet because of the gap between program availability and implementation. In order to bridge this gap, we plan on introducing to the students and parents the benefits that can come from being involved in the *Fuel Up to Play 60* program.

To properly introduce the program, we plan on presenting a kickoff assembly at the school. The two main goals of this assembly are to encourage student enrollment in the *Fuel Up*

to Play 60 program and to promote physical activity and increased consumption of nutrient-dense foods. Participation in this program will help students adopt these types of healthy lifestyles changes which will help the children to have higher energy levels, to grow and develop properly, and to decrease the likelihood of becoming obese. During the assembly, we will inform the students about how to participate in the program and how to continue implementing its components into the curriculum for years to come. By doing so, the children at Brookside Elementary will be more likely to engage in an overall healthy lifestyle that is important to their current and future health.

GOALS AND OBJECTIVES

The goal of this project is to help Brookside Elementary School (K-6) implement the *Fuel Up to Play 60* program. We will do this by completing the following objectives:

Process Objectives

- 1.1 Create two posters to advertise the *Fuel Up to Play 60* event by Nov. 1st to encourage attendance.
- 1.2 Create and display one bulletin board to show healthy, child-friendly food choices and physical activities by Oct. 19th.
- 1.3 Create 750 flyers for students and family by Nov. 9th to encourage *Fuel Up to Play 60* program enrollment.
- 1.4 Put on one assembly for Brookside Elementary students on Nov. 9th to inform students about the program, how to become involved, and how to develop healthy habits.

Short/Medium-Term Objectives

- 2.1 After the assembly on Nov. 9th, all Brookside Elementary students in attendance will be able to describe the *Fuel Up to Play 60* Program to their parents.
- 2.2 After the assembly on Nov. 9th, all students will be able to list at least one way to eat healthy and one way to be active.
- 2.3 At least 25% students will sign up online for the *Fuel Up to Play 60* program by Nov. 16th.

Long-term (Outcome) Objectives

- 3.1 Brookside Elementary School will continue to implement the *Fuel Up to Play 60* program through yearly enrollment of 50% of their students and at least one school-wide “play” every year for 5 years.
- 3.2 25% of participants will make at least one change to eat healthy or be active by May 2013.

PROJECT DESCRIPTION AND METHODOLOGY

Project Design. Our main event is to plan and carry out a kickoff assembly to get Brookside Elementary School involved in the *Fuel Up to Play 60* program. Participants will include the 750 students at Brookside Elementary School in Springville, Utah. Kindergarten through 6th grade students will be the main participants. However, we also want to motivate parents to become

involved in the program. They will be invited to sign up with their children through a handout that will be sent home with the students.

Fuel Up to Play 60 Kickoff Assembly. The *Fuel Up to Play 60* program is a resource that empowers students at schools all across the country to improve lifestyle habits by eating healthy and being active. This program was started by the National Dairy Council and the National Football League. It gives students the opportunity to pledge on the *Fuel Up to Play 60* website ways that they personally will be active and eat healthy. It also allows them to improve their school by initiating changes like creating in-class physical activity breaks or food tasting days. It enables students to implement these healthy changes in their schools by providing grants. It also rewards students with games and prizes when they sign up and follow their pledges.

Brookside Elementary School has technically been signed up for the *Fuel Up to Play 60* program for a few years, but they have not actually done anything to let the students or teachers know about the available resources. We want to encourage the students to start participating in the program. We anticipate that a kickoff assembly would be a fun way to introduce this idea to the students and faculty. We also plan to have a former NFL player attend the kickoff assembly to act as a celebrity role model. This is anticipated to motivate the students to participate in the program. The NFL player will be encouraged to share personal stories to motivate the students to eat healthy and be active. We will ask him to perform simple activities such as throwing a football into a goalpost and leading the students in easy exercises to show them some fun ways to be active. Then we will introduce the *Fuel Up to Play 60* program and show the students on a projector how to sign up online. Prizes will be offered as an incentive for students who enroll. The first 50 students to enroll will receive a *Fuel Up to Play 60* cinch backpack. All students who sign up online will receive a *Fuel Up to Play 60* pencil. For more details of the specific activities for the assembly, see the attached lesson plan.

EVALUATION PLAN

To evaluate our process objectives we will first count the number of posters hung in the school by November 1st as well as making sure the bulletin board was hung by Oct. 19th. Next we will count the number of flyers printed by Nov. 9th. Finally, we will determine the number of students at assembly by contacting the office concerning attendance on Nov. 12th.

To evaluate our impact and outcome objectives we will continuously view enrollment statistics on *Fuel Up to Play 60* website to monitor the number of students who have signed up through Dec 1st. We will also view “play” participation using the website by Dec. 1st. If we were to continue this project for an extended period of time we would continue monitoring enrollment and number of “plays” completed over the next 5 years. We would also send out a survey to be filled out in class by students in May 2013 to determine what behavior changes have been made. The survey would include open-ended questions about what the *Fuel Up to Play 60* program is, closed-ended questions about specific increases or decreases in healthy food intakes (fruits, vegetables, whole grains, dairy and protein) and physical activity levels (number of minutes spent in sports or active events each day).

SUSTAINABILITY

Our kickoff assembly is designed to motivate students to enroll in the *Fuel Up to Play 60* program and to then complete “plays”. As they choose plays that are relevant to themselves, they will continue to make an impact on their own lives and their school. Furthermore, we are going to enlist the help of the PE teacher to motivate her students to complete plays and to organize school-wide efforts. She is already a program advisor, and so we hope to aid her by motivating her students to enroll and providing ideas about ways she can sustain this initiative at Brookside Elementary.

Budget

Direct Costs

A. Salaries and Wages	
a. Project Manager (Ashley Blaylock)	\$1,000
b. Team Members (Stephanie Ensign, Tiffany Tippetts, Aubrey Dransfield)	\$1,500
B. Equipment	\$100
C. Materials and Supplies	\$478
D. Travel	\$24.42
E. Total Direct Costs (items A-D)	\$3,102.42

Indirect Costs (20%) \$620.48

Total Costs \$3,722.90

Budget Narrative

Direct Costs

A. Salaries and Wages

- a. Project Manager: Ashley Blaylock: 20% time for a total of \$1,000.
- b. Team Members: Stephanie Ensign, Tiffany Tippetts, Aubrey Dransfield: 10% time each for a total of \$1,500.

B. Equipment

- a. Computer access for monitoring student enrollment in the *Fuel Up to Play 60* program: Free through company computers.
- b. Rent projector for blooper reel: \$100 for 1-day rental.

C. Materials and Supplies

- a. Prizes for students who enroll in program: \$125 for cinch bags for first 25 to enroll, \$150 for 200 rubber bracelets, \$104.50 for T-shirts for 14 student ambassadors, PE teacher and team members.
- b. Bulletin board supplies: \$25 for butcher paper, die cuts, DI clothes, and construction paper.
- c. Posters: Free *Fuel Up to Play 60* posters through organization, \$5 for posters to advertise event and paper for flyers.
- d. Decorations for assembly: \$26.25 for *Fuel Up to Play 60* foam footballs, \$2 for two packages of balloons, \$10 for actual football, free goal post through previous *Fuel Up to Play 60* assembly.
- e. Thank you gift cards for NFL players: \$10 for Jamba Juice x 3 gift cards.

D. Travel

- a. Mileage to school to measure dimensions of bulletin board, mileage for decorating bulletin board, attending the actual assembly (12 miles x 3 trips = 36 miles x \$0.555 per mile=\$19.98), and mileage to Hobby Lobby and the Distribution Center (8 miles x \$0.555 per mile=\$4.44). Total mileage costs equal \$24.42.

E. Total Direct Costs

- a. Total costs for A through D above equal \$3102.42

Indirect Costs

Indirect costs equal \$620.48 (20% of total direct costs)

Total Cost

Total Direct and Indirect costs equal \$3722.90 (\$3102.42+\$620.48)

References

1. Coffield JE, Metos JM, Utz RL, Waitzman NJ. A multivariate analysis of federally mandated school wellness policies on adolescent obesity. *J Adolesc Health*. 2011;49:363-370.
2. Cecchini M, Sassi F, Lauer JA, Lee YY, Guarjardo-Barron V, Chisholm D. Tackling of unhealthy diets, physical inactivity, and obesity: Health effects and cost-effectiveness. *Lancet*. 2010;376:1775-1784.
3. Freedman DS, Kettel L, Serdula MK, Dietz WH, Srinivasan SR, Berenson GS. The relation of childhood BMI to adult adiposity: The Bogalusa Heart Study. *Pediatrics* 2005;115:22–27.
4. U.S. Department of Health and Human Services. Office of Disease Prevention and Health Promotion. Healthy People 2020. Washington, DC. Available at <http://www.healthypeople.gov/2020/topicsobjectives2020/objectiveslist.aspx?topicid=29>. Accessed Oct. 31, 2012.
5. Flattum C, Friend S, Story M, Neumark-Sztainer D. Evaluation of an individualized counseling approach as part of a multicomponent school-based program to prevent weight-related problems among adolescent girls. *J Am Diet Assoc*. 2011;111:1218-1223.
6. National Dairy Council. Welcome to fuel up to play 60. Available at: <http://school.fueluptoplay60.com/welcome/>. Accessed November 26, 2012.

Logic Model: *Fuel Up to Play 60* Brookside Elementary School

Goal(s): To help Brookside Elementary School (K-6) implement the *Fuel Up to Play 60* program.

Inputs	Outputs (Implementation/Process Obj.)	Impact – Outcome
<ul style="list-style-type: none"> ● Staff Members (us) ● Student ambassadors, NFL player ● Time planning, organizing and presenting ● Money for bulletin board, decorations, prizes ● Projector ● Screen ● Blooper reel ● School auditorium 	<p>Activities</p> <ol style="list-style-type: none"> 1.1 Create two posters to advertise the <i>Fuel Up to Play 60</i> event by Nov. 1st to encourage attendance. 1.2 Create and display one bulletin board to show healthy, child-friendly food choices and physical activities by Oct. 19th. 1.3 Create 750 flyers for students and family by Nov. 9th to encourage <i>Fuel Up to Play 60</i> program enrollment. 1.4 Put on one assembly for Brookside Elementary students on Nov. 9th to inform students about the program, how to become involved, and how to develop healthy habits. <p>Participants:</p> <ul style="list-style-type: none"> ● Elementary school students ● Faculty members ● Parents 	<p>Short/Medium-Term Objectives</p> <ol style="list-style-type: none"> 2.1 After the assembly on Nov. 9th, all Brookside Elementary students in attendance will be able to describe the <i>Fuel Up to Play 60</i> Program to their parents. 2.2 After the assembly on Nov. 9th, all students will be able to list at least one way to eat healthy and one way to be active. 2.3 At least 25% students will sign up online for the <i>Fuel Up to Play 60</i> program by Nov. 16th. <p>Long-term Objectives</p> <ol style="list-style-type: none"> 3.1 Brookside Elementary School will continue to implement the <i>Fuel Up to Play 60</i> program through yearly enrollment of 50% of their students and at least one school-wide “play” every year for 5 years. 3.2 25% of participants will make at least one change to eat healthy or be active by May 2013.

Assumptions: We anticipate that students will become excited about the assembly and the *Fuel Up to Play 60* program because of the celebrity NFL players. We also expect the faculty at Brookside Elementary to become interested in and continue to implement the *Fuel Up to Play 60* program. We predict improvements in the health of the students based on participating in the *Fuel Up to Play 60* program.

External Factors:

- The age of some students might limit their ability to understand the program.
- Parents may not want students to participate for personal reasons, family rules, or preferences.
- Bad weather may discourage physical activity.

Evaluation Plan

- *Process evaluation:* Count the number of posters hung (Obj. 1.1), bulletin boards displayed (Obj. 1.2), flyers printed (Obj. 1.3), assemblies held (Obj. 1.4), and students at assembly (Obj. 1.4).
- *Impact/Outcome (or summative) evaluation:* On handout that is sent home to students to explain how to enroll, leave a space for the parents to sign if their child was able to describe to them the *Fuel Up to Play 60* program (Obj. 2.1) and at least one way to eat healthy and one way to be active (Obj. 2.2); have students return signed papers to teachers, and then count the number of responses. View enrollment statistics on *Fuel Up to Play 60* website as well as “play” participation (Obj. 2.3). Continue monitoring enrollment and number of “plays” completed over the next 5 years (Obj. 3.1). Send out a survey to students in May 2013 to determine what behavior changes have been made (Obj. 3.2).

FUEL UP TO PLAY 60 BROOKSIDE ELEMENTARY ASSEMBLY LESSON PLAN

Target Audience: Brookside Elementary School (K-6)	Community Agency: Dairy Council of Utah and Nevada
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<p>Terminal Objective By the end of the assembly at least 25% of students will be motivated to sign-up for the <i>Fuel Up to Play 60</i> program online and do at least one “play” by December 2012.</p>		<p>Terminal Concept It is important that elementary aged children get the proper nutrition and physical activity that they need to have high energy levels and to grow and develop properly. The <i>Fuel Up to Play 60</i> program will help them become aware of the need for good nutrition and physical activity.</p>	
<p>References</p> <ul style="list-style-type: none"> • http://fueluptoplay60.com/ 			
<p>Preparation</p> <ul style="list-style-type: none"> • Recruit NFL player • Create/acquire posters and bulletin board to advertise/decorate for the event • Select student ambassadors and teach them their responsibilities • Buy prizes for students and “Thank You” gift cards for the NFL players • Acquire materials such as balloons, butcher paper, blooper reel, a football and goal post • Set up the gym for the assembly 			
<p>Pre-assessment Look at how many students and teachers are already enrolled in the <i>Fuel Up to Play 60</i> program.</p>		<p>Introduction Blooper reel of NFL teams messing up will be playing as students come into the gym. Introduce what the <i>Fuel Up to Play 60</i> program is and then have the NFL player run through the butcher paper and throw out footballs to the crowd. (Time: 5 min)</p>	
Supporting Objectives	Content Outline	Time	Learning Experiences
Students will be able to explain what the <i>Fuel Up to Play 60</i> program is and why it is important at their	The <i>Fuel Up to Play 60</i> program is a program for schools that is founded by the National Dairy Council and NFL, in collaboration with the USDA, that helps	5 min	A dairy council representative will present a check to the school and give it to the student ambassadors and explain what the program is.

<p>school.</p> <p>Students will be able to describe healthy eating habits and identify different ways to be physically active.</p>	<p>students become able to make small, everyday changes at school. It motivates children to make healthy food choices and be active for at least 60 minutes every day by offering prizes such as an NFL player visit or Super Bowl tickets.</p> <p>Healthy eating habits include getting a variety of food groups, eating three meals a day including breakfast, and choosing healthy options for snacks such as fruits and vegetables. 60 minutes a day or more of exercise help children to have more energy and develop strong bodies. Any form of exercise is good for your body, including walking, running, playing sports, dancing to music, just moving your body, etc.</p>	<p>25 min</p>	<p>Project team members will interview the NFL player and ask the following:</p> <ul style="list-style-type: none"> • What did you have to do to become an NFL player? • What kinds of food do you eat to give you energy to play hard? • We hear that fruits and vegetables are good for us. What kind of fruits and vegetables do you eat? • You said you had to practice to become an NFL player right? So what types of things would you do to warm up before playing? <p>The NFL player will answer each of these questions with his personal stories, as well as involving the children in his presentation. For the very last question he will do a workout with the kids, involving each of them in jumping jacks and dancing.</p>
<p>Students will be able to describe what the <i>Fuel Up to Play 60</i> program is and how to enroll in it.</p>	<p><i>Fuel Up to Play 60</i> is a program that rewards you for all the fun activities that you do and good foods that you eat! To sign up you'll need to go online to fueluptoplay60.com and enroll. <i>Fuel Up to Play 60</i> has lots of fun prizes</p>	<p>5 min</p>	<p>Show students the <i>Fuel Up to Play 60</i> website, how to enroll, and how to record "plays."</p> <p>Hand out flyers to teachers to give to the students on how to sign-up for plays. These flyers will be addressed to the parents.</p>

	<p>for those who sign up and complete activities called “plays.” These can be done on your own or with your class. You can explore more ways to have fun with “plays’ on the website. The first 50 students to sign up will receive a cinch backpack and the first 500 will get a free <i>Fuel Up to Play 60</i> pencil.</p>		<p>Show students models of the actual prizes.</p>
<p>Assessment We will continually check online to see numbers of student enrollment in the <i>Fuel Up to Play 60</i> program.</p>			
<p>Closure Music will play as students get up to dance and be dismissed.</p>			

Gaant Timeline Chart

<i>Fuel Up to Play 60 Brookside Elementary Assembly</i>						
	2012					
Project Tasks	AUG.	SEP.	OCT.	NOV.	DEC	DATE COMPLETED
Contact Utah Dairy Council		Sep. 10				Sep. 5
Contact April Dean to get information on assembly		Sep. 7				Sep. 11
Contact the principal of Brookside Elementary to get a date for the assembly			Oct. 5			Oct. 8
Contact teachers to find NFL players			Oct. 10			Oct. 10
Contact teachers for recommendations for student ambassadors			Oct. 10			Oct. 7
Create budget for assembly, prizes, and advertising			Oct. 9			Oct. 8
Sign-up online as advisors			Oct. 10			Nov. 6
Sign-up students to be ambassadors			Oct. 20			Nov. 5
Contact NFL players			Oct. 15			Oct. 31
Visit school to get estimates on bulletin board height and width			Oct. 8			Oct. 8
Design bulletin board			Oct. 3			Sep. 29
Shop for materials to make bulletin board			Oct. 10			Oct. 10
Advertise the event and create/acquire posters and bulletin board to hang in the school halls			Oct. 19			Nov. 7
Determine prizes for students who enroll in the <i>Fuel Up to Play 60</i> program and who acquire the most points			Oct. 24			Oct. 17
Acquire materials and information for the assembly			Oct. 24			Nov. 3
Give assembly for the students at Brookside Elementary School				Nov. 9		Nov. 9
Send out flyers for online sign-ups				Nov. 9		Nov. 9
Evaluate daily sign-ups				Nov. 30	Dec. 14	Nov. 30 - Dec. 3
Give prizes for most sign-ups/activities completed					Dec. 14	Nov. 30 - Dec. 3
Evaluate amount and types of activities recorded online					Dec. 14	Dec. 3
Submit final project					Dec. 4	Dec. 3