

Promoting your school's Milk Program

1. Offer 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.

2. Notify parents of elementary school students that milk will be available in your school by including the [School Milk Program Information Sheet](#) in back to school information packages.

3. In elementary school, at the beginning of the year, send the parent brochures (provided in your kit) home with students who stay for lunch.

4. Display the posters provided in the start-up kit

5. Keep parents informed. Remind them after winter break and spring break that the School Milk Program is available at the school. If following a pre-pay system, be sure to give parents adequate notice to send payment.

6. Host a Milk Spirit Week for all students to celebrate milk and school spirit.

7. Get students involved.

Senior students can assist you in running the program; create announcements, contests and new ways of distributing the milk rewards.

9. Broadcast when your School Milk Program will be holding draws or Blitz Weeks over the morning announcements.

10. Create your own milk events!

Remind students that milk is a healthy choice and that it is available at your school by creating fun milk related events. Looking for ideas? Check out the [Milk Spirit Week Activities and Ideas Book](#).

