

Make Milk #1



Harborside Elementary School Makes Milk A Winner!

Smarter Lunchrooms Principles Used

1. Increase visibility
2. Increase convenience
3. Suggestive selling

School Site Profile

School Name: Harborside Elementary

Grade Levels Served: K-6

Enrollment: 680

Percent Free and Reduced: 87%

Foodservice Director:

School District Profile

District Name: Chula Vista Elementary

Grade Levels: K-6

Number of Schools: 45

Enrollment: 29,806

Percent Free and Reduced: 51%

Average Participation: 15,179



Charity Johnson, Registered Dietitian for Chula Vista Elementary School District noticed the sales of milk declining at Harborside Elementary School and decided she needed to take action. She enlisted the help of Heather Berkoben, Community Nutrition Adviser for Dairy Council of California. Heather used the assessment score card, a resource from the Smarter Lunchrooms Movement (SLM), and learned that the cafeteria needed promotional messaging and signage to encourage students to choose milk in the lunch line.

Heather introduced Charity Johnson, R.D., to the no-cost/low cost resources and strategies available through SLM. Charity decided to design a poster for the cafeteria milk cooler that promoted low fat and fat-free white milk, along with the 9 essential nutrients found in milk. The poster was placed at the students' eye level, one of the proven SLM strategies to encourage students to make healthier choices.

Making practical, low cost changes with signage, food placement and encouragement from cafeteria staff, schools can help students make low-fat and fat-free milk an everyday choice.

To learn more about Smarter Lunchrooms Movement trainings and for additional Smarter Lunchrooms resources, visit

<http://healthyeating.org/Schools/School-Foodservice/Smarter-Lunchrooms-Movement-of-California.aspx>.

Smarter Lunchrooms TAP:
Name: Heather Berkoben
Agency: Dairy Council of California