

Make Milk #1



The Johnson Park Jets Move More Milk!

Smarter Lunchroom Principles Used

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

Julie Thompson has been instrumental in improving student nutrition at Johnson Park Elementary School. During her nine years as Kitchen Manager, Julie has been dedicated to serving healthy school meals and encouraging students to make nutritious choices.

School Site Profile

School Name: Johnson Park Elementary

Grade Levels Served: K-6

Enrollment: 322

Percent Free and Reduced: 89%

Foodservice Director: Amber Watson

School District Profile

District Name: Marysville Joint Unified

Grade Levels: K-12

Number of Schools: 25

Enrollment: 9,647

Percent Free and Reduced: 79%

Average Participation: 7,687



After attending the Smarter Lunchrooms Movement (SLM) of California's training for school foodservice professionals in 2013, she and her staff decided to implement a multi-faceted campaign to encourage students to make healthier choices. One of the goals was to increase the number of students choosing plain milk. Julie and her staff used product positioning, advertising and role modeling to achieve their goal. Julie purposefully placed the milk cooler at the beginning of the line and rearranged the plain milk to be in front, within arm's reach for students. Posters with the message "Super Jets Drink White Milk" with the school mascot, The Jets, were placed throughout the cafeteria, and pictures of cafeteria staff were made into advertising posters stating, "Rosa Says Be a Super Jet, Drink White Milk!" Staff could also be seen drinking fat-free plain milk and talking with students about making healthier food choices.

The Results? Julie observed students asking Rosa (a cafeteria staff member), "Is milk healthy?" and telling her, "I'm drinking milk to build strong bones, just like you!" Even more convincing was the data from production records showing that their campaign was working: **Milk sales increased 46 percent**, almost doubling the number of milk servings selected!

Johnson Park Elementary School has been a leader and innovator, inspiring other schools within Marysville Joint Unified School District to participate in SLM. The school district is partnering with UC CalFresh Yuba-Sutter County and the Dairy Council of California to provide training and assistance to additional school cafeteria managers in the district. Each participating school will receive kits with materials to promote making healthy choices.

Smarter Lunchrooms TAP:
Name: Leslie Pring
Agency: Dairy Council of California

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>.