



A number of countries have already confirmed that they will hold celebrations in occasion of the World School Milk Day on 27 September 2006 which is the last Wednesday in September.

While from our end here in Rome we can only remind and promote the Day, the organising work has to be done by you out there in the various countries. Let me thank you all for your efforts and also for sharing your plans with the list. This is very important as it gives others an idea on how World School Milk Day could be celebrated in their own countries.

Below I am attaching messages we have received so far... it is good to see that people plan events well in advance. If you haven't planned anything yet, it is not too late, just give it some thought... even a press release or an activity in a single school or a small village is a good start!

Remember: celebrations can be at any level!

I am looking forward to hearing from you.

Barbara Senfter - FAO

Fuente: "School Milk List" – FAO



WORLD SCHOOL MILK DAY - SEPTEMBER 27, 2006

Australia: In the lead up to World School Milk Day on 27 September, Dairy Australia is running the 'Milk It' competition for primary school students with some great prizes to be won. To enter, students are invited to create a cartoon which illustrates what they think is great about drinking milk. The winning illustration will win an iPod Shuffle and a \$1,000 sports equipment voucher for their school - there are 5 state group prizes to be won. Schools have also been asked to celebrate the day by incorporating some fun lesson ideas and activities into the school curriculum. There are even suggestions on how the school canteen can get involved in the day too. For further information on Australia's WSMD celebrations go to www.dairy.edu.au/milkit (Toni Kokkinos)

Costa Rica: Milk World Day for Costa Rican Schools. More than 700 school children of the Coronado canton will celebrate the Milk World Day in their schools with a visit to the Biodiversity Institute Park (INBio), where they will have the opportunity to know more about nature, and will also learn about milk and explore its origin in the model farm located within the park. Boys and girls are students of marginal schools and neighbors of Coronado, the milk company that bears the same name of this community that is celebrating this day by the fourth consecutive year. Besides an advertising campaign about this day and the multiple benefits of milk, the company will take the children through a didactic tour over the Park's multiple educational attractions. This will include a theater performance about the benefits of consuming dairy products. This visit will be accompanied with milk products in various presentations which will be a delight to the children. The company is also planning to donate a cow to the Park in order to increase the farm's animal diversity so that the children that come by hundreds every week can be more acquainted with milk, its origin and its benefits. This community project will be also combined with an important journalistic coverage so that mass media can inform the public about the necessity to include dairy products in their daily diet. The children will receive, besides the educational experience of this day, some didactic material for their school homeworks, thanks to the contribution of other sponsors attracted by Coronado for this celebration.

Denmark: Milk in the Media - capture it in a photo Back at the beginning of April the Danish School Milk Scheme invited all 650,000 Danish school pupils to give their interpretation of Milk in the Media in one of their own media: photography. Each class was asked to choose and submit their candidate for a winner. They could use mobile phones, cameras and computers and could add text, music, smell or other off-beat ideas.



What the pupils were asked to do was left very open: What do you associate with the slogan "Milk in the Media"? Put your ideas, memories, knowledge and thoughts into a photo. Let your photo speak for itself, or make it into an advert, CD cover, a milk carton, T-shirt, poster, etc.

Around 55,000 campaign newsletters have been circulated to all Danish schools along with campaign posters for display on school premises, ensuring all schools are invited to take part. A catalogue has been developed as inspiration for teachers containing texts, songs, photos, old milk advertisements and references to other sources of information.

A dedicated website (<http://foto.micro-site.dk/> <<http://foto.micro-site.dk/>>), has also been set up for teachers to draw inspiration.

The idea for the campaign originates from the desire to mobilise a wide range of know-how and skills for an activity that can be developed within a single subject or across a range of them. By encouraging interpretation of how milk is perceived, we encourage pupils to think for themselves and reflect on a cultural pillar in their upbringing and day-to-day lives.

Competition: Each school is to nominate its own winning candidate for each class, and submit it to the Danish School Milk Scheme's jury of experts, (a professional photographer, an artist, a multimedia expert and a representative from the Danish School Milk Scheme) who will meet to select the winners from each school year. Each class winner (11 in all) will receive 1,500 Euro which can be spent on a class outing or camp. The campaign will culminate on World School Milk Day, 1 September 2006 when the winners will be announced. Press releases will be sent to all national media, and TV has already expressed interest in covering the project and will attend the announcement of the winners. All photos submitted will be exhibited at the Experimentarium in Copenhagen in September 2006 and will be on view to the public.

(Lars Witt Jensen)

Finland: Every schoolday is a schoolmilk day in Finland when we have free school milk to every pupil. Usually the milk types served at schools are skimmed and low-fat milk (1 % or 1,5 % fat). They are 97 % of the total consumption of the school milk. For the school milk day Dairy Nutrition Council has several activities:

- a seminar for catering and nutrition specialists two weeks before the day
- who is the school meal GURU, an internet competition on the [www-site www.maitojaterveys.fi](http://www.maitojaterveys.fi) and there look for a robot
- a leaflet for home economic classes



- a postcard for pupils to be sent to a friend
- media releases about different topics concerning milk and children (Ulla-Marja Urho)

Indonesia: Yes we are celebrating it by inaugurating a new project in West Java under A New local Government. We plan also to introduce " the school milk day " through one of TV net work.

We'll report the details as soon as it happend. (Dr.Suharto)

Japan: We have no special plan for school milk day. We don't have to promote school milk to schools because school milk is delivered to 98% of elementary schools in Japan. We've holding the milk carton craft contest for kids from Sep to Oct every year because the carton recycling is the one of most important environmental education theme for schools in Japan. (Yuka Hirai)

Russia: For the 27th of September we plan to organize World School Milk Day in Udmurtia- one of the regions, where School Milk program was started two years ago and goes very successful. Around 10000 pupils of elementary school will be involved in competition "Best article made from used SM package" starting from the 1st of September. Each participant will get a small prize. About 150 winners (each from each school) will be invite to a special event for kids, where they will participate in some activities and get some more significant prizes, like bicycles. We also plan official meeting for representatives from Ministry of Education and conference for teachers and other people responsible for School Milk distribution. (Olga)

Sweden: In Sweden we celebrate the School Milk Day September the 27th. In May we announced a scholarship for school staff such as pre-school teachers, teachers for example home economics, dieticians, school nurses, pre-school- and school catering staff. The aim was to encourage those who would like to promote healthy eating and drinking in pre-schools and schools. One pre-school and one school are going to get a scholarship on School Milk Day the 27th of September. So far we have got 25 applications. We are also planning to have milk parties at pre-schools and schools in collaboration with the dairy companies.

We are going to have mass media activities:

- A press release about the scholarship
- A press release pointing out that it is important for pupils to have the possibility to choose between semi-skimmed and skimmed milk in school.

(Kerstin Wikmar)



UK: Captain Milk leads UK in celebrating World School Milk Day. In England and Wales, Cool Milk at School character Captain Milk celebrated World School Milk Day by challenging school children to identify some of the flags of the world. Quiz leaflets were issued to customers of the school milk provider. The simple multi-choice quiz asked group assistants to help the children recognise and put pictures of the national flags of France, Japan and England against the correct country. Those that got them all right went into the hat for a prize draw, with six lucky entries claiming a world globe for use in class, educational vouchers and a supply of Captain Milk stickers. "I've been zooming the globe for Cool Milk to tell as many children and parents as I can of the health benefits of drinking milk," said Captain Milk. "On my travels, I've learnt all about the flags of the world and I wanted the children in England to get to know them too," he added. Children from the winning groups were presented with their globes on World School Milk Day, giving the pre-schools an excellent opportunity to promote themselves in the local media and so raise the profile of milk for early-years.

(Jon Thornes)