

NFL PLAY 60 FitnessGram Project Overview

The NFL PLAY 60 FitnessGram Project serves schools and community organizations in each NFL market by providing tools for educators to build quality physical education programs. Physical educators are granted a comprehensive physical education program that includes assessment tools, professional development, equipment, and much more. In addition, a leadership infrastructure in each NFL market offers guidance and support with resources to enhance the health of the school community.

Benefits and Expectations

School Benefits

- Participation in the NFL Play 60 campaign to get kids active 60 minutes a day
- FitnessGram Champion (leader) for project participation guidance
- Monthly health-related newsletters for school community
- Biweekly resources with NFL Play 60 and other health-related program information
- Online Youth Activity Profile tool for students
- FitnessGram Resource Kit
- Latest version of FitnessGram software, including Smart Coach professional development resources
- NFL PLAY 60 FitnessGram team-specific banner*

School Expectations

- Commit to assess fitness levels of students two times (pre-post) during the school year
- Enter student FitnessGram scores into the software, including height and weight**
- Complete project-related surveys (baseline at registration, annual every spring)
- Send home at least one FitnessGram report to all students tested

*Sites that meet school expectations after first year of participating receive a banner.

**All student data is de-identified.