



## Idea Sheet: School Promotions

### Fuel Up to Play 60 Poster Contest

Promote participation in Fuel Up to Play 60 by organizing a poster contest for each class or grade level. Students will create posters that highlight what they will do to meet Fuel Up to Play 60 goals and earn rewards for their school in the Fuel Up to Play 60 program.

- Provide teachers with information about Fuel Up to Play 60, and ask them to have students create posters that highlight how they will meet their healthy eating and physical activity goals. Consider making a sample poster of your own goals to share with classes.
- Place posters in the cafeteria and other areas where students gather or pass by frequently.
- Have students cast votes for their favorite posters, announce the winners at each grade level or for each class and distribute prizes to the contest winners.
- Ask local businesses to donate prizes for drawings.

### Monthly Mini-Promos

Plan a year full of monthly-themed activities that highlight and promote healthy eating and physical activities.

- Use a calendar to brainstorm ideas for each month. For example, in April you could host an April Fools' Day "dinner for breakfast." The breakfast could feature nutritious food choices that are normally considered "dinner foods" but that could be adapted for breakfast.
- One month you might include morning announcements that highlight a "healthy eating opportunity of the day." Work with your school nutrition professionals to try to track whether your activities lead to increased consumption of nutrient-rich options on the menu.
- With teachers and the principal, decide on a schedule for your school's monthly activities. Consider alternating between healthy eating and physical activity themes. If you decide not to alternate, try to keep the themes balanced across the school year.
- Remember that your school's dietitian, other nutrition professionals and the health and PE teachers can also be valuable resources while planning your events.
- Put up posters and/or distribute flyers to advertise each month's event and get everyone excited about attending!

### Trivia Challenge!

Promote healthy eating by holding lunchtime trivia competitions at your school. Provide rewards for contest winners and promote interest in Fuel Up to Play 60 in your school.



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- Decide whether you will hold trivia contests weekly, monthly or on another schedule. Consider giving your contest a catchy title such as “Tuesday Trivia” or “Friday Fuel Up Days.” With the help of your principal and your school nutrition professionals, decide on the best location to hold the contest.
- Develop trivia questions about healthy eating. Prepare enough questions for your first trivia challenge. Then prepare additional questions for future events as needed. Try the Fuel Up to Play 60 [Weekly](#) or [Monthly](#) Fun Facts resources for ideas.
- Decide how winners will be chosen. Who has the most questions correct? Who is the first to answer all the questions correctly?
- Ask local businesses, community organizations and others to donate prizes for winners.

#### **Fuel Up to Play 60 Morning Comedy Club**

Work with your school’s television production or drama classes to create a series of skits that highlight the Fuel Up to Play 60 program and your school’s goals. Present the skits during morning announcement time and motivate students to participate in the Fuel Up to Play 60 program!

- Enlist the help of your school’s drama teachers by asking them to devote class time. Ask students to create skits that promote Fuel Up to Play 60’s program and goals. Skits can be in the format of a comedy club routine or a morning radio show.
- The goal of the skits should be to get students interested in participating, taking the Fuel Up to Play 60 Pledge, and improving their healthy eating and physical activity habits.
- Consider limiting the time for each skit to 2-3 minutes and have student teams (or individuals) present their skits during morning announcements. Students can consider making a video of their skit to play over the school media system or in the cafeteria at lunch time.



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