

HEALTHY SCHOOL MILK COMMITMENT

International Dairy Foods Association (IDFA)

MARCH 2023

KEY FINDINGS

- 1. School Meals:** Nearly half of parents with children in public schools say their child or children *bring lunch to school* while slightly fewer parents have children who *receive free or discounted meals at school*.
- 2. Non-Fat/Low-Fat Flavored Milk Options:** Parents with children in public schools across all demographic groups have *high levels of agreement* that non-fat or low-fat flavored milk should *remain an option* in public school meals in their community. After receiving messaging on the benefits of milk in school meals, *nine out of ten* parents with children in public schools expressed agreement for retaining these options in public school meals in their community.
- 3. Healthy School Milk Commitment Headline:** The campaign tagline “*Same essential nutrients. Less sugar. Healthy kids.*” was identified by parents with children in public schools as the *most captivating* option before and after messaging. After messaging, the tagline “*Less sugar. 13 nutrients kids need to grow.*” became the second most captivating choice and had the largest increase.
- 4. Message Testing:** All parents with children in public schools were *persuaded by the messages* related to providing milk in school meals. Among them, half of parents found the message highlighting milk's role in promoting strong and healthy bones, and being a primary source of calcium and vitamins, to be *highly convincing*. However, only one-quarter of parents found the message emphasizing that non-fat and low-fat flavored milk contributes only 4% of the total added sugars to be very convincing.



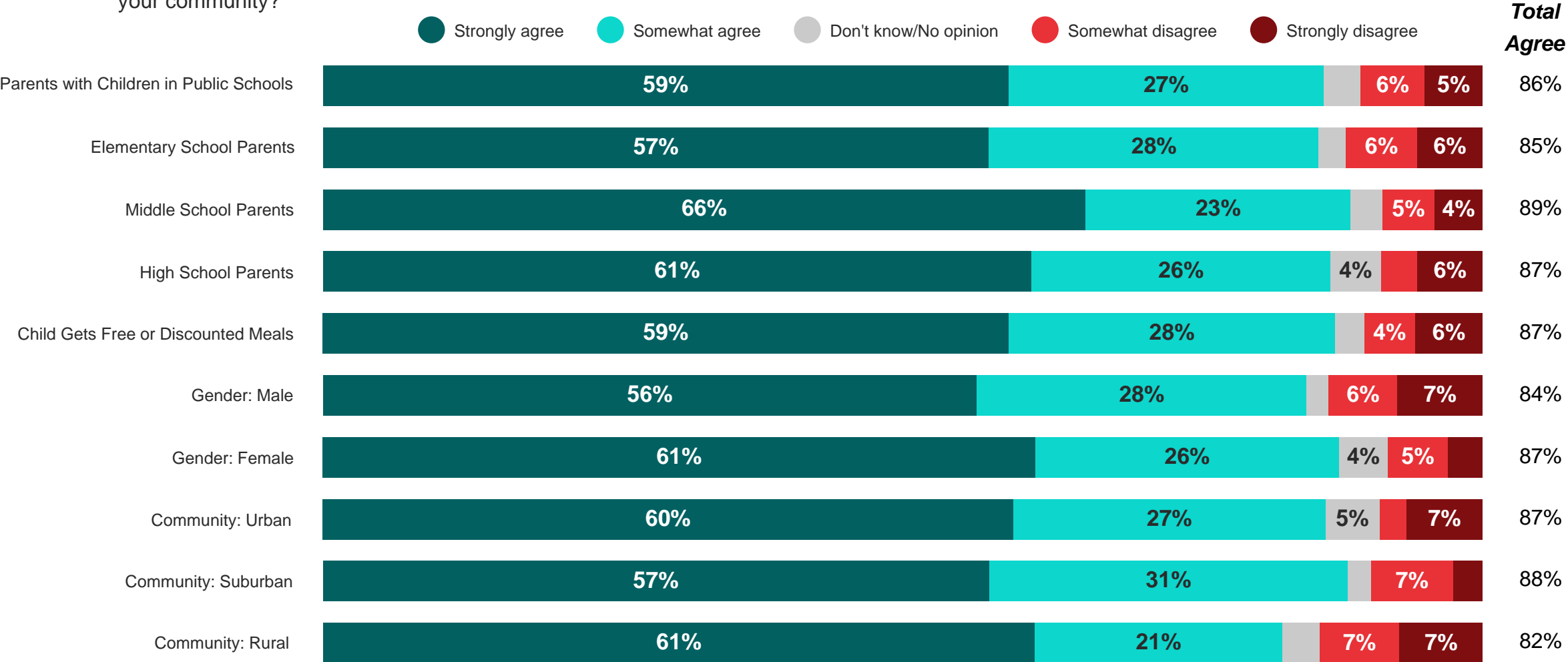
METHODOLOGY

This poll was conducted between March 17-19, 2023 among a sample of 513 Parents with Children in Public Schools. The interviews were conducted online and the data were weighted to approximate a target sample of Parents with Children in Public Schools based on age, race/ethnicity, and educational attainment. Results from the full survey have a margin of error of plus or minus 4 percentage points.

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Parents with children in public schools across all demographic groups have high levels of agreement that non-fat or low-fat flavored milk *should remain an option* in school meals.

Do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?



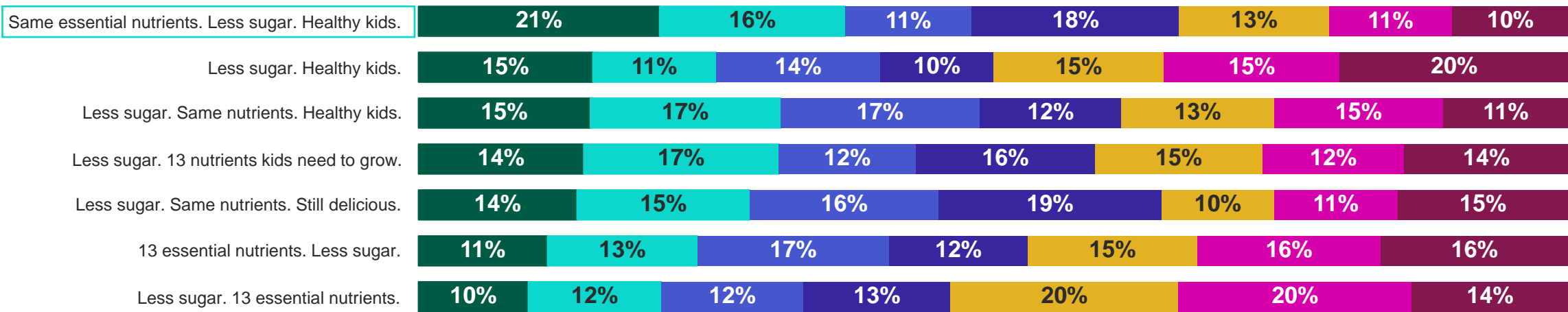
Total Agree = Strongly agree + Somewhat agree

HEALTHY SCHOOL MILK COMMITMENT

“Same essential nutrients. Less sugar. Healthy kids.” was ranked as the most captivating tagline for parents with children in public schools before and after messaging.

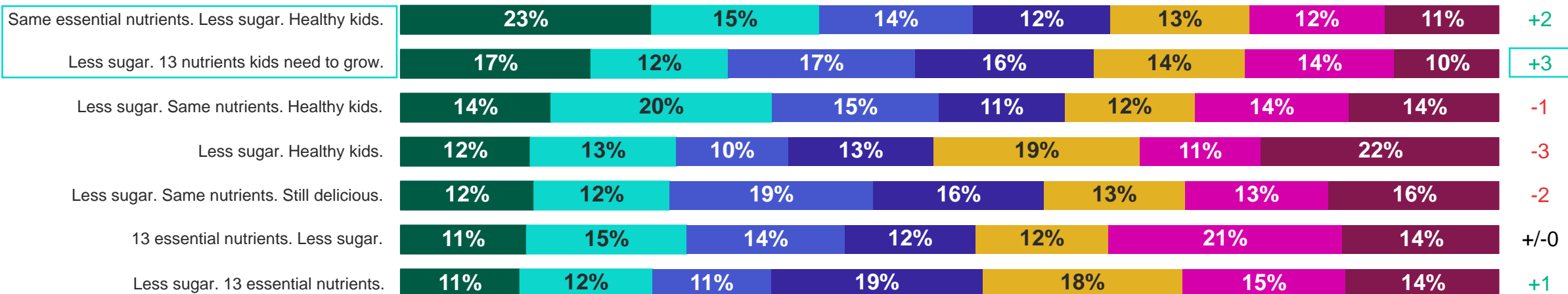
Out of the below options, please rank them on a scale from 1 to 7 on how captivating they are, with 1 being the most captivating and 7 being the least captivating.

Before Messaging Rank: 1 Rank: 2 Rank: 3 Rank: 4 Rank: 5 Rank: 6 Rank: 7



“Less sugar. 13 nutrients kids need to grow.” (+3) had the largest increase in ranking after messaging.

After Messaging



▲ = % change in rank 1 after messaging

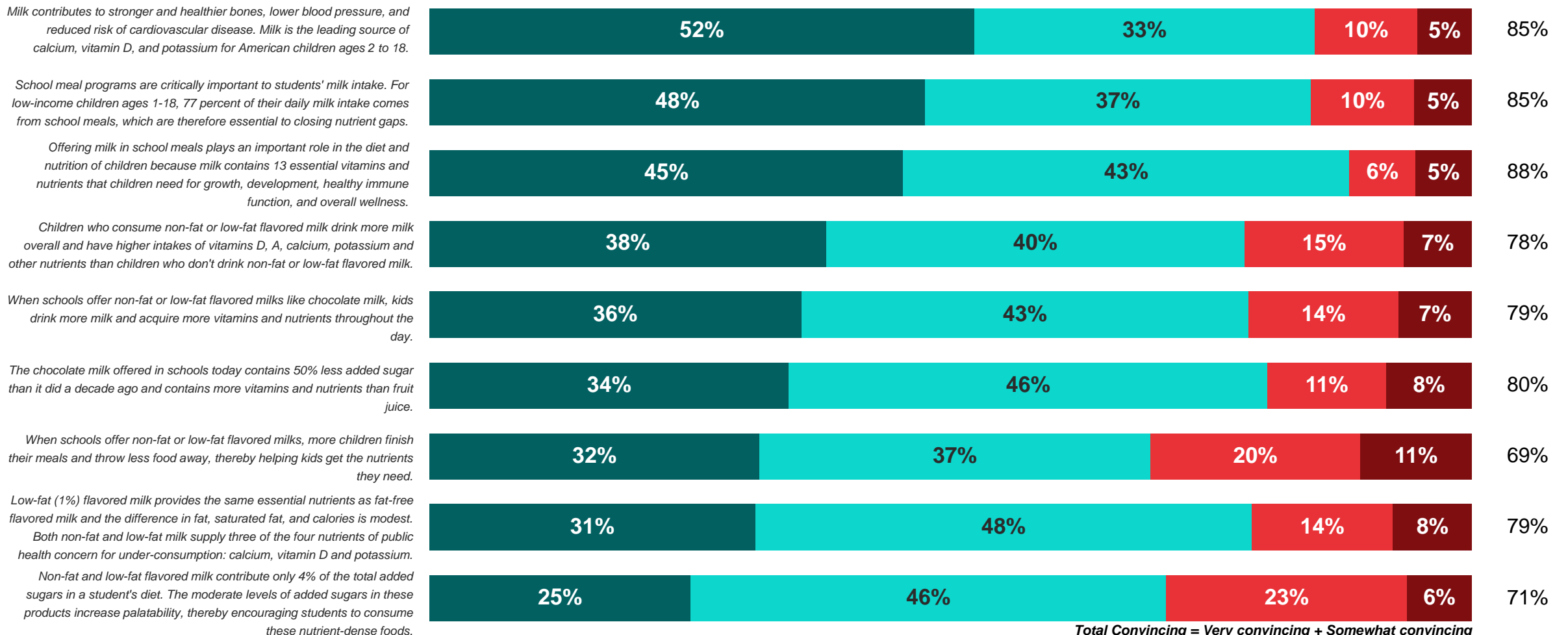
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At least seven-in-ten parents with children in public schools found each of the messages on including milk in school meals convincing.

How convincing, if at all, are the following statements when thinking about including milk in public school meals for children in your community?

Very convincing Somewhat convincing Not too convincing Not at all convincing

Total Convincing



Total Convincing = Very convincing + Somewhat convincing

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Parents with children in public schools across different community types had differing opinions on how convincing they found certain messaging on providing milk in school meals.

How convincing, if at all, are the following statements when thinking about including milk in public school meals for children in your community?

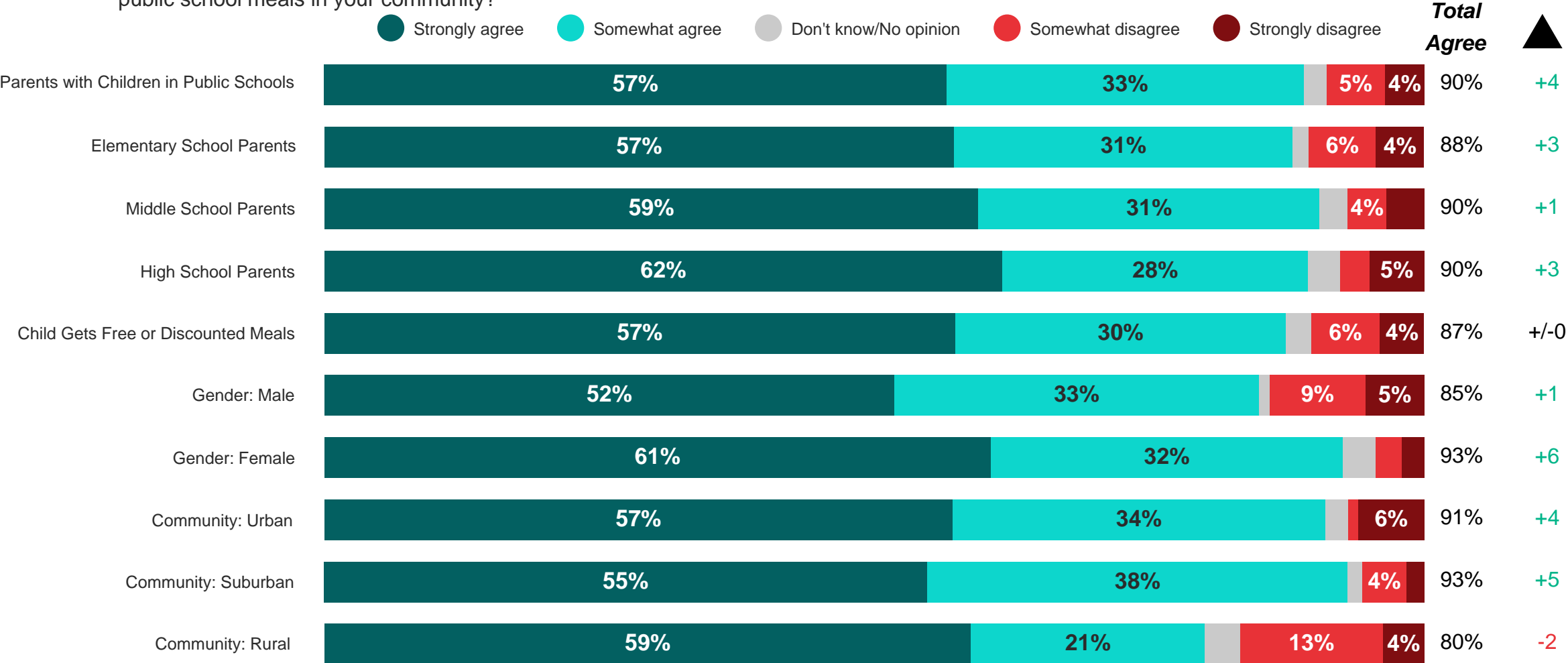
% Very Convincing	Parents with Children in Public Schools	Elementary School Parents	Middle School Parents	High School Parents	Child Gets Free or Discounted Meals	Gender: Male	Gender: Female	Community: Urban	Community: Suburban	Community: Rural
<i>Milk contributes to stronger and healthier bones, lower blood pressure, and reduced risk of cardiovascular disease. Milk is the leading source of calcium, vitamin D, and potassium for American children ages 2 to 18.</i>	52%	56%	55%	55%	53%	52%	52%	47%	54%	56%
<i>School meal programs are critically important to students' milk intake. For low-income children ages 1-18, 77 percent of their daily milk intake comes from school meals, which are therefore essential to closing nutrient gaps.</i>	48%	50%	49%	43%	51%	44%	50%	37%	57%	45%
<i>Offering milk in school meals plays an important role in the diet and nutrition of children because milk contains 13 essential vitamins and nutrients that children need for growth, development, healthy immune function, and overall wellness.</i>	45%	47%	49%	44%	50%	42%	49%	37%	52%	44%
<i>Children who consume non-fat or low-fat flavored milk drink more milk overall and have higher intakes of vitamins D, A, calcium, potassium and other nutrients than children who don't drink non-fat or low-fat flavored milk.</i>	38%	38%	45%	33%	40%	39%	37%	40%	33%	44%
<i>When schools offer non-fat or low-fat flavored milks like chocolate milk, kids drink more milk and acquire more vitamins and nutrients throughout the day.</i>	36%	35%	41%	33%	42%	35%	36%	37%	33%	39%
<i>The chocolate milk offered in schools today contains 50% less added sugar than it did a decade ago and contains more vitamins and nutrients than fruit juice.</i>	34%	34%	35%	38%	41%	33%	36%	27%	40%	35%
<i>When schools offer non-fat or low-fat flavored milks, more children finish their meals and throw less food away, thereby helping kids get the nutrients they need.</i>	32%	32%	32%	28%	34%	32%	31%	30%	34%	31%
<i>Low-fat (1%) flavored milk provides the same essential nutrients as fat-free flavored milk and the difference in fat, saturated fat, and calories is modest. Both non-fat and low-fat milk supply three of the four nutrients of public health concern for under-consumption: calcium, vitamin D and potassium.</i>	31%	34%	32%	26%	38%	34%	29%	30%	32%	30%
<i>Non-fat and low-fat flavored milk contribute only 4% of the total added sugars in a student's diet. The moderate levels of added sugars in these products increase palatability, thereby encouraging students to consume these nutrient-dense foods.</i>	25%	27%	24%	22%	31%	29%	21%	26%	26%	23%

*Heatmap reflects % very convincing for each statement, the darker the shading the higher the percentage.

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After learning more, parents with children in public schools saw an increase in agreement (+4) with the largest increases among women (+6) and suburban (+5) parents.

After learning more, do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?



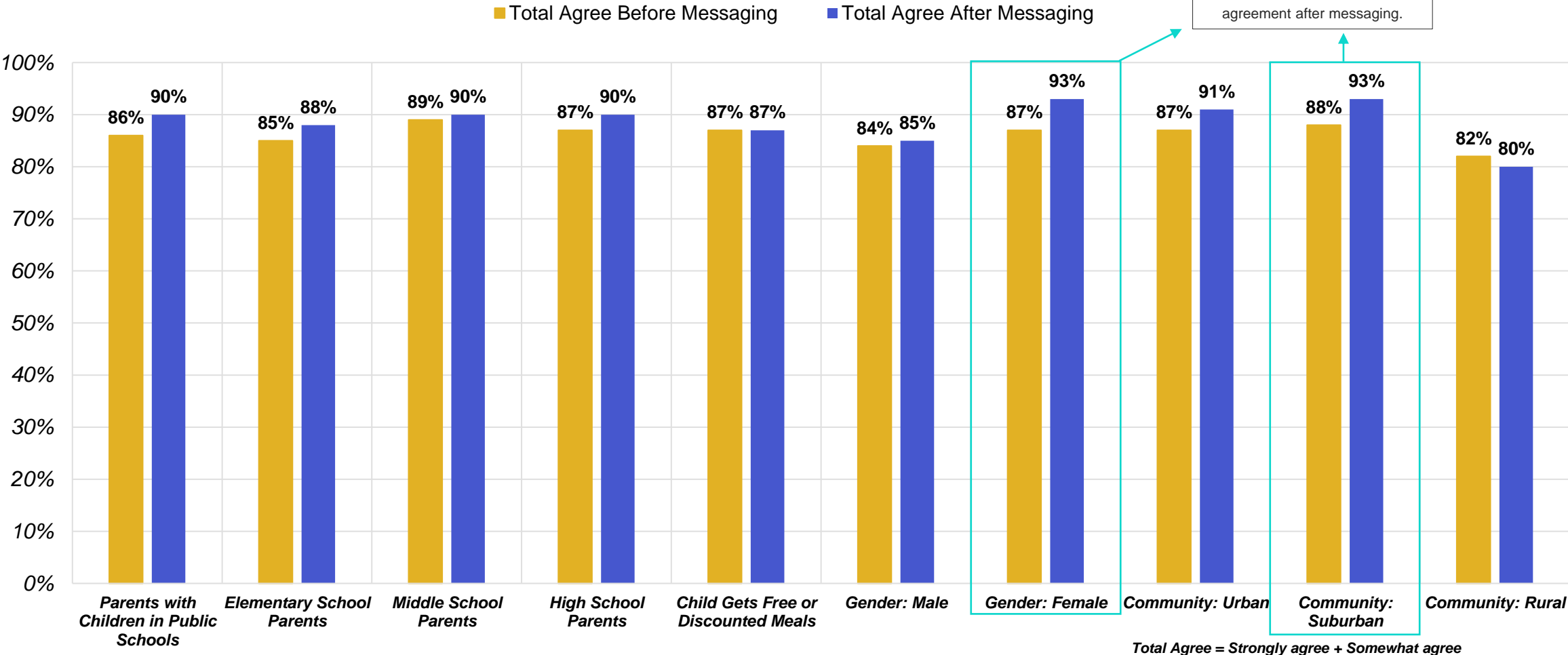
▲ = % change in total agree after messaging

Total Agree = Strongly agree + Somewhat agree

HEALTHY SCHOOL MILK COMMITMENT

After messaging, nine out of ten parents with children in public schools (90%) agree non-fat or low-fat flavored milk *should remain an option* in school meals.

Do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?



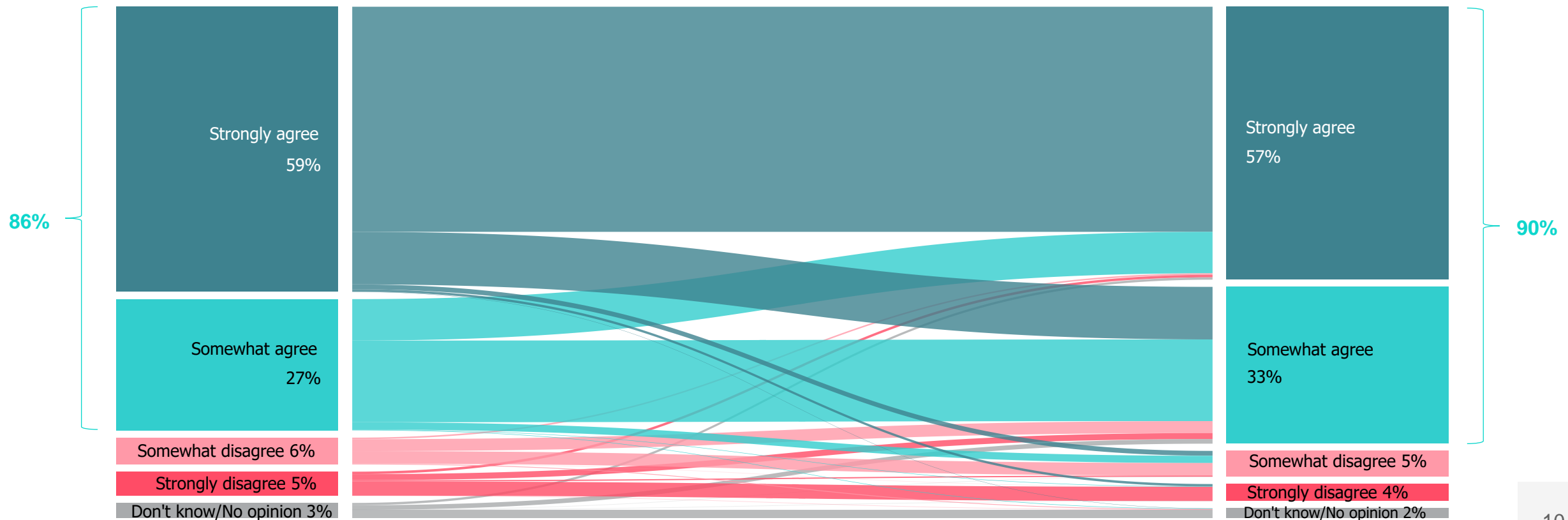
HEALTHY SCHOOL MILK COMMITMENT

Change in levels of agreement on keeping non-fat or low-fat flavored milk in school meals among parents with children in public schools *after* receiving messaging.

Do you agree or disagree that non-fat or low-fat flavored milk (i.e., chocolate and strawberry) should remain an option for children in public school meals in your community?

Agreement Before Messaging

Agreement After Messaging



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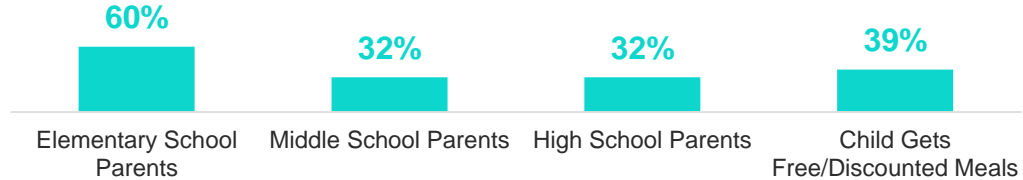
Respondent profile of parents with children in public schools.

Parents with Children in Public Schools

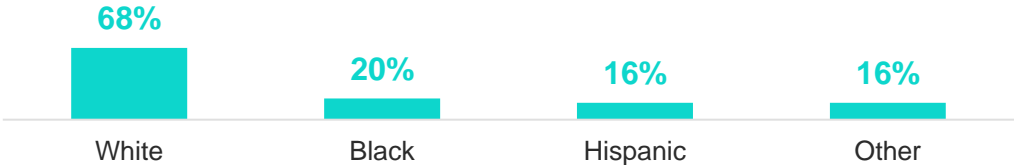
GENDER



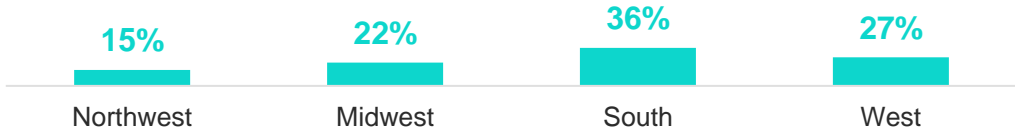
CUSTOM DEMOS



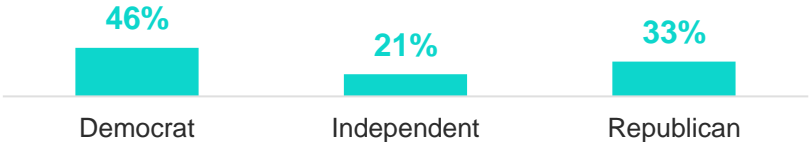
ETHNICITY



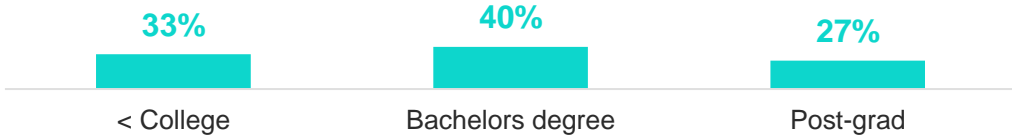
REGION



PARTY ID



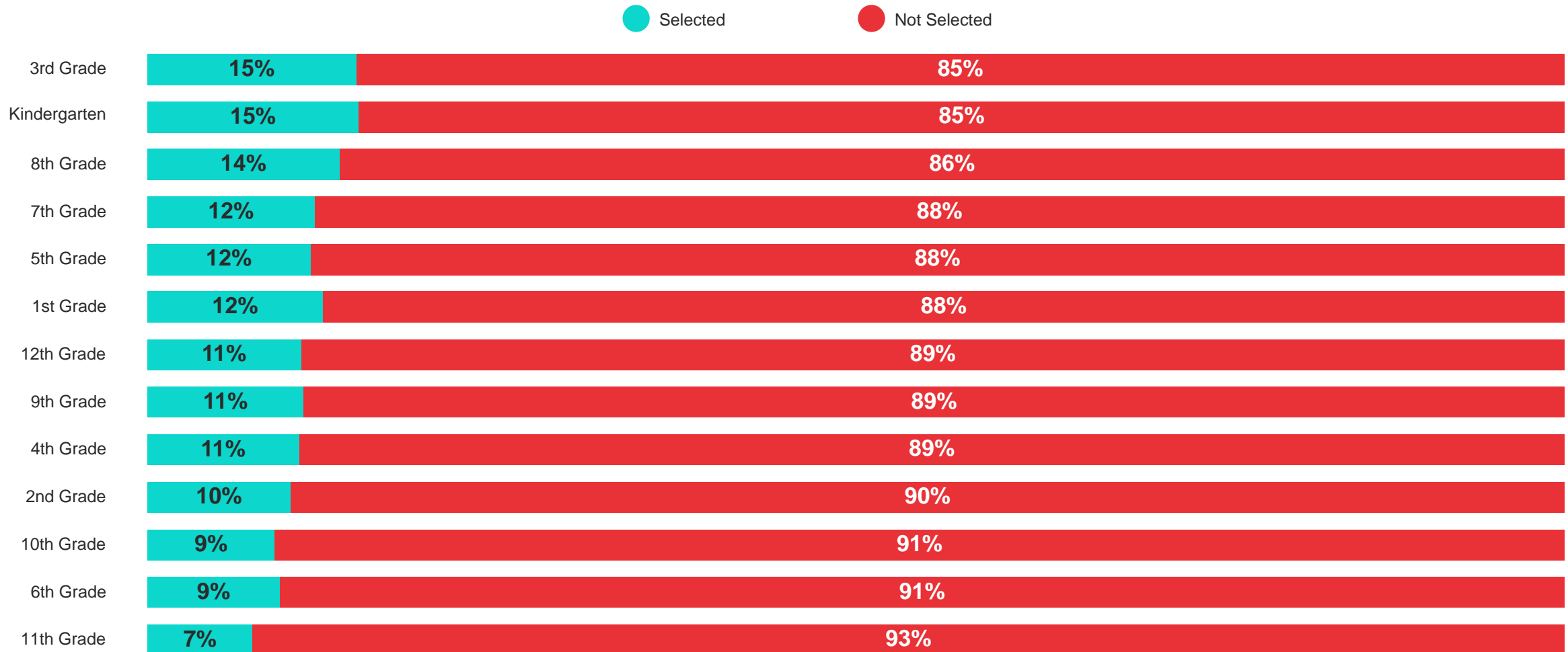
EDUCATION



Percentages calculated as N size out of total respondents (N = 513).

The most common grades of children in public schools whose parents were sampled are *3rd grade (15%), Kindergarten (15%), and 8th grade (14%).*

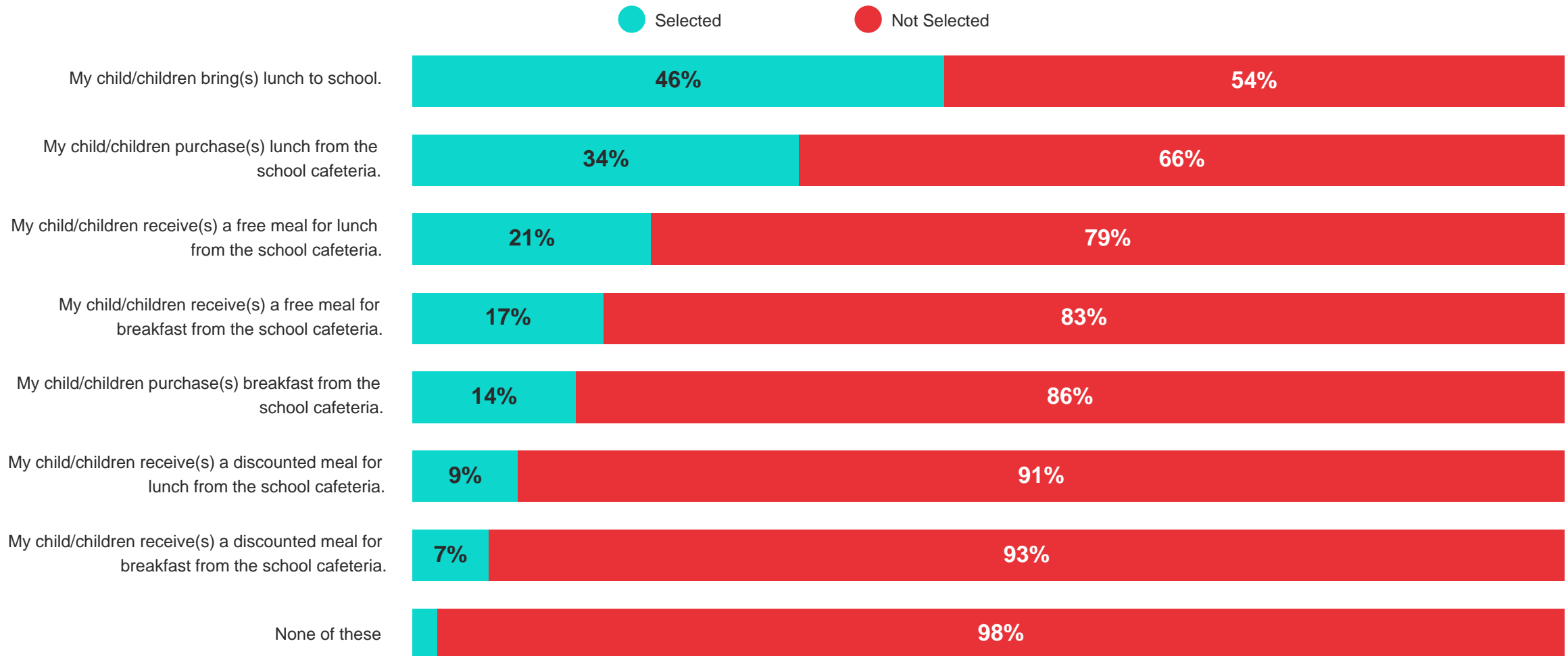
What grade(s) are your children currently attending in public school this year? Select all that apply.



APPENDIX

One-fifth of parents with children in public schools have a child that gets a *free meal for lunch* (21%) and slightly fewer have a child that gets a *free meal for breakfast* (17%).

Which of the following describe(s) how your child/children eat(s) meals at school? Please select all that apply.





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