



**Fall
2009**

MoosLetter

Coordinator's Comments:

Welcome back to a new and exciting year with the School Milk Program! We hope everyone had a great summer. While you've been out to pasture on holidays, we've been busy at the office making some changes. Your coordinator of 10 years, Pat Bugera Krawchuk, is moo-ving on. A big congratulations to Pat and her new position as Nutrition Programs Manager at Dairy Farmers of Manitoba. It is with great pleasure that I get to introduce myself, Sarah Cahill, as your new School Milk Program Coordinator. As a former student who enthusiastically drank milk and looked forward to milk draws, as a Dietitian I am equally delighted to be managing this valuable program.

The School Milk Program will continue to offer great opportunities for students and organizers throughout the school year. The much anticipated Milk Spirit Week, Magnificent Milk Moovers Awards, World School Milk Day, and Milk Draws will all continue to be important parts of your program.

As new Program Coordinator, it is my intention to get out and visit as many schools as possible, so that I may learn how Milk Coordinators have run successful programs in the past and present. Also, I would like to welcome all new schools and coordinators to the program.

To all Milk Coordinators please feel free to call with any questions, comments, successes, or challenges you may have running your program. Together, I look forward to making this year's School Milk Program an exciting and important part of your healthy student body.

Wishing you all a Moo-raculous start to the school year,

Sarah Cahill, RD
School Milk Program Coordinator

World School Milk Day: Mark Your Cow-lendars!

September 30th, 2009 is the 10th Annual World School Milk Day, which provides an opportunity for students to reflect on the millions of school children around the world, like themselves, drinking milk at school. Celebrate in your school by choosing one of the many ideas included in the World School Milk Day Information folder (located in the Elementary School Milk prize kits) and don't forget about the poster contest!

Encourage your students to submit a poem, picture or artwork reflecting World School Milk Day and the celebration of milk in schools and provide them with a chance to win a \$100 cash prize for themselves as well as a \$500 cash prize for the school (see contest rules included in Elementary School Milk prize kits). The winner's artwork will be featured on next year's poster that is distributed to elementary schools throughout Canada.

Celebrations do not have to occur on September 30 for schools to be eligible. Deadline for submissions is December 18, 2009. All entries require the student's first and last names, grade level, school name and school address on a separate piece of paper attached to the reverse side of the artwork. So, artists – take note – we look forward to seeing all of your creations!

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- Have anything Moovelous to share?
- Winning Factors for a Successful Program

Contact Us

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Does your School Milk Program have something Moo-velous to share?

Over the years schools have shown us there are many different ways to run a successful School Milk Program. As new Program Coordinator, over the course of the 2009 -'10 school year, I plan on visiting participating schools to learn how each is running their School Milk Program. In turn, I will be sharing with all of you the many ideas, tips, and tricks I learn along the way.

Does your school want to share with others how your School Milk Program is run? Would you like your school to be featured in the next MoosLetter? Over the next year, we will be contacting schools to set up casual visits. Please feel free to contact the School Milk Program to invite us to your school and as always continue to send us your creative milk and cow-related artwork and photos.

Winning Factors for a Successful Program!

- **Offer white milk and chocolate milk.** Chocolate milk offers all the great bone building tools available in white milk and kids love it! When pop and drinks are available, students miss out on an important nutrition break.

Elementary School Milk Program:

- **Create awareness & excitement about your program.**
- Ask students to get creative! Designate a milk draw box.
- **Decide at the beginning of the year how to run your program.**
- Decide if you are going to give away prizes weekly or monthly. Hold your milk draws where the students gather for lunch, over the P.A. System or at a regular assembly.
- **Choose to use a pre-paid system.**
Allowing parents to prepay a month at a time offers a better service for families and assures them their children are receiving their milk. It also eases the workload for the school by eliminating daily cash or weekly payments. Check out our website at www.milk.mb.ca/school for master milk ticket ballot sheets.
- **Ask parents and students to help.**
Sharing the task among a group of parents minimizes the work and will increase the sales of milk. Involving students in aspects of running the milk program provides a great experience.

High School Milk Program:

- **Create awareness & excitement about your program.**
Ask students to get creative! Designate a spot where milk is sold and have students make "milk art" for the surroundings.
- **Decide at the beginning of the year how to run your program.**
Select which 9 weeks (or 45 days) the School Milk Program will run at your school and remember to sign up for Milk Spirit Week early!
- **Ask students to help.**
Involving students in aspects of running the milk program provides a great learning experience. It is a good idea to keep a binder or file that provides an overview of the tasks involved in running the program. When milk coordinators change, the binder can be forwarded to the next person serving as a great resource and helping the program run smoothly from year to year.



It's Back!

MoOOo You Win
starts anytime after
October 19, 2009.

Look for specially marked
cartons in your school.
Good Luck!