



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine

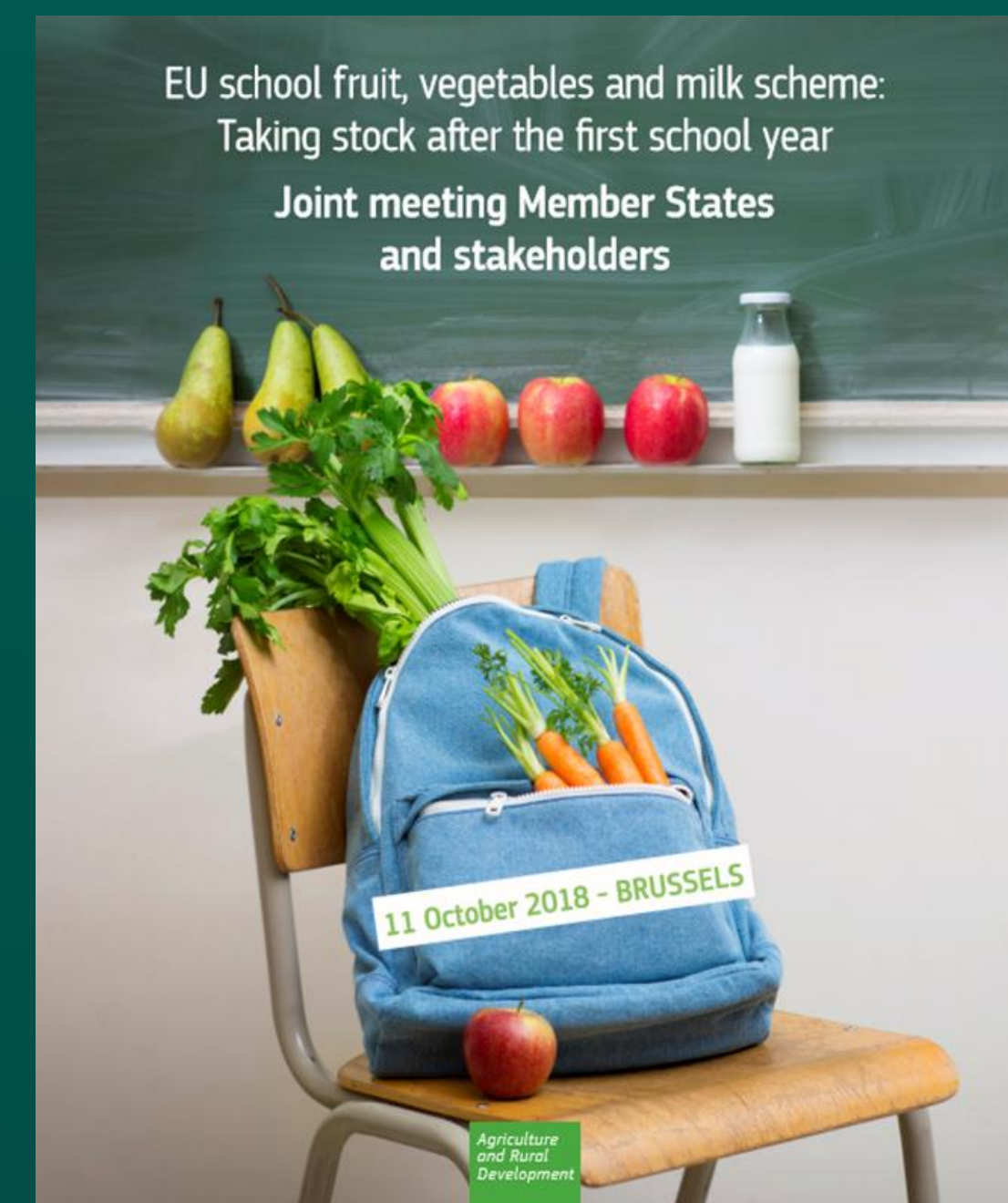
EU School Scheme Ireland – School Milk

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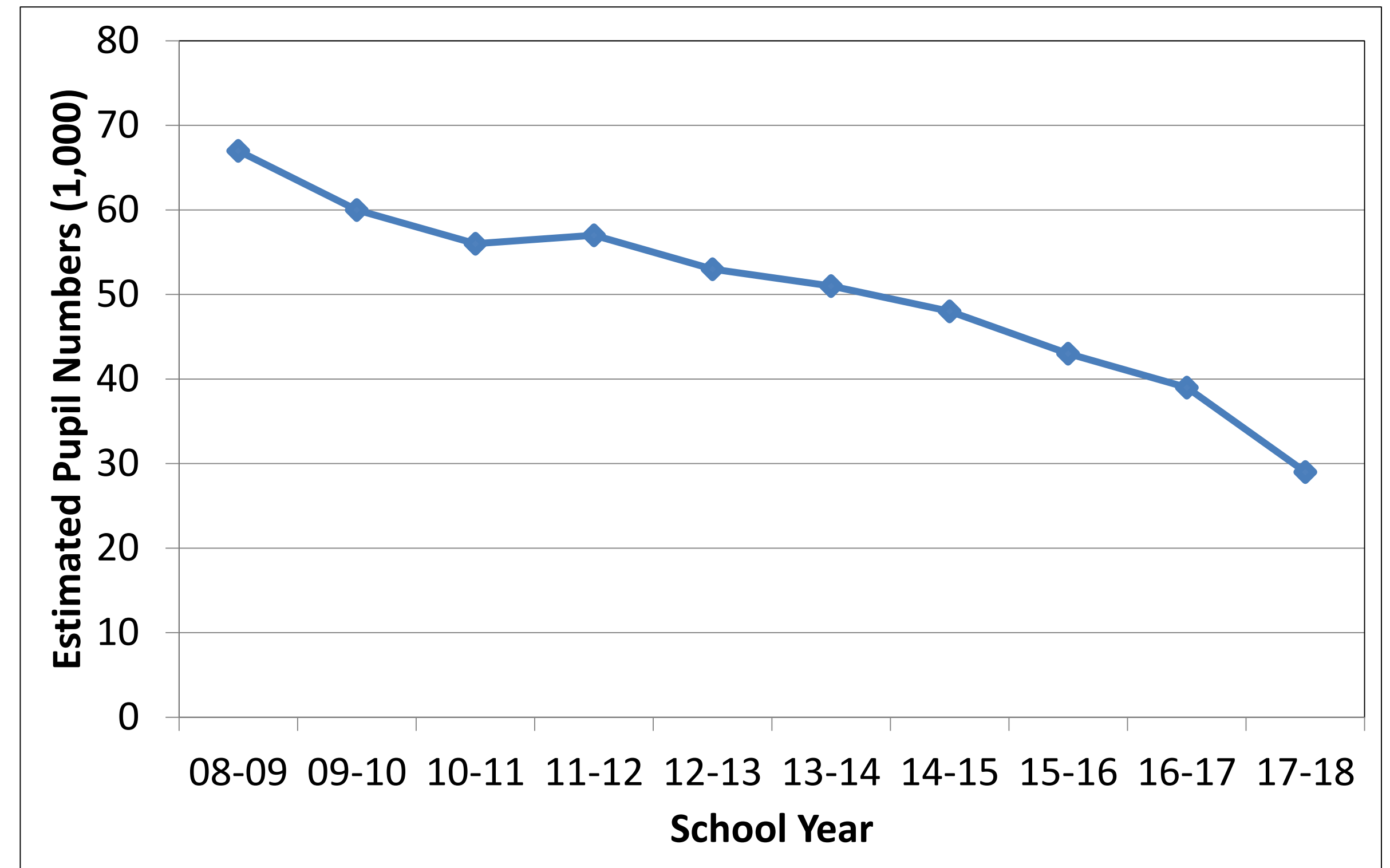
National Dairy Council



School Milk Scheme

To achieve synergies and reduce duplication FIDD took responsibility in March 2017

Participation has declined 50% in last 8 years



Strategy

6-year Strategy

Stakeholders

- Health
- Children and Youth Affairs
- Education
- Social Protection
- Other state agencies

Commitment

Key objective to halt the decline

Objectives & Indicators

	General Objective	Impact Indicator – short term	Specific Objective	Result Indicator – long term	Output Indicator
SF	To develop a taste for F&V in schoolchildren (4-7 yr)	Number of schoolchildren undergoing the classic FD intervention	Increase number of schoolchildren who undergo the classic FD intervention	% increase in the number of schoolchildren undergoing the classic FD intervention	Number of children who undergo the classic Food Dudes programme per year
	To increase consumption of F&V by schoolchildren (4-13 yr old)	% of schools invited and accepted	Increase school engagement	% increase in the number of schools engaged with per year	Number of schools engaged with per year
			Increase awareness of the role of the home environment as a major influencer of children’s eating habits		Parental feedback recorded through ongoing evaluation
		Pilot programmes developed and implemented	Develop versions of the FD programme targeting specific age groups	FD versions developed	Increase in product brought to school and consumed FD versions available for each specific age group
SM	To halt the decline and increase participation in the School Milk component	Baseline indicators established	Identify barriers to participation	Barriers identified and addressed	New models and procedures developed
		Pilot programmes developed	Increase school participation rates	% increase in schools signing up per year	Number of schools participating per year
	To increase consumption of milk and milk products by schoolchildren (4-18 yr old)	% increase in schools invited			
		Baseline indicators established	Develop new SM model of delivery	Sustainable SM model	New model implemented
		% of schoolchildren consuming milk	Increase number of schoolchildren participating per school	% increase in schoolchildren receiving milk and milk products	Number of schoolchildren receiving milk and milk products per day
	Support, link with and further improve existing partnerships and initiatives	Existing initiatives identified	To engage and support primary schools to implement health promotion initiatives	% increase of schools implementing initiatives	Number of schools who have implemented health promotion initiatives
			To provide consistent and up to date information on	Range of information available	Number of schools supported

Note: SF = School Fruit and Vegetables, SM = School Milk , FD = [Food Dudes](#)

Actions

Appointed a national university to deliver state-of-play report of the programme and to identify barriers and facilitating factors

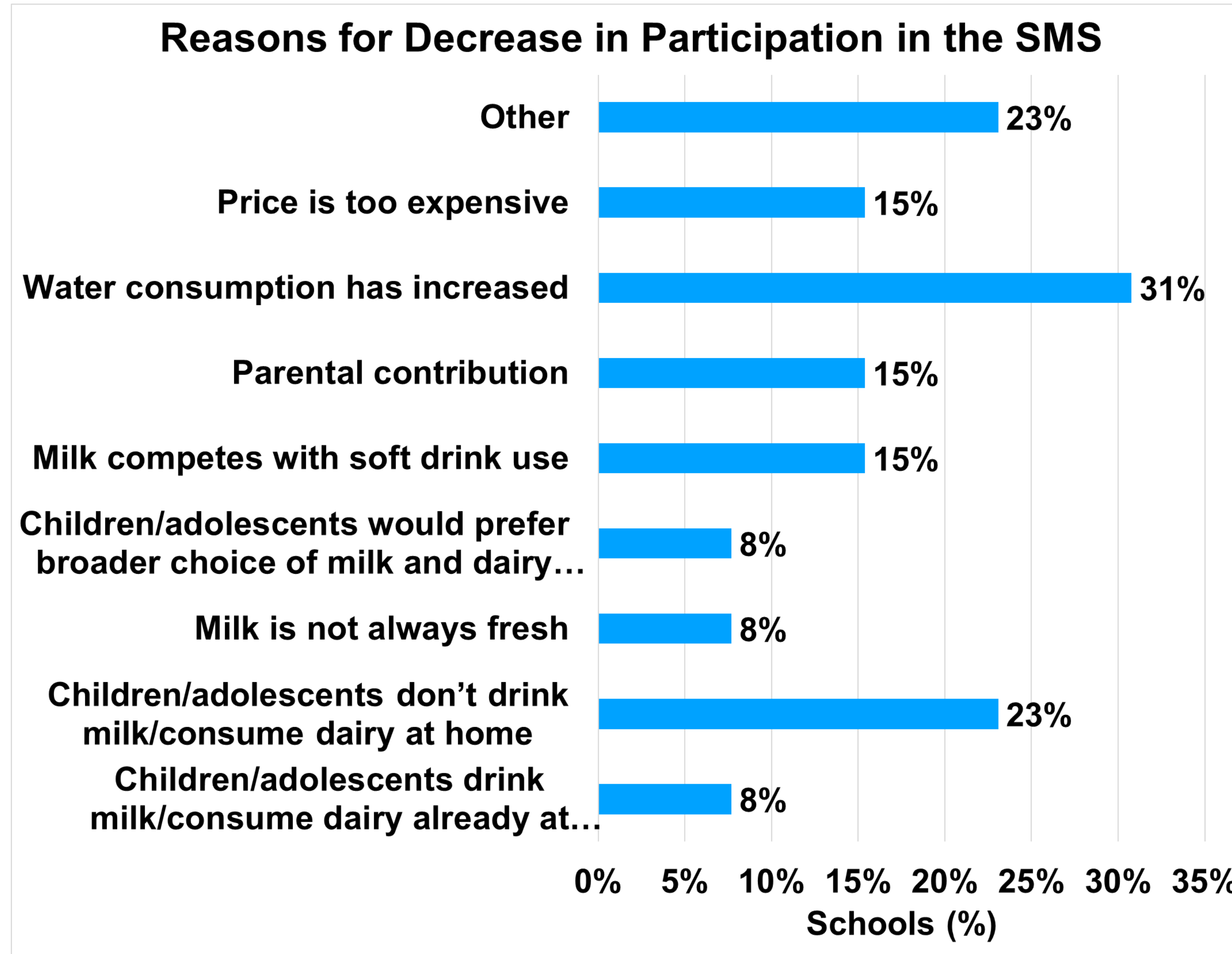


UCD School of Public Health, Physiotherapy and Sports Science
Scoil na Sláinte Poiblí, Fisiteiripe agus na hEolaíochta Spóirt UCD

Interviews

- Schools
- Suppliers
- Local Delivery Agents
- National Dairy Council / Department of Agriculture, Food and the Marine

Issues Highlighted



Note: water consumption, brought up by teachers as a possible reason for decrease in participation, deserves further analysis. Under the school milk scheme, milk is distributed to children as food and not a beverage and is therefore not to replace water.

Issues Highlighted

- **Frequent delivery** - regarded as important (78% of schools)
- **Milk quality** – fresh whole milk is delivered outside the school grounds; warm, may be packaged infrequently
- **Cost** - Over 50% thought that reducing parental contribution might increase participation rates
- **Education and promotion material**
Packaging, material for parents, rewards
- **Administration** – issue for suppliers rather than schools





Actions 2018/2019 School Year

- **Working with the National Dairy Council**

<https://www.moocrew.ie/>

School Milk Working Group Established

- Explore solutions from state-of-play



Increase in subsidy

- Rebate increased by 160%!
- Now costs parents a max of €1 p/w



Incentives

- Free toothbrush
- Two weeks free milk



Action..Recruitment Drive

2017 / 2018

- National School Milk Week Competition
- Promotion - print, radio and online
- Competition to win **free school milk for a year** and school trip to farm
- Enhanced accompanying measures

How to win a year's supply of free milk for your school



Local dairies benefit by providing milk to this national scheme

School milk scheme encourages healthy eating

The Minister for Agriculture, Food and the Marine, Michael Creed TD, highlighted the importance of the School Milk Scheme during National School Milk Week, which took place last week.

Events during the week encouraged children to adopt healthy eating choices at a young age, by having one of their recommended servings from the 'milk, yogurt and cheese' food group, while at school.

The School Milk Scheme provides a carton of milk at reduced cost to every child registered in participating schools.

Like the School Fruit and Vegetable Scheme, which is also funded by the Department of Agriculture, Food

and the Marine, it is focused on children developing healthy eating choices.

Minister Creed stated: "I would encourage schools to register today for the School Milk Scheme so that your pupils can benefit from adopting healthy eating choices at a young age".

The Minister went on to say: "All participating schools, Montessori, National and Secondary have been invited to enter a competition explaining why their school loves School Milk. The winning school will receive Free School Milk for a year".

The objectives of the School Milk Scheme are to: improve the nutritional properties of school children's diets which dovetails with the nutritional pro-

grammes operated by other agencies.

Protect the consumption of milk amongst school children to ensure that they might continue to drink milk in later years.

The School Milk Scheme is funded by the Department of Agriculture, Food and the Marine and receives a financial contribution from the EU. It is managed by the National Dairy Council on behalf of the Department. It provides a carton of milk at a reduced cost to every child registered in participating schools - Montessori, National and Secondary schools alike. As the milk is delivered by local dairies, participation also supports local jobs in the economy.



Minister for Agriculture, Food and the Marine, Michael Creed TD, and the Minister of State, Eoghan Regan TD, with children and a cow mascot during National School Milk Week.

Is your child meeting their Calcium Needs?



Shed and teenage years are the prime time for building strong bones. If **Caroline** doesn't get enough calcium, it can affect her growth, development and throughout life. In addition, milk provides protein, vitamins and is a source of healthy fats.

Calcium is a vital mineral for bones and teeth. It's also essential for muscle function, nerve transmission and blood clotting. For young kids, it's also important for their calcium intake.

The National Dairy Council, a leader in the area of dairy nutrition, has created a guide to help parents understand the importance of calcium in their child's diet.

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Action...Recruitment Drive

2018 / 2019

- Back to School campaign
August/Sep 2018 – Print, radio
and online

- National School Milk Week
January 2019



- New Accompanying Measures
will be delivered to schools in
December

School Milk


Helping children meet their CALCIUM NEEDS.

- Did you know that **THREE** daily servings of dairy are recommended for 5-8 year olds and **FIVE** daily servings are recommended for 9-18 year olds?
- It's simple – encourage your child's school to register and children receive one of their recommended daily servings of dairy.
- School Milk is now **even more affordable** due to an increased subsidy – contact the National Dairy Council for current pricing details.
- Schools and children registered for School Milk will receive **free exclusive education resources**, access to **competitions and prizes** for schools during the school year.
- **Free School Milk fridges** are supplied to registered schools.

For further information, contact the National Dairy Council and we will get in touch with you to discuss deliveries, pricing and how to register.

Email: schoolmilk@ndc.ie
Tel: 01 2902451
www.moocrew.ie

The School Milk Scheme is managed by the National Dairy Council and funded by the Department of Agriculture and the Marine with the financial support of the European Union.



With the financial support of the European Union

An Roinn Talmhaíochta, Bia agus Mara
Department of Agriculture, Food and the Marine

National Dairy Council

moocrew.ie

Fuel for school!

MAKE BACK TO SCHOOL A LITTLE EASIER WITH HEALTHY LUNCHBOX TIPS AND IDEAS FROM CAROLINE O'DONOVAN, REGISTERED NUTRITIONIST WITH THE NATIONAL DAIRY COUNCIL.

DAIRY-LICIOUS IDEAS

THE Department of Health recommends three servings from the 'milk, yogurt and cheese' food group each day, with five servings recommended for 9- to 18-year-olds due to the importance of calcium during this life stage. Calcium is well recognized for its important role in normal bone growth and development, with childhood and the adolescent years particularly important for forming healthy bones. However, there is more to dairy than calcium, with one glass of milk also providing us with protein, potassium, phosphorus, iodine, vitamin B2 and vitamin B12 – each playing a variety of important roles for our health. Help your child boost their calcium intake with these lunchbox ideas:

- A carton/bottle of School Milk
- A pot of yogurt, home-made smoothie/ice pudding
- 25g portion of Cheddar, Edam or Gouda cheese. Check if your child's school is registered with the School Milk Scheme. Due to an increased subsidy, School Milk is even more affordable this year and is a convenient way to help your child meet their recommended intake from the 'milk, yogurt and cheese' food group. All children registered for School Milk in the first term will receive two weeks of free milk this school year.

Children and schools registered for School Milk will receive free exclusive education resources, toothbrushes, access to competitions and free fridges to store milk (www.moocrew.ie).

THINGS TO INCLUDE IN CHILDREN'S LUNCHES

GOOD nutrition is not only essential for your child's growth and development, but it is important to keep them adequately fuelled for the long school day. Typically, a packed school lunch should contain all of the major food groups; consider:

- 1 portion of starchy carbohydrate (e.g. wholegrain bread, pitta or wraps, brown rice/pasta)
- 1 portion of protein (e.g. chicken, fish, egg, pulses)
- 1 portion of dairy (e.g. yogurt, cheese)
- 1/2 portion of vegetables (e.g. carrot sticks, peppers, sweetcorn, lettuce, onion)
- 1/2 portion of fruit (e.g. apple, orange, banana, pear, kiwi)
- A drink of water and/or milk

LUNCHBOX TIPS

- Be prepared and organized – Try and pack lunch over the evening before, rather than during the hectic school morning rush.
- Get this in a jiffy – Learning about food and nutrition are important skills and should be encouraged from an early age.
- Try new foods – Children's food preferences evolve as they mature, so encourage them to try new and different foods in a gradual step-by-step process.
- Make things up – Variety is key; not only does variation in the diet provide nutritional benefits, but it reduces boredom and lack of interest in food. To be coming fussy eaters.
- Consider presentation – It is worth spending that extra few minutes on presentation, especially for younger children. Aim for a variety of shapes, colours and textures.

SANDWICH FILLERS

- Spinach leaves, crunchy peppers and Cheddar
- Tuna and sweetcorn mix (using natural yogurt/light mayo)
- Chicken, mixed salad and tomato relish
- Turkey, grated Cheddar and tomato

SANDWICH ALTERNATIVES

- Pesto pasta salad with chicken and peppers
- Mix up to eat occasionally with roasted veg and chickpeas
- Bon wan rice salad with sliced hard-boiled egg and spring onion
- Homemade soup and brown bread

SNACKS

- Carrot and red pepper sticks with hummus
- Chilled Cheddar cheese with grapes
- Fruit salad with yogurt and seeds
- Fries that are oven-baked made with milk or yogurt



Mum & Me

Magazine + 27

5 Great Reasons to Register for School Milk

Pupils registered for School Milk in September 2018 can avail of the following benefits:

- **Two free weeks** of School Milk in the first term
- Every child registered will receive a **Milly Toothbrush**.
- A suite of educational resources including lesson plans on healthy eating, physical activity, and the process of dairy production, posters, videos, and more
- A **free refrigerator** for every school, to ensure that your School Milk stays fresh and ready to drink
- Access to fantastic competitions and prizes



MOO CREW
SCHOOL MILK SCHEME

To find out more about how your pupils can avail of the School Milk Scheme visit www.moocrew.ie

Schooldays.ie - Teachers, Schools & Parent Associations

Just now

Find out how your pupils can avail of the School Milk Scheme - a free refrigerator is provided to participating schools. Read more on www.moocrew.ie



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Enhanced Accompanying Measures

Educational Resources: Pre-primary, Primary and Secondary Schools

Lesson Plans

- Dairy in My Diet
- Keeping Active
- Dental Health
- Dairy and the Environment
- From Grass To Glass

