

How to Promote Your Milk Program



Elementary
School
Milk Program

1. Keep parents informed:

Make sure every student in your school takes home the Elementary School Milk Program (ESMP) brochure. This will help you to let parents know that your school has the ESMP.

Write a small reminder about the benefits of the milk program and use the handy ESMP artwork provided on ontarioschools.milk.org, your school's website or your own promotional pieces you send home to parents.

2. Take advantage of free materials, program information and support at ontarioschools.milk.org:

Everything you need to make the program easy to run at your school has been provided to you in your Program Kit or is available online, at your fingertips! Take a moment to check out all that ontarioschools.milk.org has to make running the program easier than ever!

3. Use the promotional materials provided to you:

Display the promotional program poster in prominent locations where teachers, students and visiting parents can see them to build awareness about the program at your school.

4. Get your local media involved:

Let the community know you are working to make students healthier through the milk program. Call your local paper and invite them out for a milk celebration.

5. Get your senior students involved:

Assemble a Milk Moovers Team to assist you in running the program; create announcements, contests and new ways of distributing the milk rewards.

6. Broadcast your milk program over the morning announcements:

Advertise special milk days, contests or the way you will be distributing the rewards that day – or even just remind students the program is available.

7. Create your own milk events:

School events add excitement to the program for students – think of fun ways to promote milk. A few ideas include: best milk rap, poem, story, riddle, etc. Offer a few of the rewards we send as a prize, or offer free milk for a day.

8. Find new and interesting ways to distribute the milk rewards:

Try new ways of handing out rewards to keep the program interesting and provide an opportunity for all participants to win something throughout the year.

9. World School Milk Day:

40 countries around the world celebrate World School Milk Day! Use this day, the last Wednesday of September, to hold a special milk day with activities as your official kickoff to the school year!

10. Offer and promote both chocolate and white milk:

Chocolate milk outsells white milk 3 to 1 within schools, and it contains the same amount of protein, vitamins and minerals as white milk. Chocolate milk has no more sugar than the same amount of unsweetened apple juice – and it tastes great, so kids love drinking it. So if your students prefer chocolate milk at school, you can feel good about offering it.

11. Share your ideas with us!

Tell us what your school is doing to promote the milk program by emailing us at schoolmilk@milk.org.

