

Start a School Milk Program



Milk has many nutrients that children need to grow and develop strong bones including calcium, protein, and vitamins A and D. Half of children between the ages of six and 12 years do not get any milk products at lunch³. Children who don't have milk at lunch are unlikely to meet their daily calcium needs⁴.

You can help your students practice what they learn in the classroom about healthy eating and Canada's Food Guide. Offer a school milk program so that students get one of the required two cups of milk or fortified soy beverage per day as recommended by Canada's Food Guide.

Apply nutrition standards to a school milk program

The School Food and Beverage Policy (P/PM 150) Nutrition Standards classifies food and beverages into three categories: Sell Most, Sell Less and Not Permitted for Sale. A 250 mL container of white/ chocolate milk (2% MF or less) or fortified soy beverage is a Sell Most choice. Each choice also provides Maximum Nutritional Value.

Nutrition Tools for Schools[®] (NTS) encourages schools to embrace the spirit of P/PM 150 and go beyond by selecting food and beverages with Maximum Nutritional Value.

Use the NTS Nutrition Standards (revised 2010) to make sure your milk program provides the healthiest food and beverages. This will ensure compliance with P/PM 150.

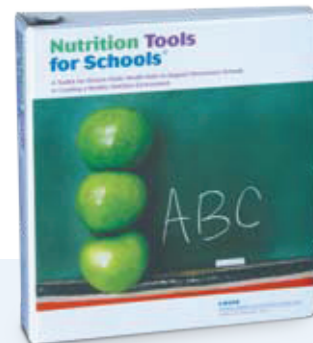
¹ Pediatric Overweight: a review of the literature. 2001. Center for Weight and Health, University of California, Berkeley.

² Malik, VS. Schulze, MB. Hu, FB. Intake of sugar-sweetened beverages and weight gain: a systematic review. *American Journal of Clinical Nutrition*. 2006;84:278-88.

³ Market Facts, 1998. 1997 Canadian Eating Habits.

⁴ Johnson, RK. Panely, C. Wang, MQ. 1998. The association between noon-time beverage consumption and the diet quality of school-aged children. *Journal of Children and Nutrition Management*, 2:95.

Nutrition Tools for Schools



Nutrition Tools for Schools[®] is a program consisting of a Toolkit and public health support to help your school create a healthy nutrition environment.

Did you know...?

Soft drinks, fruit flavoured beverages, 'energy' drinks and sports drinks often replace healthier ones, like milk. These drinks are low in nutrients and high in calories from added sugar. When consumed in high amounts they are linked to overweight and obesity in children^{1,2}.

The NTS Nutrition Standards classifies food and beverages into four categories:

- Maximum Nutritional Value - nutrition criteria that meet or exceed P/PM 150
- Sell/Offer Most*
- Sell/Offer Less*
- Not Permitted*

Apply NTS Nutrition Standards wherever food and beverages are sold and offered.

Using the NTS Nutrition Standards will ensure compliance with P/PM 150.

* Nutrition criteria are the same as P/PM 150.



Success to share

Glad Park Public School in York Region used the opportunity of their annual Fun Fair to promote milk. Anyone who bought milk had their picture taken with a milk moustache. At the end of the event all pictures were put in a hat and one was drawn to win an insulated lunch bag in a fun, black and white cow pattern. The pictures were then posted on the school bulletin board to promote the school's daily milk program!

Submitted by: Lucy Valleau, Public Health Nutritionist

Steps to starting a marvelous milk program

1. Find a champion (eg, school administrator, volunteer, parent or a class interested in fundraising) to run the program.
2. The Dairy Farmers of Canada (Ontario) Elementary School Milk Program offers step-by-step instructions, funding for fridges and educational resources. Register by calling 1-888-730-MILK [6455]. For more information visit: www.milkschool.ca.
3. Obtain a fridge to keep your milk cool.
4. Set the price for milk. Sell the milk in multiples of five cents to simplify orders. Some schools mark up the price to help raise money while others sell it at cost.
5. Promote the milk program in school newsletters, with posters and during morning announcements.
6. Appoint student moo-nitors to distribute the milk to classrooms, or set a location for milk pick-up.
7. Look for fun ways to reward students for drinking milk. For example have 'black and white' days, and milk moustache and moo-ing contests.

Together we can make the healthy choice the easy choice!

For more information about Nutrition Tools for Schools®, P/PM 150, or healthy eating, please contact your local public health unit:

For information on healthy schools go to the Ministry of Education Healthy Schools website: www.ontario.ca/healthyschools.