

Ultimate School Restyle: Making Schools a Happening Place!

Draft Outline

1. Overall objective of the Ultimate School Restyle project

- a. Next step of New Look of School Milk
- b. Protects dairy's place in school wellness policies and in all areas the school environment with product availability, promotion, education, and communication.

2. Overview of the project

- a. Ultimate School Restyle is a dairy farmer supported program being implemented by state and regions to promote and offer dairy throughout the entire school campus.
- b. The initial step involved meeting with seven schools to determine a plan for the restyle and gathering initial student questionnaires and information
- c. The work continued over the summer, when the school cafeterias were under construction with their physical makeovers
- d. When bells rang again for the new school year, students were welcomed back with a New Look from their Ultimate School Restyle.
- e. The steps include evaluation and decision making to determine what the restyle involves for each school, taking pre-measurements with the students, the physical re-construction phase of the environment, the adaptation to the new "restyled" environment, and the post-testing phase. While some positive preliminary results have already been seen, final results can be expected in summer 2008, with the end point being more milk, yogurt and cheese available when, where and how kids want it at school.
- f. It is being implemented by seven state and regional Dairy Councils as test sites:
Participating schools::
 - SUDIA – Forest Park High School in Clayton County, GA (Atlanta area)
 - Dairy Farmers Inc. - Florida Dairy Council – Fairview Middle School in Tallahassee
 - Dairy Council of Arizona – Ingleside Middle School in Phoenix
 - NEDFC – Shrewsbury High School in Shrewsbury, MA
 - Western Dairy Council – Boulder High School in Boulder, CO
 - Midwest Dairy Association – Smith Hale Middle School in Kansas City, MO
 - ADADC – Union Hill High School in Union City, NJ
- g. Close to 9,500 schools are implementing New Look of School Milk, reaching over 5.5 million students. Ultimate School Restyle is the next step of the School Milk Pilot Test to support New Look of School Milk.
- h. It involves remodeling the school cafeteria and environment to allow for maximum dairy sales opportunities
- i. The goal for the Ultimate School Restyle is to improve the availability of dairy throughout the entire school campus from a la carte, vending, meal line, snack areas, school stores, school

events, etc. Dairy's role in wellness is one key to achieving this goal

- j. Protecting the environment is of interest to schools and this program/NLSM lends itself to "being green".
- k. By restyling or making over the school environment – starting with the cafeteria – to make it a location fosters a healthier learning environment and promotes nutritious food and beverage options for student and staff and extending into the entire school.
- l. By promoting dairy's role in school wellness policies with product availability, nutrition education and health promotion.
- m. Gathering information such as pre and post student questionnaires on health behaviors and knowledge and student body mass index measurements helps support that cafeteria nutrition makeovers and social marketing can make an impact on students' food choices and health

2. Partnerships at work

- a. The USR partners local dairy councils, community organizations, processors and schools to "restyle" the school environment to encourage healthier foods and beverage options for students and staff.
- b. Local school districts, community businesses and organizations have assisted with this project financially by providing cash donations, discounts, or products

3. Presentation by Leah Schmidt, Hickman Mills Middle School, Missouri

4. Presentation by Linda Stoll, Boulder High School, Boulder Colorado

5. Show DVD - Before and after pictures/video of the 7 restyled schools

6. Conclusion

- a. NDC supports school districts promoting healthier school environments, because healthier schools and appealing cafeterias mean more dairy will be consumed
- b. Results from the USR will be utilized as models to promote dairy's role in school wellness and the health of children to other schools and school districts.