

2018-2020 Success Plan

Vision

Ignite a passion for consuming milk and dairy foods.

Cause

To elevate the health of children and families in California through the pursuit of lifelong healthy eating habits.

Values

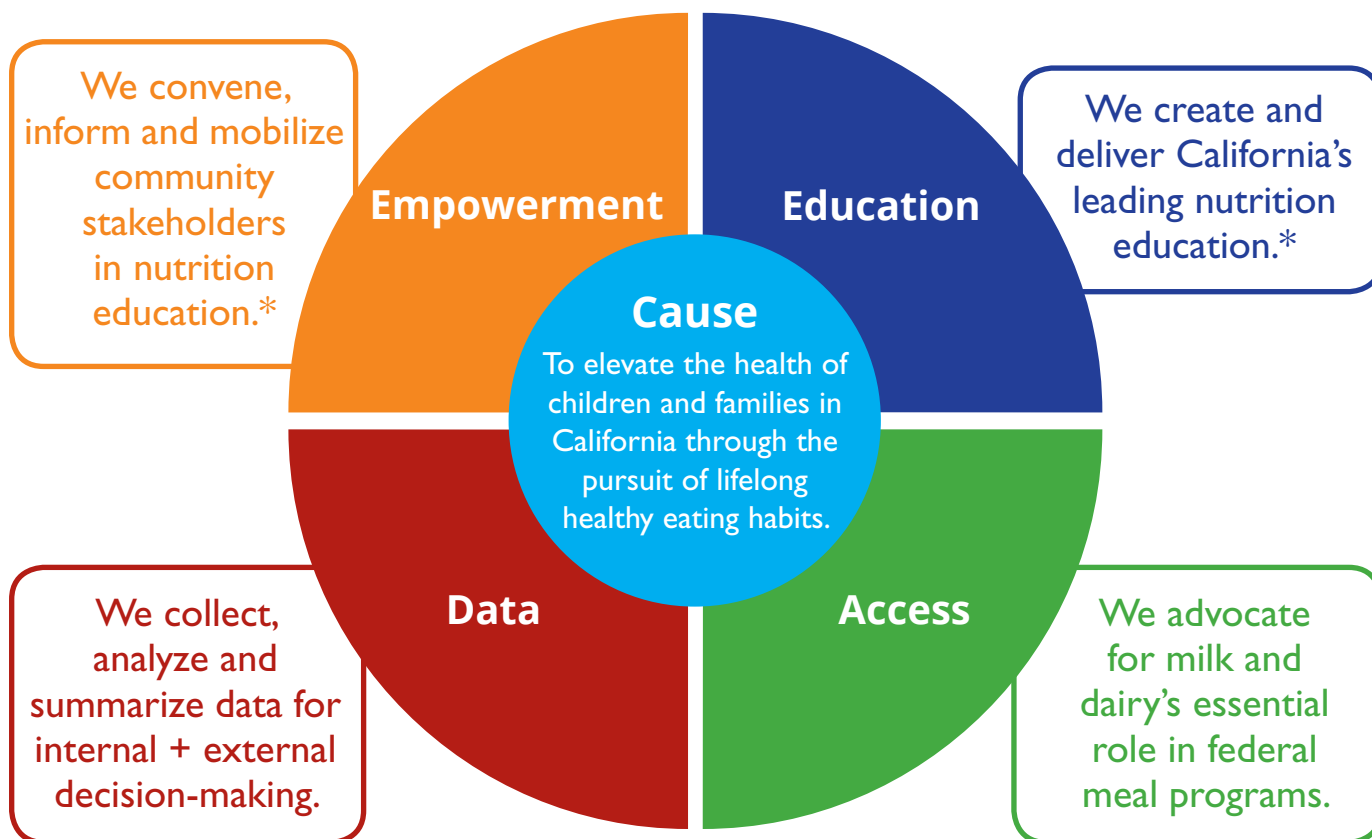
- We believe all children and their families deserve access to nutrition education and healthy foods.
- We believe reversing childhood obesity is critical to creating healthy communities.
- We believe milk and dairy foods are essential to healthy eating patterns.
- We believe collaboration is vital to ensure children are supported to grow healthfully.



Collective Action + Impact

Dairy Council of CA Strategic Efforts

Priority Outcomes as Leaders of a Cause



*Nutrition education includes a variety of learning opportunities designed to make healthy eating easier. Evidence-based programs impacting individuals, families, communities and society are most effective in leading to lifelong healthy eating habits.

Services

- ✿ Develop and provide research-based nutrition education resources
- ✿ Advise and facilitate nutrition education
- ✿ Educate children and families with Mobile Dairy Classroom
- ✿ Support dairy food access within federal meal programs
- ✿ Collect, analyze and communicate research and data

Priority Outcomes

Empowerment

Empower Community Advocates

Education

Offer Nutrition Education Resources

Access

Support Access to Nutritious Foods

Data

Leverage Data to Inform Decisions

Critical Pathways

Deepen stakeholder relationships to increase knowledge, effectiveness and capacity for collective action

Increase capacity of stakeholders to sustain effective nutrition education and advocate for dairy's role in healthy eating patterns

Broaden communication channels to educate and empower stakeholders

Create and distribute practical resources and applications to increase educator effectiveness

Align internal processes to match customer expectations

Provide education and improve understanding around key topics to support healthy eating patterns

Increase alignment of K–12 school policies and environments to support healthy eating

Demonstrate the value of dairy foods in state and federal meal programs

Increase data collection efficiency to contain costs and document collective outcomes

Measures

Participate in number of opinion leader committees

Train number of professionals

Impact number of thought leaders

Collect number of influencer activities to demonstrate baseline

Create vision and develop wireframe for website redesign

Distribute:

- 1,470,000 student resources
- 2,425,000 family resources

Educate 440,000 students through Mobile Dairy Classroom assemblies

Create framework and messaging for key nutrition and dairy topics

Advise number of schools on Smarter Lunchrooms Movement strategies

Increase number of requests to access Out of School Time Federal Meals

Complete database redesign

Collect accurate data

Develop model to collect and share data with partners

2018-2020 Priority Outcomes Dashboard

The dashboard provides an at-a-glance view of measures accomplished to date as identified in the Success Plan.

