



Build a Healthy Skeleton School Nutrition Promotion Series



Timing: October

Corresponding Events: Halloween

Core Activity: Build a Healthy Skeleton Display

Corresponding Healthy Eating Plays: How Many Can You...?

Corresponding Physical Activity Play: School-Wide Walk It! Club



Background Information

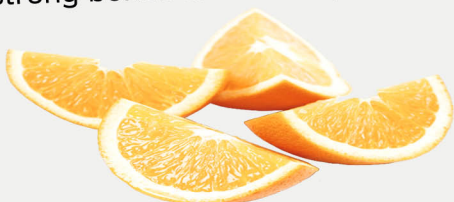
X Building and maintaining a healthy skeleton is essential to overall health and quality of life. The U.S. Surgeon General's Report on Bone Health and Osteoporosis (2004) recognizes the role of nutrients in milk and milk products, including calcium, magnesium, phosphorus, potassium, protein and vitamin D, which work together to help protect bones.¹

O Adolescence and young adulthood are critical times for building bone mass, as well as for establishing lifelong healthy eating habits. Increasing calcium intake during childhood and adolescence appears to result in a heavier and denser skeleton and, consequently, a higher peak bone mass.¹



X Milk and milk products are a core part of healthy dietary patterns recommended by the 2010 Dietary Guidelines for Americans (DGA). The DGA recommends three cups of low-fat or fat-free milk and milk products daily for those 9 years or older, 2.5 servings for those 4-8 years old, and 2 servings for those 2-3 years old.²

O Consuming three daily servings of milk, cheese or yogurt is an easy way to get a variety of nutrients important for building strong bones and healthy bodies.²



Basic Concept

1. Set a goal for the number of milks you would like to serve over the month (between 1-1.5 per student is good depending on current milk sales and availability of school breakfast).
2. Purchase a skeleton with detachable parts that can be hung on the wall.
3. Divide the total milk goal by the number of skeleton parts to get mini milk goals.
4. Track milk sales and every time you reach a mini-goal add a new part to the skeleton on the wall.
5. Once the skeleton is complete, provide a prize to all the students in the school.



1. Miller, G.D., J.K. Jarvis, and L.D. McBean. Handbook of Dairy Foods and Nutrition. Boca Raton, FL: CRC Press, 3rd edition. 2007, pp. 181-244.

2. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, January 2011



Expanding the Idea



Make this promotion happen with these ideas:

X Prize Ideas

- Skeleton stickers (check your local discount store)
- I Love Milk & I Love Cheese stickers (order at www.NewEnglandDairyCouncil.org > Catalog)
- Got Milk?® giveaways (order at www.spartanestores.com/gotmilk)
- Fuel Up to Play 60 giveaways (order at www.FuelUpToPlay60.com)



O Additional Support Materials are available on our website as part of this promotion:

- Build a Healthy Skeleton **sign**
- Build a Healthy Skeleton **mini-posters**
- **PA announcements & menu blurbs**

X Skeletons in the Classroom

- Use the Build a Healthy Skeleton **teacher letter** to communicate with teachers about the promotion and ways they can support it in the classroom.
- Provide low-fat and fat-free milk, yogurt and/or cheese for taste testing during classroom health lessons on building strong bones.

O Fuel Up to Play 60 Playbook

- **How Many Can You...?-** Hold classroom or grade level contests to see which classroom or grade can eat the recommended number of servings for each food group. Start the contest with the dairy group in October as part of the Healthy Skeleton promotion.
- **School-Wide Walk It! Club-** Plan a variety of walking activities to provide weight-bearing exercise, which helps to build strong bones.



NEW ENGLAND DAIRY & FOOD COUNCIL*



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