

"Kids need calcium for proper growth and development, which has to be part of your wellness policy. We have seen such an increase in milk consumption due to plastic bottles it has to be making a significant contribution to achieving our wellness goals."

Susan Woods,  
Director of School Nutrition,  
Forsyth County School System,  
Cumming, Ga.

**Make  
"Milk Cool to Drink!"  
in Your School**

Find out how you can implement the *New Look of School Milk* in your district by contacting your local Dairy Council®.

**Milk's New Look**

- Easy-to-open, plastic bottles
- Served ice-cold, in lots of flavors
- Attractively merchandised, on the meal line, in a la carte and vending



**New Look  
of  
School Milk**

Visit  
[www.NutritionExplorations.org](http://www.NutritionExplorations.org)  
for more  
*New Look of School Milk*  
information and to find  
the Dairy Council®  
nearest you.

**Make Milk and Wellness Cool at School!**



# New Look of School Milk Powers Students' Choice for Wellness

School wellness policies aligned with the 2005 Dietary Guidelines for Americans have their foundations in place to encourage students to eat nutrient-dense foods and help address the issues of obesity, overweight and undernutrition. Yet the real challenge is for schools to transform healthy choices into appealing, great tasting ones that students actually choose and consume.

**The New Look of School Milk program is a solution.**

## Milk's Contribution to Wellness

- Milk is a complete nutrient package with calcium and eight other essential nutrients.
- The Dietary Guidelines for Americans recommends three daily servings of low-fat or fat-free milk, cheese or yogurt, and calls out the Milk Group as a "Food Group to Encourage" – along with fruits/vegetables and whole grains.
- Milk supplies three of the five nutrients the Dietary Guidelines identifies as low in children's diets: calcium, magnesium and potassium.
- When children drink milk at lunch, they have higher intakes of several important nutrients, including calcium, zinc, potassium and vitamins A and D.
- Children who drink flavored milk (which has the same nutrients as white milk) drink more milk and consume fewer nutrient-void soft drinks and fruit drinks than those who don't.
- A report<sup>1</sup> from the American Academy of Pediatrics (AAP) recommends eating calcium-rich dairy foods such as milk, cheese and yogurt during childhood and adolescence to help build strong bones and reduce the risk of fractures and osteoporosis later in life.

## If it's Broken, Then Fix it!

Only 30% of school children consume the recommended Milk Group servings. To get students to think milk is "cool to drink," a model was created, called the *New Look of School Milk* program: easy-to-open, plastic bottles, offered in a variety of flavors, served cold, attractively merchandised and offered on the meal line, in a la carte and vending. The 2001-02 School Milk Pilot Test<sup>2</sup> proved it works and is preferred:

- Milk sales increased 18%.
- Consumption increased 37%. Students drank more of the milk they selected.
- More students were attracted to the meal line, with lunch participation in secondary schools increasing 5%.

## Sustained Success in the Real World

Since the pilot was completed, there are now thousands of schools successfully offering the *New Look of School Milk* and experiencing increases in milk sales between 10%-50% and lunch participation between 10%-15%. More importantly, these gains don't spike and fall – they are maintained and provide proof that the *New Look of School Milk* can improve student nutrition long-term.

## Balancing the Cost of Plastic Bottles

Districts offering the *New Look of School Milk* have demonstrated the ability to afford the increased cost of plastic bottles. An online, easy-to-use Financial Calculator Tool can assist you in determining if your costs will balance. Go to [www.NutritionExplorations.org](http://www.NutritionExplorations.org) > School Nutrition Professionals > New Look of School Milk > Program Details > Financial Calculator. You will also find alternatives to help pay for the program, such as: adjusting a la carte and vending milk prices, increasing meal prices and recycling bottle cost savings. Your local Dairy Council<sup>®</sup> can help you with your financial assessment.

## Astounding National Wellness Projections

**What contribution can wellness practices make to our nation?**

- Wellness policies that improve nutrient intake and build healthy dietary habits, including boosting milk consumption to intakes recommended by the 2005 Dietary Guidelines and the American Academy of Pediatrics, may have long-term benefits for the nation's health.
- If adult Americans increased dairy intake to 3-4 daily servings, it has been estimated a 5-year cumulative healthcare savings of \$200 billion would result due to reductions in chronic diseases including obesity, hypertension, type 2 diabetes and osteoporosis.<sup>3</sup>

## New Look as a Measure of Wellness

Assessing wellness program effectiveness could be the most difficult part of implementing a policy. The gains from the *New Look of School Milk* program are possibly the easiest to quantify. And the New Look is a highly visible, tangible program that generates positive reactions from students, teachers, administrators and parents.

<sup>1</sup>American Academy of Pediatrics, Optimizing bone health and calcium intakes of infants, children, and adolescents. *Pediatrics*. 2006; 117 (2): 578-585.

<sup>2</sup>National Dairy Council<sup>®</sup> and School Nutrition Association (SNA; formerly American School Food Service Association). The School Milk Pilot Test. Beverage Marketing Corporation for NDC and SNA, 2002.

<sup>3</sup>McCarron, D.A., & Heaney, R.P. Estimated healthcare savings associated with adequate dairy food intake. *American Journal of Hypertension*. 2004; 17(1): 88-97.

*"The AAP recommends children eat three servings of milk, flavored milk, cheese or yogurt a day. While there's no cure for osteoporosis, eating 3-4 servings of low-fat or fat-free dairy foods will help children get the calcium they need to build strong bones, which will benefit them throughout life."*

Frank Greer, MD, FAAP,  
Chairman of the American Academy of  
Pediatrics Committee on Nutrition

*"Even increasing our costs, we predicted the New Look of School Milk would attract more customers because the perception of our meals would change. With increased ADP at lunch and breakfast our students proved us right."*

Debbie Zemanek, M.Ed.,  
Director of Child Nutrition,  
Conroe Independent School District,  
Conroe, Texas

*"The New Look of School Milk is what got students excited about this big change with our wellness policy. Our reimbursable meals sales sky-rocketed, as we had hoped. The New Look of School Milk was a major contributor to this success."*

Brent Craig, SNS,  
Director of School Nutrition,  
St. Vrain Valley School District,  
Longmont, Colo.

