



NFL Play 60!

Programs and activities from the NFL

As a co-sponsor of *Fuel Up to Play 60*, the National Football League knows the importance of physical activity. They've been a leader in providing opportunities for students to be physically active in multiple environments and programs.

These ideas bring some of the NFL's good work into focus and give you ways to build on those ideas for long-term, healthy improvements in your school community.

NFL FLAG FOOTBALL

Start an official NFL FLAG Football league (or recruit teams from your school to join if one exists) in your area. NFL FLAG Football is a great way to get students — both boys and girls — involved in a fun physical activity that will really keep them moving!

- **Work with your school's physical education team** and parent organization to find volunteer coaches.
- **Locate a place** where practices and games can be held, and work with the community to secure times for both.
- **Visit the [NFL FLAG Web site](#)** to find out how to [organize](#) and [register](#) your league so teams can get official jerseys, footballs and flag belts.
- **Meet with volunteer coaches** to set up practice times and begin recruiting players. Show the coaches the [NFL resources](#) that provide coaching tips, plays and other information so they feel comfortable getting started.

- **Consider asking local businesses or organizations** to help fund the equipment fees for the league, or provide volunteer referees or other needed resources. See [Tips and Tools for Engaging Businesses](#). You can also use this [donor request letter](#) template to request donations.
- **Spread the word about NFL FLAG Football.** Ask teachers to let you present briefly on the fun and physical activity benefits students will get from joining the league. Create posters for high-traffic areas, distribute flyers in classrooms, send information home to families and advertise your program during morning announcements. Consider putting up a bulletin board display of the different teams formed in the school. After each game, highlight student efforts and successes in the school's morning announcement.

Everyone Can:

- Help promote the league and recruit students to give it a try.
- Help find and secure a location.
- Ask adults to help coach the teams.
- Help secure donations from local businesses to pay for equipment and other needs.
- Encourage their friends and classmates to join teams, and focus on the fun rather than competition.
- Be physically active and track their choices for the [Fuel Up to Play 60 Competition](#).



NFL PLAYER CHALLENGES

Organize a weekly NFL Player Challenge contest in which students complete physical fitness challenges demonstrated by NFL players.

- **Create a planning team** including students, your principal and P.E. teachers. In your team, review the [player challenges](#) on the NFL Play 60 Web site. With the help of your school's P.E. teachers, provide time during the school day for students to attempt the challenges presented on the videos. Students can also attempt the challenges submitted on the site by other students.
- **Write out simple directions for each challenge** and post them where students can see them, and change the challenges on a weekly basis. Come up with a system that keeps track of which students have completed each challenge. You might have a bulletin board outside the gym or main office, in the cafeteria or near the school entrance. You might also photocopy sheets that students can use to track their own challenge results.
- **Consider offering prizes** for those who can complete the most challenges, or students who complete the most repetitions in a given time period, etc. For help in getting donated prizes from local businesses, check out [Tips and Tools for Engaging Businesses](#) and this [donor request letter](#) template.
- **Advertise the program** to students through morning announcements, flyers, posters and ads in the school newsletter. Remind your classmates that they can track their physical activities and earn rewards for the school in the [Fuel Up to Play 60 Competition!](#)

Everyone Can:

- Form a planning team.
- Write out simple directions for challenges.
- Solicit prizes.
- Help create a way to track challenge results.
- Advertise the program.
- Remind their friends and classmates to track their physical activities.



NFL PLAY 60 CHALLENGE

Challenge students in your school to get active at home. Hold a contest to see what kind of physical activity routines kids can come up with, even when they're watching their favorite TV shows!

- **Set up a challenge board** that highlights activities students can do while they are at home. Use the [Physical Activity](#) ideas provided by the [NFL Play 60 Challenge](#) to highlight different ideas and encourage students at your school to be physically active whenever they can.
- **Consider a checklist** that students can use to check off each of the suggested activities as they do them. Highlight the number of students who complete all the activities in a given time period.
- **Ask teachers to support your program** by using some of the ideas to assign physical activity challenges as part of classroom expectations. Provide teachers with the [NFL Play 60 Challenge Lesson Plans](#) (available on the American Heart Association Web site) for additional ideas.

- **Host an awards assembly** to highlight students who participate at high levels. Have them share the activities that were their favorites and demonstrate new ideas they may have come up with on their own.
- **Send home information to parents** about the benefits of physical activity, activities they can do as a family and the important role they can play in modeling physical fitness for their kids. Use the [NFL Play 60 Challenge Take Home Resources](#) to help with this.

Everyone Can:

- Set up the challenge board.
- Distribute information and resources to teachers.
- Create take-home materials/flyers and other promotional materials highlighting the types of activities that can be done at home.
- Promote the program to teachers and ask them to send home assignments.
- Organize the awards assembly.
- Encourage students to be physically active and track their choices for the [Fuel Up to Play 60 Contest](#).



NFL PLAY 60 MODEL TEACHERS

Get your teachers involved! Organize a friendly teacher competition using the NFL Play 60 Challenge for teachers to track their physical activity and post it on a school bulletin board for students to see! Ask teachers to participate as a starter activity or to complement their use of the [NFL Play 60 Challenge](#) with students.

- **Present the NFL Play 60 Challenge** to teachers in your school — either at a special meeting or at a regularly scheduled staff meeting. Highlight the [benefits of the program](#).
- **Distribute the NFL Play 60 resources for teachers** and ask teachers to consider integrating the ideas into their classrooms. Challenge them to first use the ideas and tracking resources to increase their own physical activity levels and hold a NFL Play 60 Teacher Challenge to get students interested.
- **Create a bulletin board** display showing teachers' goals and progress during their collegial challenge. Make announcements and highlight the successes of teachers in reaching their goals.

- **Follow up with teachers** to ask them to transfer their experiences to students by implementing the [NFL Play 60 Challenge](#) in their classrooms.
- **Spread the word** about the teacher challenge. Highlight the benefits of physical activity for everyone. Create posters to put up in high-traffic areas, distribute flyers in classrooms and advertise your program in the school newsletter. Encourage students to make physical activity a part of their routines and to track their activities for the [Fuel Up to Play 60 Competition!](#)

Everyone Can:

- Organize and participate in the teacher presentation of *NFL Play 60 What Moves U*.
- Copy and distribute the *What Moves U* teacher resources.
- Create a bulletin board highlighting teacher successes.
- Promote the program by making posters and flyers.
- Encourage their friends and classmates to be physically active and track their choices for the [Fuel Up to Play 60 Competition](#).



FITNESS FIRE-UP DRILLS!

Work with your administration to implement fitness fire-up drills. When a “fitness drill alarm” sounds, everyone stops what they’re doing and participates in 3-5 minutes of physical activity. Do these twice a day for a week, and then make it random throughout the year.

- **Work with your school principal** to get support for short activity breaks as part of a school routine. Present your idea to the school staff to get their buy-in. Use the [Why and How to Play 60](#) to help you frame your message.
- **Arrange for days and times** for the fitness fire-up drills to occur. *Note:* You should plan to use a signal or alarm *other than* the official fire alarm to avoid confusion.
- **Distribute sample activity ideas** for teachers to use during the fitness drills. There are resources available in the [NFL Play 60 Challenge teacher resource guide](#) as well as lesson plans that can be used to incorporate physical activity into general subject lessons.
- **Create school posters** and a take-home flyer to help students and families know what the fitness fire-up drills are, when they will happen and what the purpose is. Highlight the [benefits of building in 60 minutes of physical activity](#) to students’ and their families’ daily routines and how these activities can help students be healthy.

- **Use the [NFL Stretches and Calisthenics](#), the [NFL Play 60 Ways to Play 60](#) and the [In-Class Activity Breaks](#) suggestions** for ideas. Make up flyers with activity ideas to distribute to teachers.
- **Put together a group** of students to volunteer to lead some of the activity ideas during the drills until students and teachers get the hang of it.

Everyone Can:

- Help promote the fitness fire-up drills program to staff and students.
- Create flyers and announcements to inform parents.
- Create lists of suggested activities to distribute to classrooms.
- Volunteer to lead activities in their classrooms during the breaks.
- Create posters supporting the program.
- Encourage their friends and classmates to be physically active and track their choices for the [Fuel Up to Play 60 Competition](#).