

Winter 2010

Since 1919, Dairy Council of California has been an innovator in nutrition education.

Our mission is to help consumers make food choices for optimal health that match individual values.

There was an old lady who swallowed a bun ...

By Megan Della Maggiore, Dairy Council of California, Territory Manager

Remember the old lady who swallowed a fly? Well, now she has swallowed a whole cheeseburger! This fun activity is part of Dairy Council of California's Kindergarten program, *Building a healthy me!* Teachers can make their own old lady or have their entire class make one!

The objective of this particular lesson is to have students identify foods, which together make up combination foods. Prior to this lesson, students will recognize MyPyramid as a tool that will help them make healthy food choices, identify foods within each of the food groups found in the pyramid and recognize the importance of eating breakfast as a healthy start to their day.

When it's time to introduce the students to the old lady, teachers tell their students she is visiting them to show some of the foods she eats. The teacher then reads or sings the provided poem to the tune of the "there was an old lady who swallowed a fly," but this old lady swallowed a cheeseburger! As a teacher, he or she will see how the lesson provides an opportunity for each type of learner to be engaged.

Not only does the old lady provide students a fun, interactive lesson, but there are extension activities to use with students to reinforce what they just learned and to incorporate into additional curriculum. In the student workbook, students can cut, color and assemble their own cheeseburger and count how many food group foods are part of the cheeseburger. In addition, students can cut, color and assemble a my combination food book and then share and talk about it with a partner.

In addition to these in-class activities, students can bring home a "family homework," where they will draw their favorite combination food and identify each food-group food with their family. Students can also visit Dairy Council of California's website with their families to play educational interactive games such as the *MyPyramid Match Game*, *BreakFAST* and *Jump To It* and *My Very Own Pizza* game. It is as simple as visiting www.dairycouncilofca.org.

Also on our website, teachers will find a new feature that contains grade-specific videos for teachers to learn about the background and anatomy of MyPyramid, with additional information on vitamins and nutrients.

There is a second video that is specific for each grade level and program. Kindergarten teachers will be introduced to a teacher who uses *Building a healthy me!* in her classroom and has done so for 5 years. They will receive information on the development of the program, how it aligns with standards and get advice on how to incorporate it into other core curricular areas.

At the end of the 30-minute training, teachers will receive a certificate of completion and become a certified Dairy Council of California teacher!

To complete the training, visit www.dairycouncilofca.org/Educators/Teacher-Training.aspx.



Take the 30-minute professional development to become a certified program teacher.



Building healthy students through 8 years of Healthy Choices, Healthy Me!

By Tekeilla Peterson, Dairy Council of California, CSC

A valued Dairy Council of California customer for more than 8 years, Linda Gilbert-Williams has had success teaching nutrition education in her class. From second grade to third grade, Linda has been able to teach many students about the benefits of healthy eating and being physically active.

“I have taught Dairy Council materials for 8 years because it correlates perfectly with our state standards for health,” says Linda.

Linda, who boasts two masters, one in curriculum and instruction and the other in reading instruction, has been a teacher for the past 15 years. When asked why the field of teaching, Linda simply replies, “I wanted to make a lasting impression on students by making a difference in their lives.” And to “see the fruits of my labor,” is ultimately the most rewarding part of her job.

One of the most effective moments in Linda’s teaching career is when she saw the outcome of her care when dealing with one third-grade student. “My most inspiring moment in teaching was when a former third-grade student had such low self-esteem ... I gave her a Trimester Award and she was so elated. She stated that she had never received an award. I asked her if it felt good and she said yes. From that point on, I began to see a difference in her attitude about life, school and peers.”

After teaching Dairy Council of California’s nutrition education programs consecutively for

8 years, Linda found that the best method for teaching nutrition to her students is to do it at the start of the year. Her philosophy, “I began teaching the program with the idea that if I started the new school year with nutrition, then I would set the tone for healthy eating throughout the year.”

Linda currently teaches *Healthy Choices, Healthy Me!* Dairy Council’s second-grade program. Her favorite activity is “My Snack Time Shopping List.” This activity has students create their own shopping list for snacks by selecting foods from each food group. Linda likes teaching this activity especially because “It provides an opportunity for me to encourage the students to help their parents buy healthy foods, since parents are role models for their children.”

Because Linda is dedicated to making this program a success and to see positive outcomes, she has gone as far as purchasing food from the different food groups for her students to sample. She says the reason for this is because many times her students have stated they either don’t like a particular food based on appearance, or that her students were unaware of food groups and what specific foods were in each category. Linda brings in foods that her students may not have ever tried before. “It’s fun because I like to see the children’s expressions,” says Linda.

The effects of teaching nutrition education to her students have been profound. Linda watches her students bring healthier options for snacks and lunchtime, and at times her students even remind her to bring in healthy meals. Linda uses the photo cards included with the program to help her students categorize foods

independently after discussing all food groups. She even utilizes the photo cards to help her students with their vocabulary development. By doing this, she is helping her students retain the information they learned throughout the program.

Linda shares information about Dairy Council of California’s nutrition education programs with her colleagues and orders for her whole grade level, so they too can be prepared at the beginning of the school year to teach nutrition to their students. Linda says, “The program provides an opportunity for teachers to address a topic that is a national debate—children’s health.” By influencing her colleagues to teach nutrition education, Linda and her colleagues are providing consistent messages to all of their students.

Dairy Council of California has many valuable teachers like Linda using the nutrition education programs. And, like Linda, there are many who have taught nutrition in their classrooms for a number of consecutive years. Dairy Council of California would like to thank Linda and all other teachers who support nutrition education in the classroom.

For more information about Dairy Council of California’s free nutrition education programs or to order your program, please visit: <http://www.dairycouncilofca.org/Educators/>

Here's to 90 years of keeping consumers healthy

By Peggy Biltz, Dairy Council of California, CEO

Ninety years ago, dairy industry leader Sam Greene had a vision. He believed that people valued learning without a catch. In other words, they would respond to education when it didn't include a sales pitch about a particular product. With this in mind, Dairy Council of California was born.

Greene, along with Dairy Council co-founder Chester Gary, believed that by remaining neutral they could educate children and adults about the healthful attributes of the family of dairy foods, and as a result help people develop a long-term value for the food group.

Today, this belief remains Dairy Council's foundation and is as relevant and powerful today as it was in the beginning.

From the start, Dairy Council has flourished because of the nutrition education programs that remain the heart of our organization.

Today, we reach nearly 10 million children and adults through our nutrition education efforts, and we will continue to evolve and adapt to changing times to ensure that we make even more of an impact and help people make positive changes to their eating and lifestyle habits.

Seventy years later, students still excited by Mobile Dairy Classroom

At 91, Ben Van Warmerdam still remembers the excitement he saw 40 years ago in the eyes of school children who experienced Dairy Council of California's Mobile Dairy Classroom.

"Seeing a live cow for the first time and then getting to touch a calf was really thrilling for those kids," said Van Warmerdam, a former longtime Dairy Council board member and dairy producer from Gault. "That experience made a huge impression on them and one I know stayed with them as adults." That, in a nutshell, is why Dairy Council launched its first Mobile Dairy Classroom in Los Angeles in the 1930s and recently added a sixth presentation unit to the program. The six Mobile Dairy Classroom units visit more than 400,000 students each year at elementary schools, Agriculture Days, and fairs throughout

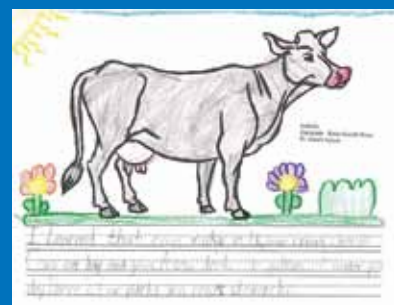
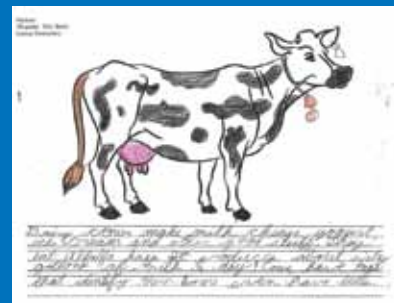
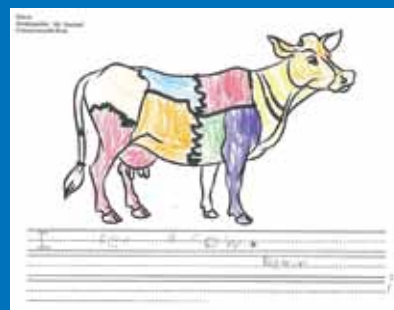
California to teach kids the connection between agriculture and the food supply.

Mobile Dairy Classroom, which is offered free to California schools, may be popular today, but Van Warmerdam recalls being one of the few voices of support on the boards whenever the program came up for renewal.

"Thankfully, we were able to keep alive one of the greatest programs in Dairy Council history," he said. "The need for it was, and still is, painfully obvious. Most of these kids not only have never seen a cow before, they have no idea that it's where milk comes from. They just think milk is magically made at the grocery store."

For more information about the Mobile Dairy Classroom, visit: www.dairycouncilofca.org/Educators/MobileDairy/

Creative Cow Contest Featured Entries Fall 2009



Tips and Announcements

Upcoming Policy-in-Action Trainings: Maximizing Physical-Activity Opportunities in Tough Budget Times

The California School Boards Association and California Project LEAN (Leaders Encouraging Activity and Nutrition) are partnering to offer trainings on policy strategies to improve physical-activity opportunities in schools. School board members, superintendents, assistant superintendents, wellness leads and district/county office of education physical education/physical activity leads are encouraged to attend. Please see the training flyer for details: www.csba.org/~media/Files/EducationIssues/Wellness/200912_2010PolicyInActionTrainingFlier.ashx.

Training dates and locations include:

- February 17, 2010: Central Valley, Fresno County Office of Education
- February 23, 2010: Shasta, Redding Library
- March 11, 2010: Bay Area, Alameda County Office of Education

To register, please visit www.csba.org/TrainingAndEvents/Events/PhysicalActivityWorkshops.aspx. For more information about these trainings, please contact Jessica St. John at jstjohn@csba.org, or 800.266.3382 ext. 3282.

Eat Healthy and Be Physically Active to Feel Your Best!

Three easy steps to becoming more physically active:

- **Plan to reach at least 30 minutes per day of physical activity that increases your heart rate.** Start out by walking around your community, taking a water-aerobics class, golfing without a cart or dancing.
- **Add balance activities as part of your plan.** Try rising up and down on your toes or do side leg raises while standing and holding a stable chair or table. Walk a straight line heel to toe.
- **Make muscle-strengthening activities part of your weekly routine.** Use canned food as weights to do arm curls or elastic bands to strengthen your shoulders and chest.

Practical tips for everyday eating decisions:

- Keep your pantry and refrigerator stocked with the basics, such as low-fat milk and yogurt, fruits and vegetables, whole-grain bread and pasta, canned tuna, peanut butter, dried beans and peas.
- Make your shopping list ahead of time. Think about ways to use ingredients more than once.
- Develop your shopping list around items on sale or sold with a coupon.
- Do not skip meals! You need energy throughout the day.