

The 7th WORLD SCHOOL MILK DAY September 27th 2006

The 1st World School Milk Day was celebrated in September, 2000 and has since become an annual event celebrated in many countries throughout the world and promoted actively by the Food and Agriculture Organization (FAO) of the United Nations.

Also this year, a number of countries joined in the celebrations of World School Milk Day on the last Wednesday in September...

In **Argentina**, the Nutrition Department of the Maimónides University, within the framework of the Project "Schools as promoters of a healthy nutrition" has organized a series of activities in the Mother Teresa School in the Province of Buenos Aires to mark this year's World School Milk Day (WSMD). The school provides its 400 students from disadvantaged families of one of the poorest areas of Great Buenos Aires with breakfast, lunch and snacks. In this context, the idea was born to promote milk consumption in school as well as to the families and the entire school community. Dairy **Australia** ran a 'Milk It' competition for



primary school students who were invited to create a cartoon illustrating what they think is great about drinking milk. The winning students won an iPod Shuffle and received a \$1,000 sports equipment voucher for their school. Schools have also been asked to celebrate the Day by incorporating some fun lesson ideas and activities into the school curriculum. On the occasion of WSMD, Láctea **Brasil** prepared a press release on the importance of teaching good and salutary eating habits in school.

In **Canada**, provincial School Milk Programs across the country distributed information kits (which included background information on WSMD, a sample news release that schools could use along with activity suggestions to mark the occasion) to elementary schools in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland. The provinces also continued their National poster contest - the winning submission was developed into a promotional poster and distributed along with the information packages. A

new element that was added for the 2006/07 school year was a *sticker sheet* (see picture) which included original artwork submitted for the poster contest from each of the participating provinces - the sticker sheets are being used as milk reminders for students in elementary schools across the country. The information packages reached just over 5,800 schools and 1,750,000 students across Canada.

Chile participated in this year's celebrations with sports and other activities in a school in Santiago. The event was organized by FEDELECHE (the National Milk Producer's Federation) together with PROMOLAC (a partnership between producers and the industry to promote milk consumption). As part of the celebrations, students gave gym demonstrations and organized games dressed up as cows. On the occasion of this initiative, sports equipment was donated to the school and



Chile

flavoured milk was offered to all participants. The Ministry of Education of the Republic of **China** has been collaborating with John Tung Foundation to celebrate World School Milk Day 2 years in a row since 2005. This year, there were 72 junior high and elementary schools participated in “2-A-Day, Milk You Healthier” campaign voluntarily. In order to let pupils know the benefits of milk, schools held a series of activities to promote the importance of milk. Pupils can also get more information related to dairy products from different kinds of activities. Some special events included competitions creating posters, drawings, cartoons, slogans, calligraphies, stories, and compositions on the benefits of milk. There were many amazing art works created by pupils, especially milk carton creation. Further, seminars for teachers and parents were arranged to discuss the benefits of milk and to explain why milk is so important for children. Besides those events, some schools used discussion sessions, drama performance and held speeches to promote “2-A-Day of Milk” in public. In **Costa Rica**, more than 750 school children celebrated this year’s World School Milk Day in Santo Domingo de Heredia. This was the fourth time that the local dairy company *Coronado* has organized activities in the country. The INBioparque offered a scenic location for the festivities where the students learned about biodiversity and the importance of milk and milk products to promote healthy growth. In occasion of the festivities, schools received sports equipment and other donations sponsored by Coronado. The children also had the possibility to taste different dairy products such as yoghurt, flavoured milk drinks and ice-cream. The event was advertised in the local media and various newspapers; TV and radio stations were reporting about the event in the Biopark. “Milk in the Media” was the slogan of this year’s WSMD celebrations in **Denmark**. The Danish School Milk Scheme invited all 650,000 Danish school pupils to give their interpretation of Milk in the Media in one of their own media: photography. Each class was asked to choose and submit their candidate for a winner. They could use mobile phones, cameras and computers and could add text, music, smell or other off-beat ideas. What the pupils were asked to do was left very open: What do you associate with the slogan "Milk in the Media"? Put your ideas, memories, knowledge and thoughts into a photo. Let your photo speak for itself, or make it into an advert, CD cover, a milk carton, T-shirt, poster, etc. Around 55,000 campaign newsletters have been circulated to all Danish schools along with campaign posters for display on school premises, ensuring all schools are invited to take part. A catalogue has been developed as inspiration for teachers containing texts, songs, photos, old milk advertisements and references to other sources of information. A dedicated website (<http://foto.micro-site.dk/>) has also been set up for teachers to draw inspiration. The idea for the campaign originates from the desire to mobilize a wide range of know-how and skills for an activity that can be developed within a single subject or across a range of them. By encouraging interpretation of how milk is perceived, we encourage pupils to think for themselves and reflect on a cultural pillar in their upbringing and day-to-day lives. In **Finland**, milk is served cooled in every school every normal school day for free for the children. In most schools there are at least two types (semi-skimmed and skimmed milk) of milk available. All school milk is pasteurized and there is also low-lactose or lactose-free milk available. *Milk – White magic power* is the name of a big 3 year long EU supported campaign going on in Finland to get the children to drink more milk and maintain the good image of milk. Within this campaign, the Dairy Nutrition Council delivered white clown noses and paper masks to the children at schools to have fun at World School Milk Day in



September. Half of the schools in Finland ordered the material. Here is an example of the school where they celebrated the whole week. School kitchen personnel campaigned for the milk by telling the children the usual amount of used milk and encouraged them to raise the amount every day. Till the end of the week

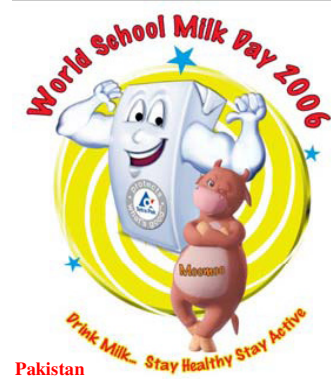
the children had almost doubled the school milk they used to drink. This is a good example: Even with a small load you can achieve big results! The Pan-American Dairy Federation (**Fepale**) commemorated this year's World School Milk Day as in previous years through their website http://www.infoleche.com/fepale/fepale/lechesalud/leche_salud.php Under the Program "More Milk=More Health" of the Federation, it wants to offer the diffusion of the activities of all the institutions of the different American Countries that are preparing or evaluating activities in conjunction with World School Milk Day 2006. While **India** celebrated the Day by distributing free milk (donated by a local dairy company) to about 200 students in a school in Mumbai, **Indonesia** inaugurated a new project in West Java introducing School Milk Day through one of the local TV networks. To mark World School Milk Day in **Iran**, a half page advertisement was printed in the Hamshahri newspaper. Iran has a large School Milk program covering 11 millions students who receive free milk 3 times per week from September to March. Although **Japan** has not planned a particular activity for WSMD, schools are participating in a milk carton craft contest taking place during September and October. School milk is delivered to 98% of elementary schools in Japan and carton recycling is one of the most important environmental education themes.

In **Kazakhstan**, Tetra Pak realized events in schools to support the development of the local school milk program and increase the awareness of its pilot project, named "Milk break". "Milk break" is a costumed theatrical performance for children participating in the program. Events are intended to promote a healthy lifestyle, popularize milk consumption and support packed milk consumption. Around 500 students in seven schools in Kapshagai city participated in the events and enjoyed funny actors in costumes of milk



packages and biscuits. For the coming year "Milk break" is planned to be held in all schools participating in the country's school milk program. On World School Milk Day, the Minister of Food and Agriculture of **Mongolia** opened the final link in the cow to consumer dairy food chain, a model 'One-stop' Dairy Sales Centre in Ulaanbaatar. The five main processing dairies that collect and process domestic milk in Ulaanbaatar joined together to retail quality milk and dairy products. Sales are aimed at those customers who are especially interested in fair-priced, quality domestic milk and dairy products and who are unable to buy these products from their local store or supermarket. The centre also enables the smaller dairies

to convert their products into cash more quickly, which means herders can be paid more quickly. Tetra Pak **Pakistan** organized a daylong carnival in Pakistan's largest cities Karachi and Lahore as part of the World School Milk Day celebrations. The event was attended by more than 24,000 people, 8000 at Karachi and 16,000 at Lahore. Tetra Pak and its dairy customers set up stalls offering various fun-filled activities highlighting the benefits of drinking healthy milk and playing their part in promoting Tetra Pak's vision of a healthy lifestyle. Major dairy brands of the country availed this opportunity to generate trial and interact with target consumers. The attendees included children from more than 100 schools including their parents and families who participated enthusiastically and whole-heartedly in the event. The participating schools had also setup stalls on milk related themes. The event also included games such as sack race, three-legged race, milk relay race, a declamation contest, a fancy dress show, lucky draws along with a lot other activities. The highlights of the event included the Milkateer and Moomoo costumed brand ambassadors that caught everyone's attention, especially children. The event attracted great media interest and was covered by prominent newspapers, television and radio stations nationwide. Winners were awarded prizes and trophies with all participating students being awarded certificates by Tetra Pak. Great interest and zeal was clearly visible, judging from the participation of the children. In **Russia**, World School Milk Day was celebrated in Udmurtia, one of the regions where a school milk program was started two years ago, running very successfully. Around 10,000 pupils of elementary school were involved in a competition named "Best article made from used SM package" starting from the 1st of September. While each participant received a small prize, the 150 winners from different schools were invited to a special event for kids with exiting activities and beautiful prized



like bicycles. The **Kingdom of Saudi Arabia** celebrated World School Milk Day for the 4th consecutive year. Major celebration activities were held in the three biggest cities Riyadh, Jeddah & Dammam, but also



at all education directorates (42). Celebrations were taking place in collaboration with various private sector sponsors. The various activities started with a short play telling students about the benefits of milk and its nutritional values. Students also tried to emulate how milk is milked from a dummy cow, sterilized packed and protected for safe consumption. During the "Treasure hunt" competition, where milk packs are hidden in a heap of papers, children had to find and consume milk in groups; the game was aimed at emphasizing the value and goodness of milk as a treasure to make children's bones & teeth stronger.

The flavoured milk competition showed the importance of breakfast and also flavoured milk as an alternative to plain milk with the same nutritional value. At the end of the activities the students were requested to recycle the empty packs. Each participating child received a personal "Milk Moustache" photograph after drinking milk as well as a small gift bag; the MOE included stickers and an educational booklet on milk for each child. Celebrations in all education directorates of the Kingdom included sports competitions, drawing contests, seminars and the distribution of free milk.

In **Sri Lanka**, a press release informed about World School Milk Day and the vision and policy of the New President of Sri Lanka focused on development & poverty alleviation. The note informed about the implementation of a pilot project in six districts that provides fresh milk to 12,000 underprivileged 2-5 year old children. The project is starting from September 25, 2006 - the very week school children in the world are organizing many programmes to celebrate World School Milk Day. To initiate the awareness on the importance of drinking milk & mark the World School Milk Day in Sri Lanka, the SLVA (Sri Lanka Veterinary Association), under the patronage of the Hon Minister of Livestock Development, arranged the distribution of 1300 milk cups/packets to school children. A daily glass of milk is every child's right. Continuation of school milk programmes need major funding and a progressive in-country dairy industry. SLVA took the opportunity to invite philanthropist, charitable organizations, and interested parties to positively support this pioneering effort spelled out in the Mahinda Chintanaya. The Milk Producers' Organization (MPO) in **South Africa** celebrated the national School Milk Day on 7 November 2006 to form part of the International School Milk Conference held at Spier Estate, Stellenbosch, from 6 to 8 November 2006. Preparations for World School Milk Day in **Sweden** started already in May with the announcement of a scholarship for school staff such as pre-school teachers, teachers for example home economics, dieticians, school nurses, pre-school- and school catering staff. The aim was to encourage those who would like to promote healthy eating and drinking in pre-schools and schools. On School Milk Day, the 27th of September, the winners of a scholarship for one pre-school and one school were announced.

On the Day, students enjoyed milk parties organized in collaboration with the dairy companies. Further, there were two press releases: one informing about the scholarships and the other one pointing at the fact that it is important for pupils to have the possibility to choose between semi-skimmed and skimmed milk in schools. *Captain Milk* lead the **United Kingdom** in celebrating World School Milk Day in England and Wales. The character celebrated World School Milk Day by challenging school children to identify some of the flags of the world. Quiz leaflets were issued to customers of the school milk provider. The simple multi-choice quiz asked group assistants to help the children recognize and put pictures of the national flags of France, Japan and England against the correct country. Those that got them all right went into the hat for a prize draw, with six lucky entries claiming a world globe for use in class, educational vouchers and a supply of Captain Milk stickers.

"I've been zooming the globe for Cool Milk to tell as many children and parents as I can of the health benefits of drinking milk," said Captain Milk. "On my travels, I've learnt all about the flags of the world and I wanted the children in England to get to know them too," he added. Children from the winning groups were presented with their globes on World School Milk Day, giving the pre-schools an excellent opportunity to promote themselves in the local media and so raise the profile of milk for early-years.

United Kingdom - Cool Milk at School



In the **United States**, the Richmond County **Georgia** Schools participated in the celebration of World School Milk Day for the third consecutive year. In previous years, participation in Richmond County had included serving the different plastic milk containers called “chugs” versus the usual cartons, and posting posters on milk education in the lunchrooms. This year, the Richmond County School Nutrition Program focused on working in conjunction with a specific school that would play host to the majority of the World School Milk Day celebrations. When the School Nutrition Program approached Rollins Elementary with the World School Milk Day concept, Principal Dr. Bass and his faculty immediately jumped on board and decided that an educational assembly would be the best venue for the celebration. Of the numerous project



ideas dietetic interns and nutrition educator Kelly Schlein presented to faculty members, a milk carton sculpture, a bingo game for the students, and a puppet show were selected. During the week prior to the assembly, the students saved milk cartons from their lunches and decorated them in class. A teacher, Ms. Renew, collected the cartons to use in creating an abstract sculpture that will be displayed in the University Hospital cafeteria. On September 29th, the Rollins Elementary World School Milk Day assembly included teachers and students participating in milk skits, a milk song and dance, and selected students providing information on basic milk facts. The dietetic interns performed an educational puppet show on the benefits of milk on bones and teeth, as well as the recommended servings of 3 cups a day for children. The assembly concluded with the unveiling of the completed milk carton sculpture made from the students’ personally decorated cartons and the service of milk as

refreshment. Richmond County School Nutrition Program plans to build on the success of the assembly at Rollins Elementary by expanding the celebration to additional schools next year in the continued celebration of World School Milk Day. In **Alaska**, World School Milk Day was celebrated for the second time. The organisers invited Jeff King (2006 Iditarod Winner) to talk to around 1000 kids during October 24th and 25th. Children learned about the importance of drinking milk to make their teeth and bones strong. Also in the state of **Florida** World School Milk Day was promoted again this year. All 67 school nutrition directors were provided with background and ideas on how to celebrate the event. There was also a press article in a local newspaper about an event at one of the schools who choose to celebrate the event. There are about 2.7 million school children in the state of Florida.

FAO operates a free e-mail discussion group on school milk issues. To join, or if your country, region, area or school is interested in celebrating World School Milk Day please contact: FAO-School-Milk@fao.org