



In association with

Jersey Evening Post
SIMON SAYS

JERSEY DAIRY SCHOOLS HEALTHY MILK COMPETITION

Jersey Dairy is looking to raise awareness about how important it is for children to drink milk and keep active.

We are launching a high-profile schools 'design a milk carton' competition in association with the Jersey Evening Post 'Simon Says' Children's feature. The winner will have the prestige and excitement of seeing their design professionally produced on Jersey Milk half litre cartons early in 2011.

The competition will be launched in the Jersey Evening Post on 1 October. The Jersey Evening Post will continue to highlight the competition over the following weeks with ideas and healthy eating tips, until the closing date, after half term, on Friday 5 November.

The Jersey Evening Post will also feature the winners and their entries.

Food and nutrition continue to be key themes in education and we would like to invite you and your Year 5 year group to support this 'Healthy Milk' competition.

We have enclosed some introductory information and a simple, factual, lesson/activity plan, appropriate for this age group and approved by health professionals to assist you.

Jersey Dairy hopes that the competition will help support the education of future generations by raising awareness about the health benefits of milk; the importance of healthy eating and an active lifestyle among youngsters.

We have enclosed a separate sheet detailing the rules of the competition, but we are happy to provide any more help you need and look forward to receiving your entries.





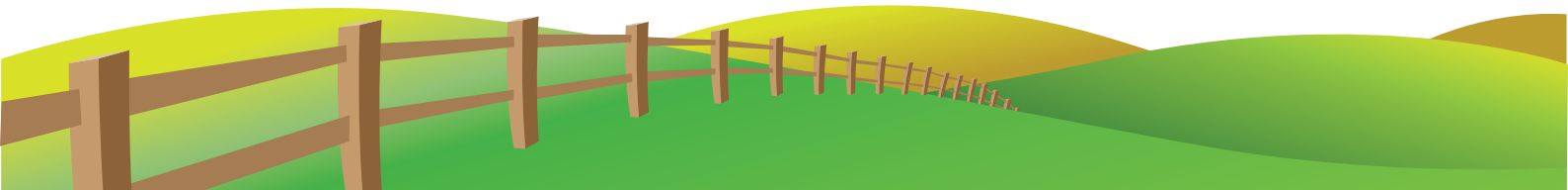
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JERSEY DAIRY SCHOOLS HEALTHY MILK COMPETITION

Jersey Dairy Healthy Milk Competition Rules

- **The competition is only open to Year 5**
- Entrants need to design a poster to show why it is important to drink milk if you want to have strong bones and stay fit.
- The posters can include wording and images, but should be suitable to appear on the side of a half litre milk carton
- Entries need to be submitted to **Simon Says Carton Design Competition, Jersey Evening Post, PO Box 582, Jersey, JE4 8XQ** by the **closing date Friday 5th November**
- All entries must have a name, age, school and contact number clearly detailed on the back
- The judges will be Jersey Dairy's Head of Marketing and Sales, Christopher Journeaux, a representative from the Healthy Schools Scheme and Mark Jackson from the Jersey Evening Post. Their decision is final.
- Entries will be judged on how well they interpret and promote the message linking the health benefits of milk to strong bones and an active lifestyle
- Entries will also be more favourably considered if they have a colourful and clear picture which can be more easily turned into artwork professionally designed for a milk carton. We can not accept pencil drawings due to reproduction issues.
- **Entries must be on A4 size paper** (portrait)
- There will be a first, second and third prize
- The first prize winner's artwork will be professionally recreated to appear on half litre milk cartons, expected to enter production in early 2011
- He or she will also receive a framed copy of their design and a course of their choice with Sports Bugs.
- The second prize winner will receive a place on a course of their choice with Sports Bugs
- The third prize winner will receive a place on a course of their choice with Sports Bugs
- Pupils, schools and parents should be happy to accept and be involved in any resulting publicity





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SCHOOL MILK COMPETITION TEACHERS' NOTES

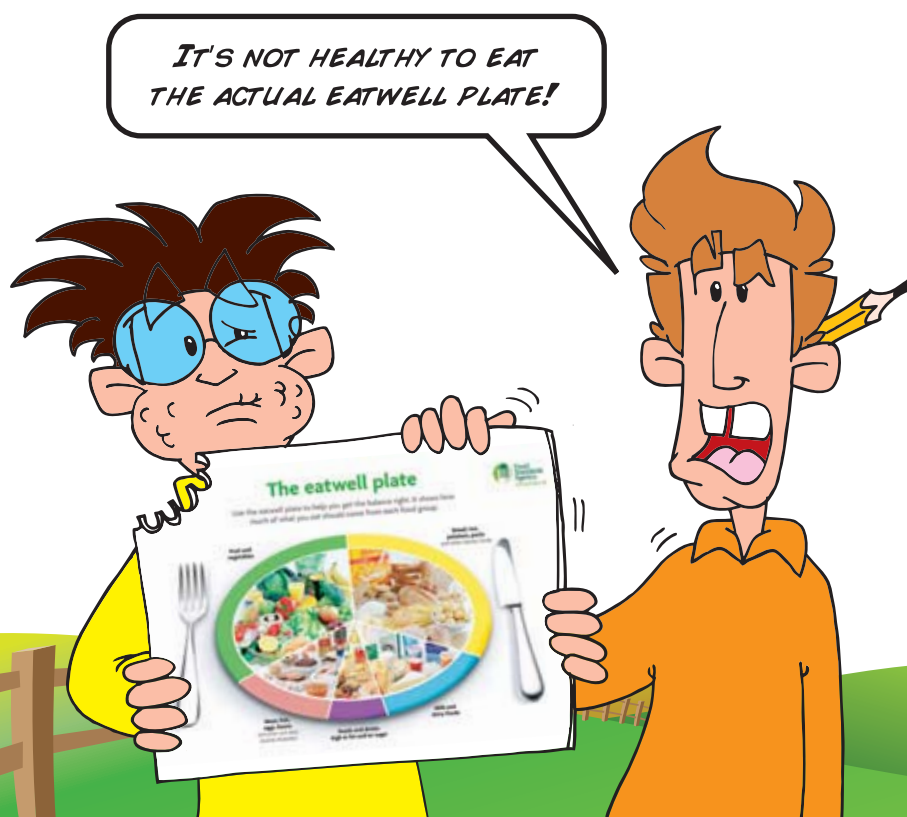
A balanced diet

The Eatwell plate is a pictorial food guide showing the proportions and types of foods that are needed to make up a healthy balanced diet. The plate has been produced by the Food Standards Agency and applies to most people over the age of five years. It is often used as a simple, visual way of helping children to understand the basic principles of a healthy balanced diet. It is not necessary to achieve this balance at each meal, but it should be applied to food eaten over a day or week.

For further information on the Eatwell plate and for a downloadable copy go to:
www.eatwell.gov.uk

Milk as part of a balanced diet

Milk and dairy produce makes up about 14 % of the food we eat. Most dairy products contain calcium e.g. cheese, butter, yoghurt. Milk provides calcium, minerals, vitamins C, A, E and B. Calcium is really important for building strong bones and teeth. Milk is a drink which is good for teeth. Children aged seven to ten years should have 550mg of calcium a day. One 190ml glass of milk provides 228 mg of calcium. It is recommended that children consume 3 portions a day from the milk and dairy food group and a glass of milk is one way of getting one portion into a child's daily diet.





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Why is milk good for physical activity and exercise?

Milk is a good drink for post activity rehydration. Milk helps to build strong bones which means you can do exercise and move your body easily for walking, running, riding a bike or skipping. More exercise means stronger bones. Calcium is important when you are growing because you need to build up a 'bone bank' until you are 25 years old.

Suggested activities:

- Discuss with pupils, what do bodies need to keep us healthy?
- Why is calcium important for our bodies?
- Which foods contain calcium? Which foods do they eat that contain calcium?
- Why is milk good for our bodies and what benefits does it provide?
- What might happen if we don't have strong bones and teeth?

There are more downloadable resources and information on...

<http://www.dairyco.org.uk/library/school-milk.aspx>

And...

www.eatwell.gov.uk

