Game On! The Ultimate Wellness Challenge is a year-long program that challenges America’s youth, their families and schools to incorporate healthy food choices and physical activity into their daily lives. The program consists of a series of theme-based challenges spaced throughout the school year to engage and recognize students — and the adults who support them — for their efforts to make better food choices and move more.

Research shows that good nutrition and physical activity contribute to improved academic performance, attendance rates, behavior — and ultimately lifelong health and well-being. Sound nutrition and physical activity also help children and youth maintain a healthy weight, a goal worth pursuing given the alarming epidemic in childhood obesity.

Game On! The Ultimate Wellness Challenge provides step-by-step, easy-to-implement strategies and resources to help schools support children's health as part of the everyday school culture and environment.

STUDENTS, EDUCATORS, FAMILIES AND COMMUNITY VOLUNTEERS:
GET INVOLVED, HAVE FUN — AND TAKE THE CHALLENGE!

- Supports school wellness policies and practices
- Fun for kids and the adults who support them
- Easy to implement
- Draws on existing free and low-cost resources from government agencies and other leading organizations
- Reinforces good health messages throughout the school day and the school year
- Adaptable for use in elementary, middle and high schools
- Invites school staff, families and community members to get involved
- Flexible enough to fit your school's calendar, resources and needs


Developed by Action for Healthy Kids as part of a continuing initiative in cooperation with the U.S. Department of Agriculture and the U.S. Department of Health and Human Services.
ARE YOU WILLING TO TAKE ACTION FOR HEALTHIER KIDS?

Order your FREE Wellness Activation Kit and help your school lead the revolution for healthy kids.

The National Dairy Council® and your local Dairy Council® have teamed up with the National Football League® to lead the revolution for healthier kids! We’re giving you all the tools you need to win — we’ve reserved a free Wellness Activation Kit for your school. This kit will help your students make positive changes when it comes to their eating and exercise habits. It will also help your school achieve its wellness goals.

Fueled by the 2005 Dietary Guidelines for Americans’ Food Groups to Encourage and an easy to follow Play 60 message, your school’s kit will be loaded with what you need to energize kids to improve their eating and exercise practices. Included will be vehicles to deliver inspiring health messages, an entire nutrition and activity challenge program and creative downloadable tools.

For detailed information, or to order your school’s kit, hop online at www.SchoolWellnessKit.org. Order your kit today and be among the first to receive notification about online tools that will support the Wellness Activation Kits. (We will begin shipping the kits to registered schools in September 2008.)