

Measuring Wellness with the **New Look** of School Milk!



Quantifying the effectiveness of your wellness program may be the most difficult part of implementing your policy. Some of the easiest improvements to measure are the milk sales and lunch participation gains made from serving the *New Look of School Milk*.

Enticing Kids to Learn to Yearn for Healthy Options

Milk is nutrient-rich, with nine essential nutrients, but only 30% of children consume the recommended three dairy servings, daily. Students consuming school lunch have higher nutrient intakes and eat a greater variety of healthy foods.¹ Yet only about 60% participate in the program.²

The *New Look of School Milk* is "packed with cool" so students will choose it over other beverages, drink more milk and even eat more school meals.

New Look's Sustained Results

Over 6,000 schools serve 3.5 million students the *New Look of School Milk*. By offering ice-cold milk, in lots of flavors, in kid-friendly, plastic bottles that are attractively merchandised, they experience sustained increases in milk sales of 10%-50% and in lunch participation of 10%-15%.

The Big Picture on Wellness

Using the results of the School Milk Pilot Test,³ the foundation for the "New Look", where milk sales increased 18%, milk consumption 37% and secondary school lunch participation almost 5%, the following wellness benefits were projected by Promar International:⁴

- By adopting and maintaining healthy diets over time, through increased milk and school meal consumption, nearly 2.6 million students would be expected to reduce their lifetime risk of six major health conditions – coronary heart disease, type II diabetes, colorectal cancer, osteoporosis, stroke and hypertension – by 20% to 50%.
- In adopting healthy diets and lowering the risk of illness as they grow older, these students would lower the direct and indirect costs associated with these conditions by an estimated \$0.8 billion to \$1.1 billion (present value) per year.

Get Measurable Results in Your District

Your local Dairy Council® can assist you in finding out what the *New Look of School Milk* can do for your program. Visit www.NutritionExplorations.org for more information and to find the Dairy Council nearest you.



NATIONAL DAIRY COUNCIL®

¹ Rainville, A.J. (2003). January, School Lunch or sack lunch? *American School Board Journal* 21-29.

² Story, M., Kaphingst, K.M., & French, S. (2006). The role of schools in obesity prevention. *The Future of Children*, 16(1), 109-142.

³ National Dairy Council® and School Nutrition Association (SNA; formerly American School Food Service Association). The School Milk Pilot Test. Beverage Marketing Corporation for NDC and SNA, 2002.

⁴ Promar International. School Milk Pilot Test: Estimating the effects of National Implementation. A report prepared for the National Dairy Council® and the School Nutritional Association. November 22, 2002.