

Enhanced milk offerings improve student lunch

PRNewswire - In the face of escalating rates of childhood obesity and heightened public concern about the nutrient quality of foods in schools, a recent school study shows that students' milk consumption and nutrition status can be significantly improved by enhanced milk offerings in schools.

In a yearlong study co-sponsored by the American School Food Service Association and National Dairy Council involving more than 100,000 students in 140 schools, milk sales increased 22 percent in secondary test schools and 15 percent in elementary test schools after enhancements in milk packaging and merchandising, flavors, varieties and temperature were made. These numbers are significant from a national public health perspective, given that only 12 and 30 percent of female and male teens, respectively, consume the recommended daily servings of dairy foods.

"Based on research, we know that on average, only those children who choose milk during the noontime meal come close to meeting their recommended calcium intake," says Dr. Rachel Johnson, professor of Nutrition and acting dean of the College of Agriculture and Life Sciences at the University of Vermont. "With the sharp rise in consumption of soft drinks and other beverages at the expense of milk, children may be at greater risk for bone fractures, as well as hypertension and osteoporosis later in life."

Prior to the study, 40 percent of children reported they

disliked the traditional milk carton offered in schools. That number was cut in half with the introduction of a new plastic package, new flavors and the handling improvements that ensured a more consistent and colder temperature for the milk. In addition, more students reported choosing milk at lunch, and milk plate waste measurements showed that in both eight and 10-ounce packaging, children drank more of the milk they took.

In the student survey, 51 percent of respondents in 4th through 12th grade identify flavored milk as the "type of milk most often drank at school lunch." This represents a 10 percent increase over pre-pilot survey measures.

Over the course of the study, more students participated in the school meal program after the enhanced milk products were introduced. Average daily participation in meals served in schools were almost 5 percent higher in secondary test schools versus control schools at lunch.

"An increase of this magnitude in school meal participation is significant for children - from both a nutritional and a performance standpoint," said Gaye Lynn MacDonald, president of American School Food Service Association. "Research clearly shows us that children who participate in national meal programs have higher intakes of nutritious foods and specific nutrients - both at lunch and over the course of the entire day. In addition, we know that children who are better nourished perform better in school."

Specific factors enhanced in the milk product as part of the study included: lowfat flavor varieties (at least one new flavor in addition to chocolate, usually strawberry), convenient packaging (plastic resealable in various sizes) and merchandising, better refrigeration and alternate sales points (a la carte and vending in addition to meal line). The study, called "The School Milk Pilot Test," was conducted in 47 elementary schools and 99 secondary schools in 12 U.S. markets. Beverage Marketing Corporation managed data collection and three waves of student surveys. They also coordinated product design and distribution with the nine participating dairy processors.

The National Dairy Council(R) was founded in 1916 and conducts nutrition education and nutrition research programs through national, state and regional Dairy Council organizations, on behalf of America's dairy farmers.

American School Food Service Association (http://www.asfsa.org) is a national, non-profit professional organization representing more than 55,000 members who provide high-quality, low-cost meals to students across the country. The association and its members are dedicated to feeding children safe and nutritious meals. Founded in 1946, ASFSA is the only association devoted exclusively to protecting and enhancing children's health and well being through school meals and sound nutrition education.

Flu clinic clarification

In last Sunday's Health section, the telephone number for the flu clinic at Civic Park in Livonia was incorrectly listed as (734) 466-2551. The correct number is (734) 466-2555.

Observer Classifieds really work!

Call 800-579-SELL today!!

Get fit! Get healthy!

at the

The ICC Annual Jewish Book Fair
Celebrating 51 Years



Women's Health Awareness Day

Friday, Nov. 15, 2002

at both

Jewish Community Center locations

D. Dan and Betty Kahn Building • 9:30 a.m.-3:30 p.m.

Eugene and Marcia Applebaum Jewish Community Campus • 8600 W. Maple Rd. • West Bloomfield

Learn yoga, self-defense techniques and have a healthy lunch. Meet authors of books on nutrition and women's health issues.

Fee of \$18 includes classes and lunch. Author lectures alone are free. Classes are \$5 each. For required luncheon reservations by Nov. 11, call (248) 432-5577.

and

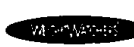
Sammy Prentiss Morris Building • 9 a.m.-2 p.m.

A. Alfred Taubman Jewish Community Campus • 15110 W. 10 Mile • Oak Park

Learn Tai Chi and yoga, enjoy a healthy lunch and hear author Jan King speak about surviving menopause. Fee of \$10 includes Tai Chi class, yoga instruction and lunch. The author lecture is free. For required luncheon reservations by Nov. 11, call (248) 967-4036.

For book fair information or brochure, call the JCC Jewish Life and Learning Department, (248) 432-5577.

Not a JCC member? Join now and get member rates on classes, programs and services! Call (248) 432-5411 for membership information.



TIME WARNER CABLE

would like to say

Thank You

to all our customers

in appreciation of "Customer Service Week"
October 7th - October 11th

We would like to invite you
to our offices for fun & festivities



*Thank You for your
continued patronage*

LIVONIA

14525 Farmington
734-422-3200

OAKLAND

37635 Enterprise Ct.
248-553-7300

REDFORD

25000 Capitol • Redford Twp.
313-538-1313

TIME WARNER CABLE

Your card works with us



We accept most insurance plans

We offer:

- SPECIALISTS RANKED AMONG AMERICA'S BEST
- CONVENIENT LOCATIONS AND SAME-DAY APPOINTMENTS
- NEIGHBORHOOD HOSPITALS
- ON-SITE LABORATORY, X-RAY AND PHARMACY
- ON-LINE APPOINTMENT SCHEDULING AND PRESCRIPTION REFILLS



For more information or to schedule an appointment call 1-800-HenryFord or log on to HenryFord.com.

HenryFord.com
The new address for the experts.