

Milk: The Power Behind the Play

Choose Your Play!

Milk, nutrition, football, physical activity, and you... a winning formula! Tailor the following ideas to fit your school, your budget, and your cafeteria to create your own customized game plan. Pick the plays that suit your style, coach your staff and score big with a winning promotion!

Get Into the Game With Milk!

Step 1 – The Field Event

Turn your cafeteria into a football field! Cover one end with green bulletin board paper. Add white yard lines and markers to create a miniature field, complete with an end zone and goal post. Draw your school mascot or write your school name in the end zone.

Step 2 – The Big Game

Now turn that football field in your cafeteria into an all-school effort to win the BIG GAME OF A HEALTHY LIFE. Set up a table in the cafeteria where students can fill out activity slips, letting you know what physical activities they have been participating in during and after school. Remind them that gym class and individual activities like bike riding and walking count too! Set the rules of the game by establishing a yard value for any activities you deem healthy for the body. For example, 10 hours of activity may equal 1 yard on the cafeteria football field.

Step 3 – The Playoff

Create a football cutout (make one out of brown paper, laminate for durability) or a mockup of your team's helmet. Then move it down the field on the wall to show students visually how far they have come in this school-wide effort. When your school makes it to the end zone, celebrate with a Touchdown Tailgate Party by serving milk and snacks at the end of the day.

Step 4 – Go for More!

To help get the ball rolling with your promotion, tailor the following ideas and materials to your operation and boost participation in your school lunch program while sparking interest in healthy eating!

Materials to Get the Word Out!

Spread the enthusiasm for healthy lifestyles with the great handouts below. They are in PDF format. You will need Adobe Acrobat Reader to view them. [Click here to download it.](#)

Power Edition – Fun Facts: Developed in the same popular style as [Menu Marketing Tools Fun Facts](#), this fun handout touts great ideas to get families more active and help them improve their nutrition.

Take a Field Trip To The Cafeteria! Teachers may have never thought of the cafeteria as an educational opportunity. Download a copy and give teachers [The Cafeteria Field Trip](#) to let them know you are interested in helping them provide nutritional learning to students.