



School Milk Around the World School Nutrition Promotion Series



Timing: September

Corresponding Events: World School Milk Day

Core Activity: Milk Around the World Poster Contest

Corresponding Healthy Eating Plays: Cafeteria Culture & Milk Mustache Booth

Corresponding Physical Activity Play: Culture Dance Club



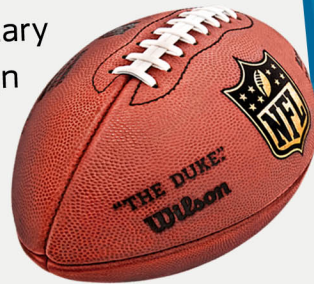
Background Information

- ✗ World School Milk Day is an international, annual event started in 2000 that celebrates the importance of school milk in children's diets and increases global awareness.
- World School Milk Day is actively supported and promoted by the Food and Agriculture Organization (FAO) of the United Nations.
- ✗ In the past, the day has been celebrated by over 40 countries including Argentina, Australia, Canada, Ethiopia, China, Iceland, Finland, Croatia, Indonesia, Oman and the USA.
- World School Milk Day is celebrated the last Wednesday every September. For more information, e-mail School-Milk-Owner@fao.org.



Basic Concept

1. Decorate your cafeterias with the **Milk Around the World Mini-posters** &/or flags from other countries.
2. Edit the **Milk Around the World Teacher Letter** to make the classroom cafeteria connection with elementary and/or secondary foreign language teachers.
3. Work with foreign language teachers in secondary schools to have students create posters or flyers advertising the benefits of milk in a foreign language.
4. Have students design a poster that represents the theme "School Milk Around the World."
5. Have students vote on their favorite poster and offer a prize to the winner.





Expanding the Idea



Take this promotion one step further with the following ideas:

X Milk Mustache Photo Booth Photo Shoot- directions can be found on our website at School Nutrition Professionals > Education Connection > Build-A-Booth

- Stock your photo booth with costumes that represent different cultures.
- Choose a different culture each week during the month.

O Prize Ideas

- Offer Got Milk?® give aways (order at www.spartanestores.com/gotmilk)
- Fuel Up to Play 60 give aways (order at www.bdbsites.com/fueluptoplay60)



X Communicate to the Community

- Use our **World School Milk Day Menu Blurbs & PA Announcements** to communicate during school and with parents.
- Contact your New England Dairy & Food Council representative to generate some positive press for your event.

O FuelUpToPlay60.com > Playbook Connection

- **Cafeteria Culture play-** Celebrate this world wide event with international decorations highlighting nutritious food choices. Continue with a monthly international themed event for cultures represented in your student body.
- **Milk Mustache Booth play-** Bring some worldly flair to your milk mustache booth by adding hats and other international costume elements to your photo booth.
- **Culture Dance Club play-** Add an international physical activity and teach dances from different cultures. Look for volunteers to teach the dances among parents, the community, local organizations and your students.



NEW ENGLAND DAIRY & FOOD COUNCIL*



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