



# World School Milk Day Activation Guide 2022



Created by Dairy Council of California for the Let's Eat Healthy Initiative

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# Celebrate World School Milk Day on September 28!

Every year on the last Wednesday in September, schools and organizations around the world celebrate the health benefits of school milk. Use this activation guide to elevate World School Milk Day with students and families.

## World School Milk Day Activities

Prior to World School Milk Day, share fun facts about milk with students. Then choose one or more activities below to extend the fun and learning.

### Share why you drink school milk.

Complete the School Milk worksheet with students. Display worksheets in the cafeteria or share on social media.



### Take the school milk pledge.

Use the School Milk Pledge Card to encourage students to drink school milk on September 28.



### Cheer for milk!

Reach out to the school nutrition services department to coordinate “cheers to milk” with students and staff in the school cafeteria. Take pictures or record a video to share on social media.



### Bring the farm to your classroom.

Experience the Mobile Dairy Classroom in person or virtually and boost ag literacy with the dairy-centric extension activities.

### Share milk and dairy education with families.

Pass out the Milk + Dairy Foods tip sheets to families. Order your free tip sheets, available in pads of 50 sheets in English or Spanish, at HealthyEating.org/TipSheets.



### Participate in the Let's Eat Healthy World School Milk Day video.

Record 15-30 second clips of students answering the question, “Why do I drink school milk?”

- The recording(s) may be included on Let's Eat Healthy's YouTube channel in a video highlighting World School Milk Day and other social media platforms.
- Email the video(s) to Dairy Council of California Marketing Coordinator Meghan Parker at [mparker@DairyCouncilofCA.org](mailto:mparker@DairyCouncilofCA.org) and include the students' initials and school district.
- Parent/guardian must complete the Media Release Form prior to emailing the video(s).



### Show off your celebration.

Share the fun on social media! Use the hashtag #WSMD2022 and tag @HealthyEatingCA on Facebook and Instagram for a chance to be featured on our social media channels.

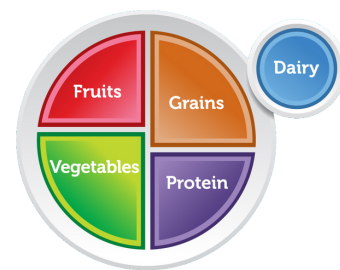


For additional information contact Dairy Council of California Project Manager Renée Farias at [rfarias@HealthyEating.org](mailto:rfarias@HealthyEating.org). Learn more about Let's Eat Healthy and join the initiative at HealthyEating.org/Join.

# Fun Facts for World School Milk Day

Share the following fun facts with your students. Then follow up with a World School Milk Day activity.

- On World School Milk Day, people recognize the importance of school meals and celebrate the health benefits of school milk.
- As a student in California, you can eat a healthy school breakfast and lunch, which includes milk, for free each school day.
- The first World School Milk Day was held in September 2000. Many countries worldwide continue to celebrate on the last Wednesday in September. This year, the global celebration is Wednesday, September 28, 2022.
- Milk is part of the Dairy food group. Dairy is one of five food groups. The other food groups are Fruits, Vegetables, Grains and Protein.
- Dairy foods, like milk, provide a unique package of nutrients like calcium, vitamin D and protein. Milk fuels learning, gives the body energy to play, helps develop strong bones and teeth and builds and repairs muscle.
- Children ages 2-7 should have two to two and a half servings of dairy foods like milk, yogurt and cheese each day. Children 9 and older should have three servings.
- One serving of milk or yogurt is close to the size of a fist and one serving of cheese is just about the size of your pointer finger.
- It only takes two days for milk to get from the farm to your school or local grocery store.
- Milk is the top agricultural product in California.

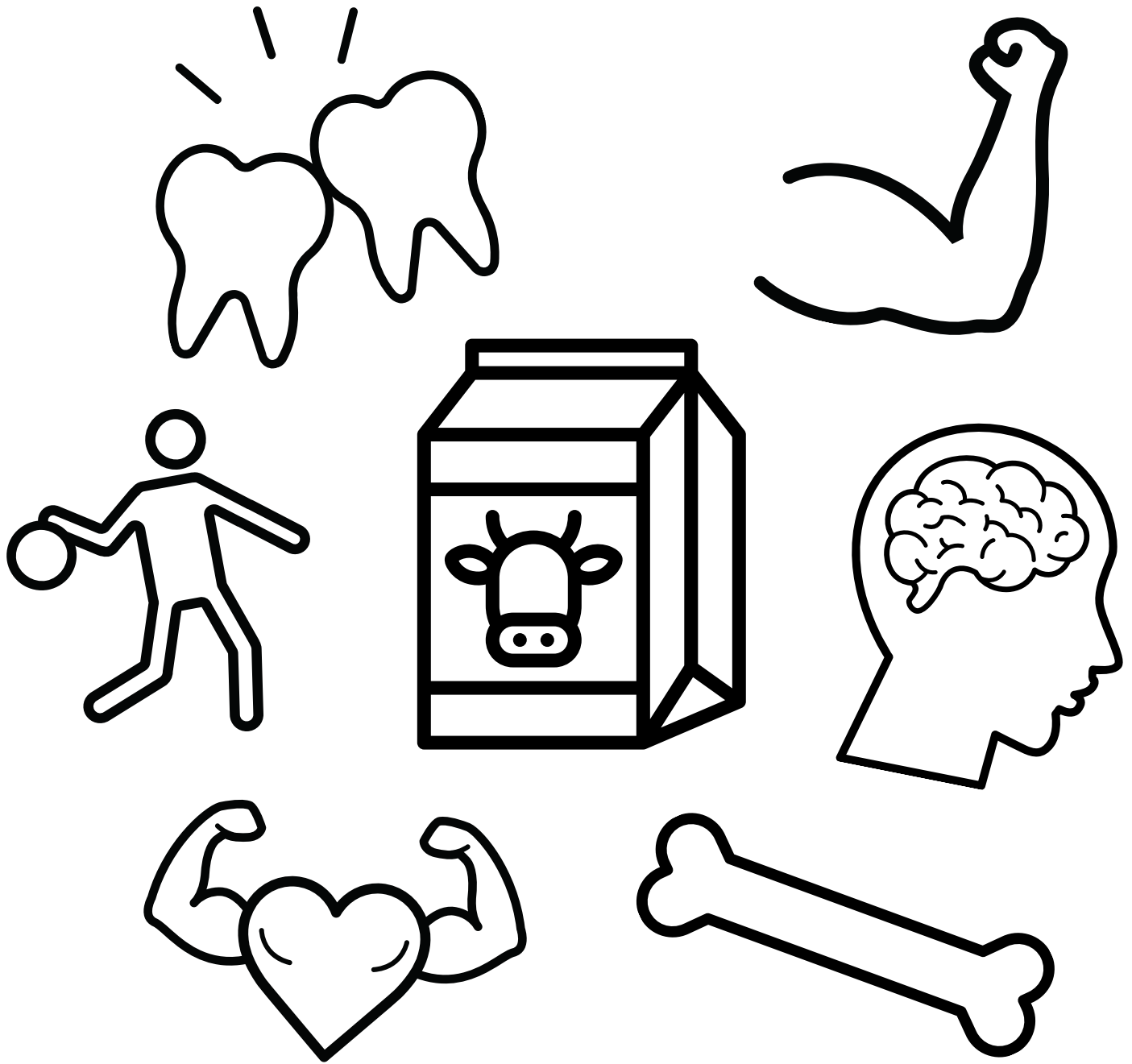


Pointer Finger = 1.5 ounces



One Fist = 1 cup





I drink school milk because

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# World School Milk Day

September 28, 2022



I pledge to participate in the school meal program on September 28.  
I will enjoy drinking milk with my school breakfast or lunch!

**Student Name**

Learn more at [HealthyEating.org/WorldSchoolMilkDay](https://HealthyEating.org/WorldSchoolMilkDay)

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