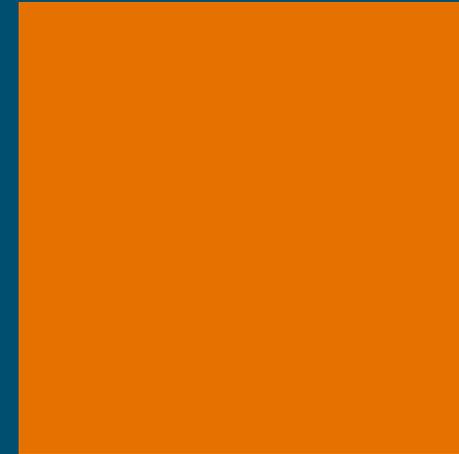
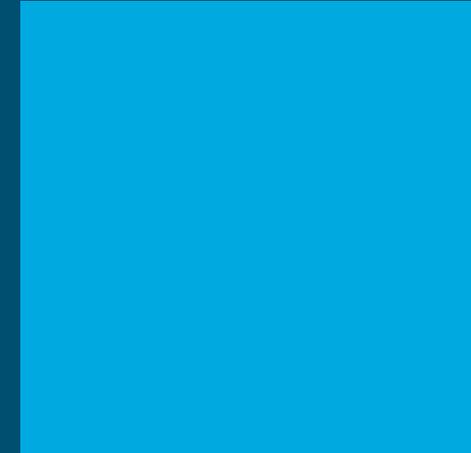




**Dairy Council
of California®**



Success Plan 2023-24



About Us

VISION

Together, we advance milk and dairy's unique and essential contributions to healthy, sustainable **eating patterns**.

CAUSE

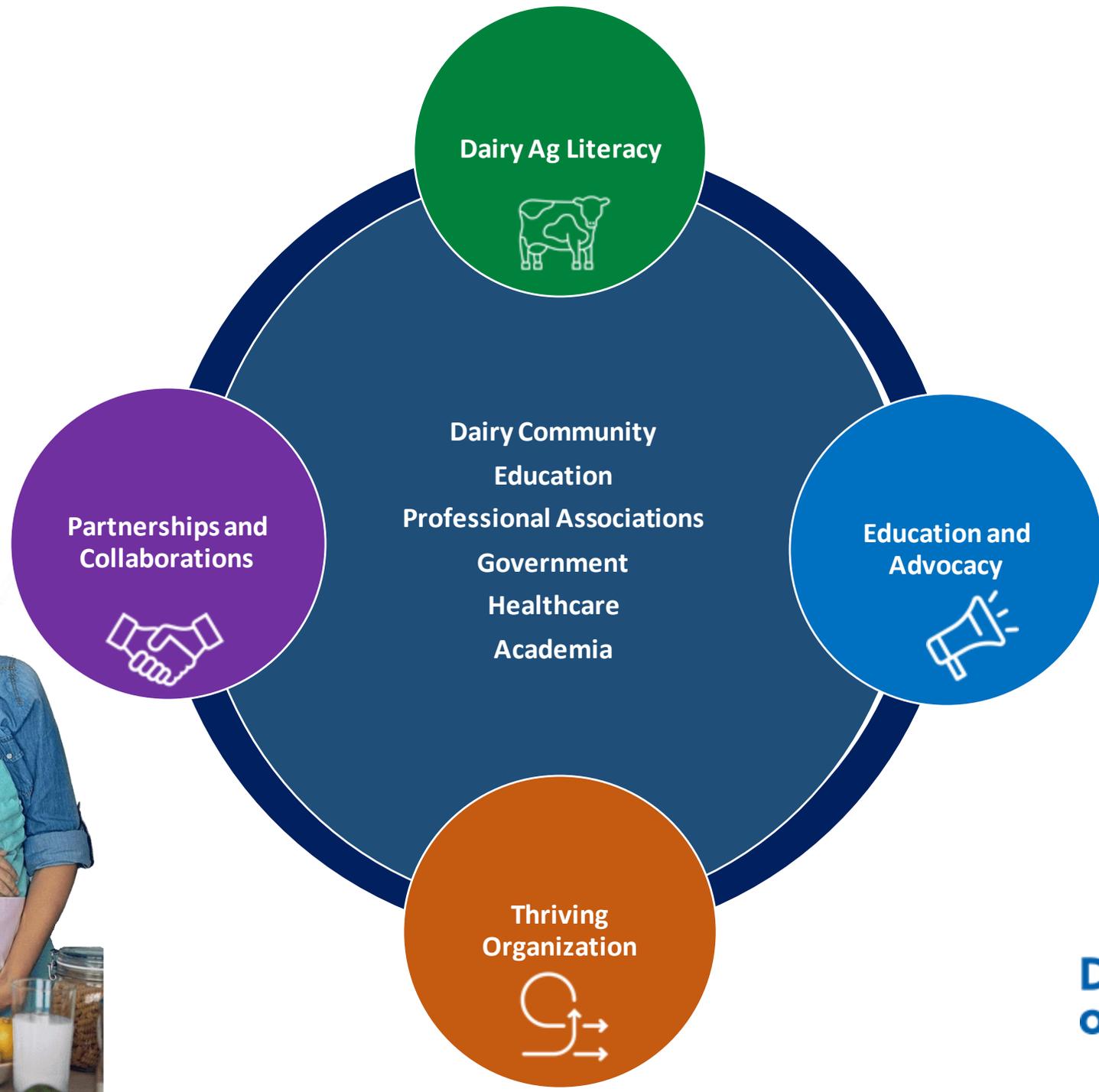
Elevating the health of children and **communities** in California by promoting lifelong healthy eating patterns.

Values



- 1 We believe in advancing nutrition security for optimal growth, health and well-being, which contributes to healthy communities.
- 2 We believe communities should be supported to ensure equitable access to nutrition education and healthy foods.
- 3 We believe milk and dairy foods are essential in sustainable food systems.
- 4 We believe collaboration is vital to maximize collective impact.

Key Strategies & Audiences



How We Build Value for Milk & Dairy



Outcomes



Partners include dairy inclusive nutrition literacy to children and communities.

Partners include dairy ag literacy as a component of sustainable food systems.

Participants value milk and dairy foods as part of healthy eating patterns.

Participants value milk and dairy foods as part of sustainable nutrition.

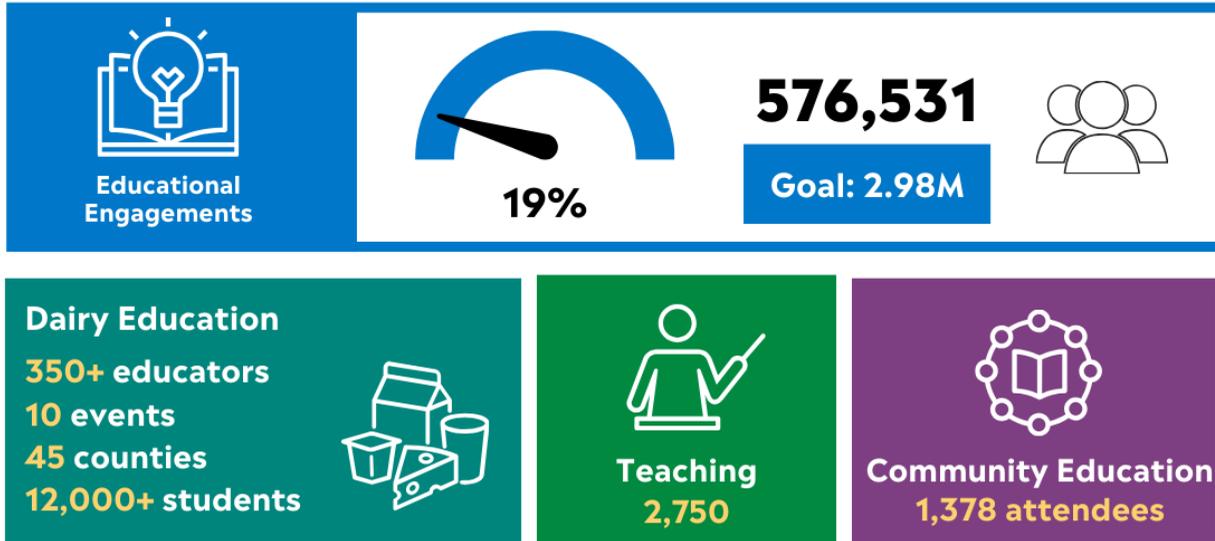
Champions engage in actions to advance access to milk and dairy foods.

Dairy-Inclusive Nutrition Education

Outcome: Partners include dairy inclusive nutrition literacy to children and communities.



Dairy-Inclusive Nutrition Education



September 30, 2023

Value for Educational Resources

“I have been receiving nutrition education materials from Dairy Council ever since 2018, and it makes me truly happy to admire the gratefulness of my patients when I hand them age-appropriate information about how to take advantage of this wonderful reminder to nurture themselves. Dairy Council resources never failed to provide necessary details in a friendly, easy-to-read presentation, eye-catching format that leaves any reader with no doubt about how to make appropriate choices for their benefit and health. I look forward to continuing my relationship with Dairy Council to not only serve my current patients but my future ones as well!”—Pediatrician

Community Education

Six farmers market Dairy Taste and Teach lessons were sponsored by Let’s Eat Healthy in partnership with Everyone’s Harvest, a nonprofit that organizes local farmers markets in Monterey County, and Monterey County CalFresh. Lessons included recipes such as veggie and mozzarella panini, banana split with ricotta and fresh berries, fresh yogurt smoothie, yogurt parfait, and zucchini and cheese sauté. During the lessons, families were educated on the value of dairy in nutritious dietary patterns and were given tips on how to pair dairy with produce from farmers markets for meals and snacks.



Nutrition Education Digital Use

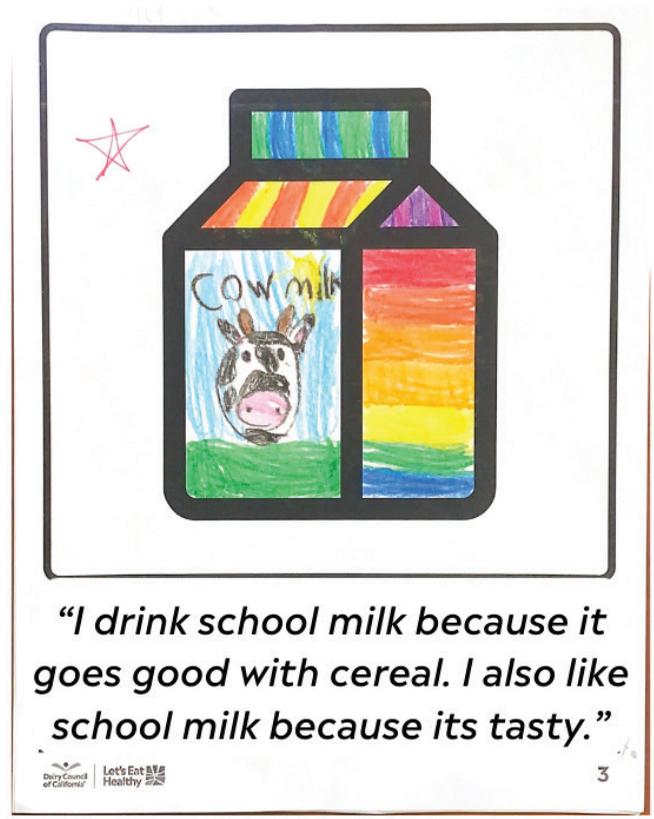
Nutrition Education Digital Use

Print format continues to be selected for traditional resources by our customers. Digital resources currently make up about 5% of total orders. Digital only resources continue to grow like *Let's Eat Healthy Teens*, which had 10,433 sessions in the first quarter of the fiscal year. Online resources allow for education beyond California and throughout the world potentially reaching children and communities more frequently. Dairy Council of CA currently have 11,266 YouTube subscribers with a cumulative total of 86,202 views.

World School Milk Day

On the last Wednesday in September, schools and organizations around the world recognized the health benefits of school milk. Dairy Council of CA engaged students and encouraged school milk consumption with fun activities and resources from the World School Milk Day Toolkit, which had 2,240 content engagements, 200 Mobile Dairy Classroom truck QR code scans and 100 downloads of the toolkit.

Dairy Council of CA was also featured on Sacramento television station KTXL Fox 40 with Mobile Dairy Classroom showcased.

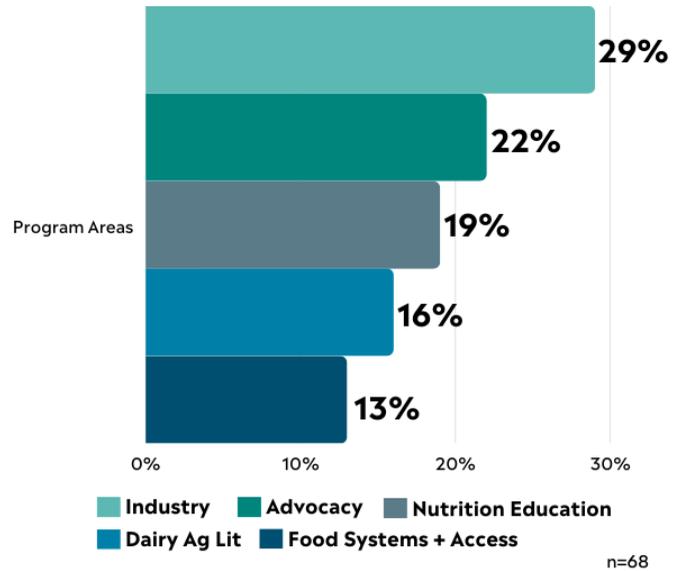


Supporting Milk + Dairy Advocacy

Outcome: Participants value milk and dairy foods as part of sustainable nutrition.



Milk + Dairy Advocacy 68 Activations



Advocacy

This year has started strong with thought leadership activities almost doubling efforts compared to this time last year from 16% to 29%, respectively. For example, staff contributed a U.S. case example to the publication *IDF Dairy Sustainability Outlook: FAO Global Conference on Sustainable Livestock Transformation*. The article, titled “Advancing Milk and Dairy Foods’ Important Role in Improving Nutrition Security During Pregnancy and Early Childhood,” showcased collaborative efforts to advance nutrition security and sustainable nutrition during the critical life stages of pregnancy and early childhood.

Policies and Guidelines

Dairy Council of CA has informed and educated in the following areas:

Expanding the Focus Beyond Specific Nutrients

Staff provided input for International Dairy Federation’s position paper on the World Health Organization’s guidance on saturated fat and trans fat. Efforts urged the World Health Organization and other credible health organizations to release dietary guidance that is based on foods rather than isolated nutrients to better support nutrition security and optimal health.

Sharing the Value of Dairy Milk

Through leadership with the Academy of Nutrition and Dietetics, members were educated on dairy milk’s role in school meal programs to support nutrition security and the risks of plant-based beverages being seen as nutritionally equivalent.

Supporting Milk + Dairy Advocacy

Expanding and Improving Access to Food and Nutrition Education Programs

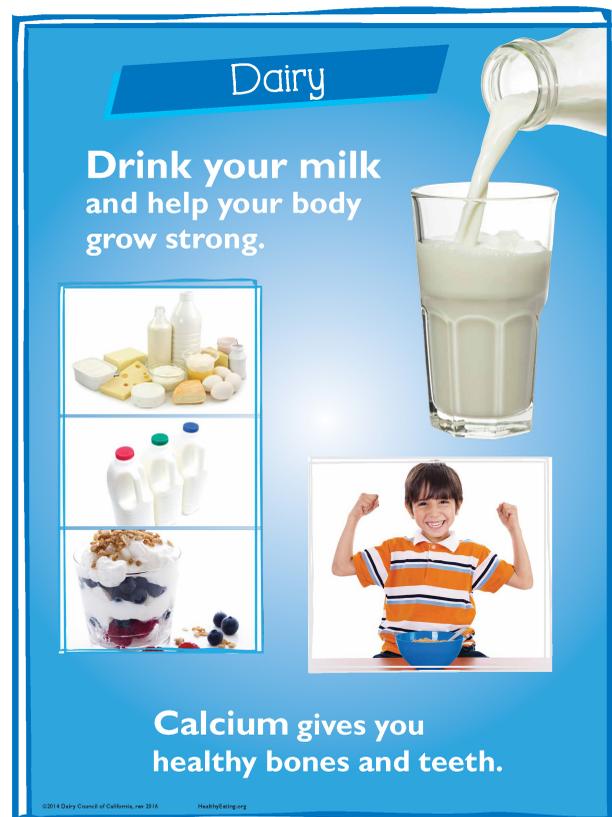
At the Society for Nutrition Education and Behavior briefing on Farm Bill priorities, staff advocated for improved access to nutrition education programs.

Podiums

In the first three months of the fiscal year, 874 people were reached through professional development trainings.

Spotlight on Impacting Students Through the School Cafeteria

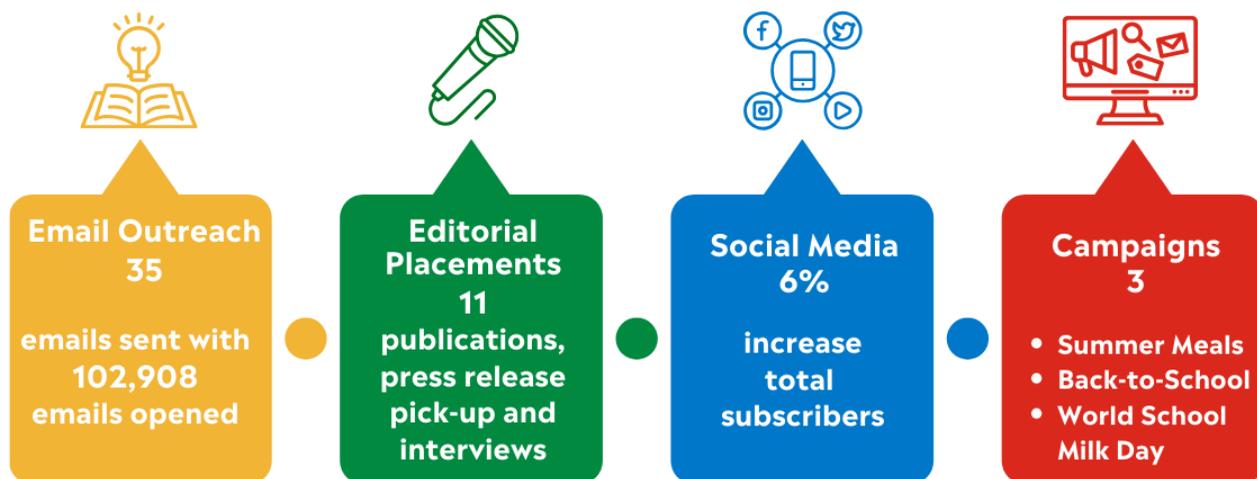
For the past six years, San Diego County's Santee School District has used Let's Eat Healthy resources. Dairy Council of CA presented Smarter Lunchrooms Movement strategies to 40 school foodservice professionals in the district. Dairy posters were provided for all nine lunchroom sites as a strategy to deliver nutrition messages, reaching up to 6,400 students.



Marketing, Social Media and Communications



Marketing, Social Media and Communications Highlights



September 30, 2023

Editorial Placements

Trade Publications

Four articles appeared in key trade publications:

- “Putting Dairy on the Table for Children,” *Hoards Intel*
- “NFL Veteran Says Dairy Is a Win,” *Hoards Intel*
- “Honoring School Food Service Professionals at the 2023 Let’s Eat Healthy Summit,” California School Nutrition Association’s journal publication *Poppy Seeds*, Summer 2023

Press Release

- Dairy Council of California Awarded \$250,000 Grant from Legacy Health Endowment in Support of Nutrition Security in the First 1,000 Days of Life

Partner Communications

Eleven partners shared out communications highlighting resources and initiatives including:

- *Let’s Eat Healthy Together* Video Series: Fuel Up – Classroom-Ready Resources
- Summer Meals
- Let’s Eat Healthy Leadership Award

Earned Media Appearances

Social Media Spotlight

A World School Milk Day post generated **200** reactions, **25%** engagement rate and **932** views.

Campaigns

Back-to-School and World School Milk Day yielded nearly 7,700 web page views and 246 toolkit downloads.

- Back-to-School
 - Web Page Views: 5,577
 - Toolkit Downloads: 166
- World School Milk Day
 - Web Page Views: 2,085
 - Toolkit Downloads: 80



Partnership + Collaboration

Outcome: Champions engage in actions to advance access to milk and dairy foods



Partnerships with Organizations and Collaboratives



September 30, 2023

Partnerships and Committees Spotlight

Dairy Council of CA, in partnership with the CA Department of Education, kicked off the 11th year of the California Local School Wellness Policy Collaborative. The collaborative has 48 members across 24 partner agencies, including state agencies, community organizations, county offices of education and school districts working together to address student wellness through healthy meals and nutrition education.

Collaboration

Engagement Spotlight



The Legacy Health Endowment provided Dairy Council of CA with a grant of \$250,000 to provide access to dairy foods and nutrition education to support health during the first 1,000 days of a child's life work in the Central Valley with healthcare partners to improve nutrition security.

Co-creation

Through CDFA Farm to School Incubator Grant funding, Dairy Council of California in partnership Lodi Unified School District, California Foundation for Agriculture in the Classroom and San Joaquin County Office of Education, co-created the new resource Let's Eat Healthy Together: Explore Dairy. This new five-lesson nutrition education unit teaches students about food discovery through nutrition, agriculture, tasting and culture.

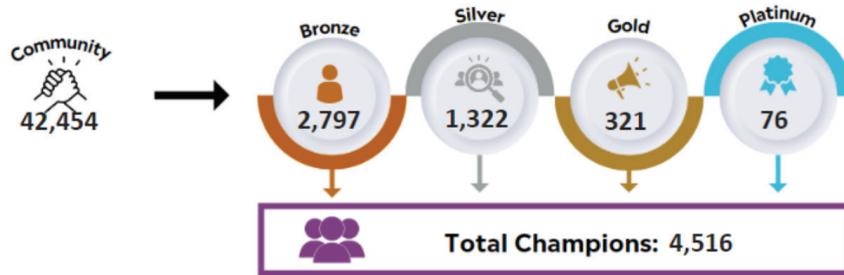


Building Champions



Building Champions

Spectrum of Champion Engagement



Platinum Champion
Dawn Soto
Los Angeles USD

Gold Champion
Naomi Hrepich
Monterey County

September 30, 2023

With new emphasis on engagement with members, a broader approach using a Spectrum of Champion Engagement elevates the value of key parameters to better define individuals who promote healthy eating through shared values.

Dairy Council of CA has developed the Spectrum of Champion Engagement to dynamically track contacts in the database and give them a score based on their involvement with Dairy Council of CA and the Let's Eat Healthy Initiative.

Dairy Ag Literacy

Outcome: Partners include dairy ag literacy as a component of sustainable food systems.



Dairy Ag Literacy

Mobile Dairy Classroom



158
locations
reached



“
My second grade son...learned several facts and enjoyed the presentation! Living in this area for my entire life and seeing the cows here and gone, I think it's so important to share about the cows! Also, I love when kids make connections about how things are made. We never want to take for granted where our food comes from.
”
-Parent, Corona, CA



Expanded Outreach

- Ag In the Classroom
- Agrination Ag Day hosted by Girl Scouts
- San Bernadino Library Event



Direct Reach

MDC YouTube
Videos
10,000 views

Farm-to-You
6,200 views

Exhibits

Estimated
Impressions
16,600

September 30, 2023

Expanded Outreach

For the first time, Mobile Dairy Classroom presented at the California Ag in the Classroom Conference. Staff promoted Mobile Dairy Classroom, World School Milk Day and new Explore Dairy resources to the teachers in attendance. Mobile Dairy Classroom attended Agrination hosted by the Girl Scouts, and many of the scouts recognized Valentine the cow from their school.

During the first three months of this fiscal year, Mobile Dairy Classroom has:

- Reached **69,722** live and virtual students in total
- Reached **158** locations
- Reached **5,930** participants during Ag Day
- Received **6,200** views on the Mobile Dairy Classroom landing site
- Received **10,000** views on Farm-to-You YouTube videos

Mobile Dairy Classroom

“The Mobile Dairy Classroom Farm to You Assembly was wonderful! The presenter did a very nice job presenting the cow and cow parts to the students. It was amazing how a cute cow can make so many delicious and nutritious dairy foods. Students saw the connection that these foods had with healthy eating. Their appreciation towards cows and agriculture grew. So many times people think food just appears without thinking exactly how we get it. The educational material that was sent to the teachers to reinforce what was taught at the assembly made the whole experience very educational and fun!”—Principal/Vice Principal

Value for Milk and Dairy Foods

Outcome: Participants value milk and dairy foods as part of healthy eating patterns.

The 2023–2024 Success Plan aspires to achieve organizational excellence, maximizing Dairy Council of CA impacts while remaining people centered.



In partnership with Elk Grove Unified School District Food and Nutrition Services, 296 school food service professionals and 403 educators learned about Discover Dairy: Nutrition + Agriculture as part of the district in-service day. Training provided a unique opportunity to promote value for California dairy agricultural sustainability, in addition to addressing dairy's role in supporting sustainable nutrition across key life stages.

Training Survey Results:

90% of educators shared that their primary reason to teach nutrition is to help students make better food choices

70% of educators are very likely to encourage students to participate in school meal programs, providing them the opportunity to include more nutritious dairy products than meals brought from home.

“Thank you for having this program available for us teachers to teach accurate nutrition information. Thank you for providing lactose-intolerant options. Thank you for having a certified, experienced, passionate, enthusiastic [dietitian] to present accurate nutritional information and to be a part of [the] nutritional process. Thank you for the different voices (presenters).”—Elk Grove Classroom Teacher

Thriving Organization: Testimonies for Continued Success



Continuation Hearing

September 6, 2023



8

oral testimonies



23

written testimonies

Written Testimonies Common Themes:

- DCC's successes in **advancing nutrition education**.
- DCC's ability to provide and inform **accurate and reliable information**.
- DCC's efforts in **engaging with communities and families**.
- DCC's thorough **research on nutrition through collaborations**.

Oral Testimony

Every five years, the California Department of Food and Agriculture holds a continuation hearing for Dairy Council of CA where top leaders vouch for the successes of the organization and its commitment to improving the nutrition of communities and families. Following are excerpts of key comments from the hearing:

"... Having an organization like Dairy Council, that can be trusted to provide accurate, science-based nutrition information to our state's consumers and industry stakeholders, is of tremendous value."—Dr. William Schiek, Executive Director at the Dairy Institute of California

"... By supporting Dairy Council of California, while also sharing our passion and dedication together, we can help ensure milk and dairy foods continue to be a valued part of a healthy, sustainable eating pattern for all people and for all California citizens..."—John Dolan, Chairman of the Dairy Council of CA + Owner of Driftwood Dairy

"The Dairy Council has earned the trust and the credibility among our child nutrition communities from the cafeteria to the classroom ... has the established reputation of developing science-based resources that teachers, school nutrition professionals and communities trust and value..."—Kim Frinzell, Director of Nutrition Services Division at the California Department of Education

"... I have had the pleasure of partnering with Trina and the Dairy Council in diverse ways and I have learned of the Dairy Council's focus on elevating the health of children and families by supporting lifelong healthy eating practices, and the value for key stakeholders in school and health care and diverse community settings across the state of California..."—Dr. Candice Taylor Lucas, Pediatrician with University of California, Irvine

Thriving Organization: Testimonies for Continued Success

"... The healthyeating.org has been a great website that, you know, me as a dairy producer, I can talk to people and say, hey, you know, I can't give you all the information but here are the resources. Go to healthyeating.org and that is the information that the Dairy Council has put out and provided so you can get the right information and the facts about the nutritional benefits of dairy."—Brad Scott, Board Member of Dairy Council of CA + Dairy Producer/Processor

"... The DCC team is able to translate the research that organizations like ours produce into public education and outreach programs that are, quite frankly, beyond the scope of CDRF's skill set. Put simply, DCC fills a scientific communication and public education niche for the California dairy industry that no other organization is currently or really has the capability of filling..."—Denise Mullinax, Executive Director for California Dairy Research Foundation

"This type of research funding from the Dairy Council can have significant policy impacts. And I know this because a decade ago the Dairy Council funded us to conduct a pilot study to evaluate the provision of yogurt to WIC participants ... the pilot demonstrated that including yogurt as part of the WIC food packages led to increased dairy intake among participants. As a result, yogurt is now part of the National WIC food packages."—Dr. Lorrene Ritchie, Director of the Nutrition Policy Institute

"The Dairy Council of California has been a vital partner to the nutrition services department of Lodi Unified School District for many years prior to my tenure here. They are the gold standard of delivery for everything that I access for school nutrition when it comes to dairy or nutrition and beyond. I have seen the cow in SoCal and I have seen the cow in NoCal..."—Dr. Betty Crocker, Nutrition Services Director for Lodi Unified School District

HOARD'S DAIRYMAN

NFL veteran says dairy is a win

July 3 2023

By Amy DeLisio, Dairy Council of California



Each June, as part of National Dairy Month, the dairy community throughout the nation celebrates the role milk and dairy foods play in nourishing people and supporting healthier communities — and this year, National Football League (NFL) veteran Guy McIntyre was part of the celebration in a big way.

Through a partnership with the San Francisco 49ers Foundation, the Dairy Council of California worked with [McIntyre on a video that not only highlighted the unique package of nutrients offered by dairy foods](#), but also featured California dairy's sustainable nutrition story. The 49ers Foundation distributed the video through their social media channels and their foundation page. Additionally, the video was shared with the 49ers Kids Club members and the THINK Gold participants as well as the Dairy Council of CA's media channels.

"If you want to make healthy eating part of your playbook, start by eating nutrient dense foods like milk cheese and yogurt," said McIntyre in the video. "California dairy farm families are committed to producing nutritious and delicious dairy foods, while doing their part to be environmental stewards of the planet. That's a win-win."

At Dairy Council of California, we believe partnerships, like the one with the 49ers, are vital to maximize collective impact and showcase the value of dairy foods as essential contributions to healthy, sustainable eating patterns across the life span. The video is just one example of how Dairy Council of California equips others with science-based nutrition information and resources to be champions for dairy foods and sustainable practices. In doing so, we help elevate the health of children and communities by promoting lifelong healthy eating patterns and improving access to healthy foods. Visit HealthyEating.org to learn more about how you can inspire healthier communities through our Let's Eat Healthy initiative.

To comment, email your remarks to intel@hoards.com.

(c) Hoard's Dairyman Intel 2023

June 29, 2023

Dairy Council of California Awarded \$250,000 Grant From Legacy Health Endowment in Support of Nutrition Security in the First 1,000 Days of Life

Dairy Council of California

Wed, Jul 19, 2023 [4 min read](#)



Dairy Council of California

SACRAMENTO, Calif., July 19, 2023 (GLOBE NEWSWIRE) -- To support its efforts to improve nutrition security during the earliest stages of life, Dairy Council of California is thrilled to partner with Community Health Centers of America on a \$250,000 grant awarded by the Legacy Health Endowment in Turlock. Through the grant, Dairy Council of California will partner with CHCA and other local organizations to provide evidence-based, culturally relevant nutrition education training and resources to health care providers and residents in Gustine, as well as extra funds for mothers and families with children between 6 months and 2 years of age to purchase nutrient-dense milk and dairy foods.

"The Legacy Health Endowment is pleased to award a grant to Community Health Centers of America and Dairy Council of California, long known for their commitment to collaboration and dedication to

improving nutrition security and championing community health. Their partnership will have an immediate and sustainable impact. Funds will be used to highlight the importance of dairy as part of healthy eating patterns to underserved communities in the critical first 1,000 days of life,” states Jeffrey Lewis, CEO, Legacy Health Endowment.

Nutrition fuels optimal growth and development from the start, which is why equipping parents of infants and toddlers with access to healthy foods and nutrition education is essential. Nutrition security is defined as reliable access to enough affordable, nutritious food to avoid hunger and stay healthy.

Health professionals have a unique window of opportunity to share reliable nutrition information with parents and caregivers about nutrient-dense foods to support children and families in reaching their full potential. That is why collaborating with CHCA on the community program as both clinic partner and funding agency is so impactful.

“CHCA provides dependable, affordable and compassionate healthcare services in regions that are historically underserved. Our commitment to improving health equity in underserved communities is made possible with partnerships like this one, which helps us in our quest to impact the health of entire communities,” states CEO Naresh Channaveerappa of CHCA.

Dairy Council of California CEO Amy DeLisio explains further: “We are deeply honored for the collaboration with CHCA and to be awarded the grant from the Legacy Health Endowment. Proper nutrition during the earliest stages of life supports a foundation for lifelong health and

success. We believe in maximizing resources through collaboration and collective impact. This project will provide the opportunity for Dairy Council of California to work with local partners in Gustine to improve nutrition security by helping families stretch their food dollars while also supporting a healthy start in early life, through the introduction of wholesome first foods in a culturally relevant way.”

About Dairy Council of California

Dairy Council of California is a nutrition organization working together with champions to elevate the health of children and communities through lifelong healthy eating patterns. Focusing on education, advocacy, dairy ag literacy and collaboration, Dairy Council of California advances the health benefits of milk and dairy foods as part of the solution to achieving nutrition security and sustainable food systems. Learn more at HealthyEating.org.

About Legacy Health Endowment

Legacy Health Endowment provides funding and technical support to create health care solutions and facilitate improved wellness within 19 specific cities and zip codes in Stanislaus and Merced counties. The mission of Legacy Health Endowment is to improve the health and health care of all residents residing under its jurisdiction by increasing access to various health care services and educating people about healthy lifestyle decisions. Legacy Health Endowment’s objective is to dramatically improve the quality of life within the Greater LHE Community by bringing together resources, expertise, vision and belief to make a difference. An emerging area of interest at Legacy Health

Endowment is supporting the postnatal health of mom and baby to achieve the best start in life. Learn more at legacyhealthendowment.org.

About Community Health Centers of America

Community Health Centers of America began its journey in 2019 as a 501(c)(3) nonprofit organization dedicated to providing dependable, affordable and compassionate health care services in regions that are historically underserved. Its commitment to underserved regions will attract providers who want to partner in the quest to impact the overall health of entire communities. Community Health Centers of America currently has clinics serving the Mariposa, Livingston and Gustine communities. Learn more at chcahealth.org.

Contact:

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Subject: Elevated News: Community Grant Program in the Central Valley, CDFA Ag Vision and More



Elevated News From Amy DeLisio, CEO



July 26, 2023

Dear Friend,

Dairy Council of California has secured grant funding from the [Legacy Health Endowment](#) to support the nutrition security of families with babies in the Central Valley. Nutrition security is defined as reliable access to enough affordable, nutritious food to avoid hunger and stay healthy.

In this partnership with the [Community Health Centers of America](#), at least 100 families, primarily underserved Latinas, will receive culturally relevant [nutrition resources](#) and community referrals. Supplemental food vouchers will help families with babies between 6 months and 2 years of age purchase milk and dairy foods. The success of the program will be shared with government agencies to further opportunities to support community health educators in providing quality nutrition education and to improve access to nutrient-dense milk and dairy foods to increase nutrition security among low-resource families with young children.



Read more in more in the latest [press release](#).

Education to Inform Policies and Guidelines

Recently, our team submitted public comments to the U.S. Food and Drug Administration (FDA) for the Draft Guidance for Industry entitled "[Questions and Answers About Dietary Guidance Statements in Food Labeling](#)." The use of Dietary Guidance Statements (e.g., "eat fat-free and low-fat dairy foods as part of a nutritious dietary pattern") is one approach to further consumer understanding of how foods and food groups such as Dairy can contribute to nutritious dietary patterns. Another implication is the potential for all plant-based alternatives to be included in the Dietary Guidance Statements for dairy if they have similar nutritional contributions. While the proposal is a well-guided approach to improve dietary patterns and empower

to diet quality nor the varying nutrient content and bioavailability of plant-based alternatives. Read our full comments to the FDA [here](#).

Dairy Council of California has many [resources available](#) to help educate, inform and advocate on the critical contribution of milk and dairy foods within healthy eating patterns. If you would like to share your expertise, personal stories and feedback through the public comment process, you can submit **now through September 25, 2023**, to the [Federal Register](#).

Update on Dietary Guidelines for Americans, 2025–2030

Dairy Council of California continues to monitor and engage in the development process of the 2025–2030 Dietary Guidelines for Americans to advocate for the important role of milk and dairy foods in healthy eating patterns across the life span.

As a part of the process, the Dietary Guidelines Advisory Committee meets six times to review evidence and draft conclusions for its report, which will inform the final Dietary Guidelines. The public is invited to virtually attend the [third committee meeting](#), scheduled to take place on **September 12 and 13, 2023**. During the meeting, the committee will hear from the public, discuss progress made on its evidence reviews since the second meeting, and make plans for future work. The first day of the meeting will include virtual oral comments from the public.

We encourage members of the dairy community to get involved and share their voice. Registration to attend the meeting and to sign up to provide oral comments will open on August 10, 2023, at 7:00 a.m. through [DietaryGuidelines.gov](#).

CDFA Ag Vision for the Next Decade



The California Department of Food and Agriculture (CDFA) and the California State Board of Food and Agriculture are announcing a bold plan for the future: [Ag Vision for the Next Decade](#).

Ag Vision centers on growing opportunity—for farmers and ranchers, farmworkers, individuals and communities—and demonstrating leadership on climate action. The plan will guide areas of focus for CDFA and serve as a catalyst for action with farmers and ranchers and other California agencies and partners. It is being hailed as not just a plan for agriculture but a plan to benefit every Californian.

To learn more about Ag Vision and the future of California agriculture, please visit

Spotlight on Dairy Nutrition Research

- A diet comprised of higher amounts of fruit, vegetables, nuts, legumes, fish and whole-fat dairy is associated with lower heart disease and mortality in all world regions, especially in countries with lower income where consumption of these foods is low. Read the full study [here](#).
- Increase in dairy consumption is robustly associated with reduced childhood stunting. Read the full study [here](#).
- New study suggests cheese consumption has neutral to moderate benefits for human health. Read the full study [here](#).

Thank you for your ongoing support of the work we do to educate on the health benefits of milk and dairy foods, enabling us to inspire and foster healthier children, families and communities on your behalf. If you have any questions or concerns, please let me know.

Best regards,



Amy DeLisio, CEO
Dairy Council of California
adelisio@DairyCouncilofCA.org



877.324.7901 | HealthyEating.org | info@DairyCouncilofCA.org

View this email [online](#) if it doesn't display correctly.

THANK YOU LUNCH HEROES!

Poppy Seeds

The Official JOURNAL for the California Child Nutrition Professional

SUMMER 2023 • California School Nutrition Association • Volume 67 - No. 1



**In This Issue we:
Celebrate Our School Lunch Heroes,
Share 2023 Conference Information,
And So Much More!**

SUMMER 2023



Honoring School Nutrition Professionals at the 2023 Let's Eat Healthy Summit

By Sonia Fernandez Arana, MA, Let's Eat Healthy Program Manager, Dairy Council of California

On May 23, 2023, in Sacramento, California, the air was electric with a sense of collaboration, celebration and community as Dairy Council of California hosted the inaugural gathering of its Let's Eat Healthy initiative members, supporters, collaborators and leadership award winners to showcase contributions and impact of nutrition champions in activating Let's Eat Healthy.

The theme of the Let's Eat Healthy Summit, Working Together to Advance Sustainable Nutrition Across California Communities, rallied statewide change-makers from diverse disciplines, including school nutrition professionals, to cross-share, learn and network to be inspired in their pursuits of sustainable solutions that positively impact the health and wellness outcomes of children and families.

The summit featured motivational speakers, including keynote presenter Secretary Karen Ross of the California Department of Food and Agriculture, as well as Nutrition Services Division Director Kim Frinzell of the California Department of Education and several local school and community champions.

Speakers touched on the importance of collaborative action to advance sustainable nutrition and nutrition security to position individuals and communities to thrive.

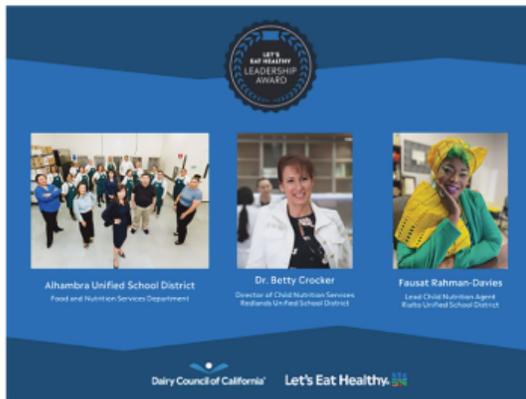
This year eight awardees were honored at the Let's Eat Healthy Summit for their commitment and contributions to empowering children, families and communities to develop lifelong healthy eating habits. The award recognition program is a flagship of the Let's Eat Healthy initiative that engages champions like school nutrition professionals to improve equitable access of nutritious foods and nutrition education to make a positive difference in the health of children and California communities.

"The Dairy Council of California's Let's Eat Healthy initiative continues to activate partnerships across California that are positively transforming the health of communities," stated Secretary Ross. "This year's leadership award recipients are making an impactful difference by advocating for nutrition, food access and empowering children to build lifelong healthy eating patterns."

Continued on Page 50

Engaging school nutrition professionals through the initiative is vital as schools are an integral part of childhood, and through the role of school nutrition, foodservice professionals ensure students are supported to achieve optimal growth and development to reach their full potential.

The summit recognized and elevated the voices and stories of impact of three school nutrition champions and 2023 Let's Eat Healthy Leadership Award recipients:



- ❖ Dr. Betty Crocker, Director of Child Nutrition Services at Redlands Unified School District. Crocker's commitment to reclaim the food environment and build bridges to collaborate with local farmers and growers of San Bernardino County inspires the efforts the Redland's Unified School District team. Under her leadership, the district has pioneered a districtwide after-school meals program, summer meals service and breakfast after the bell that received national recognition. Additionally, Crocker's dedication to empower and mentor school nutrition professionals truly makes her a thought leader in the field of school nutrition.
- ❖ Fausat Rahman-Davies, Lead Child Nutrition Agent at Rialto Unified School District. To achieve the mission of addressing nutrition security in her district, Rahman-Davies has successfully implemented strategies that include establishing a pantry for families in

the community, providing breakfast in the classroom to all students and expanding access for children and families to nutritious foods through supplemental nutrition assistance programs for schools, including supper and fresh fruit and vegetable programs.

- ❖ Alhambra Unified School District, Food and Nutrition Services Department led by Vivien Watts. Alhambra Unified School District's innovation to increase school meal participation by incorporating trendy food concepts and a self-serve global food bar has captured the attention of its students to savor the flavors of school meals. As a district, the team's goal to continue serving as a partner in education and reinforce nutrition education for its school community contributes to the many successes to be recognized.

Watts, who was joined at the summit by several members her food services team, shared her thoughts on attending: "At the Let's Eat Healthy Summit, we were surrounded by people who shared the same passion and dedication and could tell how genuine people feel about lifting each other up and helping people to form a healthy lifestyle. Thank you, Dairy Council of California, we will always treasure this wonderful experience."

All school nutrition professionals are invited to engage in Let's Eat Healthy, joining together to advance nutrition security and education in the community. Working together through the school environment, students can be provided with learning experiences that reinforce positive, healthy eating choices to establish lifelong habits. To learn more about no-cost educational resources and tools for school nutrition professionals and to join the Let's Eat Healthy initiative, visit HealthyEating.org/Join.

Do you know Let's Eat Healthy champions that are making a positive impact in their communities through nutrition? Let us know by sharing their story. Nominations will be accepted at HealthyEating.org/Award starting August 2023 for the 2024 Let's Eat Healthy Leadership Award. Nominate a local champion and help to inspire others!

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Subject: Elevated News: CDFA Hearing, Dairy Nutrition Incentive Program and More



Elevated News From Amy DeLisio, CEO



August 8, 2023

Dear Friend,

I hope you're having a great start to your week, as I share some important information and exciting updates with you.

Dairy Council of California Continuation Hearing

This September, the California Department of Food and Agriculture (CDFA) will hold a hearing to determine the continuation of Dairy Council of California, a hearing that occurs every five years. As a member of the California dairy community, you are invited to participate in this process. Those of you who are interested can provide written letters to CDFA regarding the work we do to educate on the health benefits of milk and dairy foods, enabling us to inspire and foster healthier children, families and communities on your behalf. If you would like to get involved in the process, please reach out to me at adelisio@dairycouncilofca.org.

Dairy Nutrition Incentive Program

New legislation was introduced in Congress, titled the [Dairy Nutrition Incentive Program Act of 2023](#), that would provide a dollar-for-dollar incentive for Supplemental Nutrition Assistance Program (SNAP) participants to purchase nutritious dairy foods like milk, yogurt and cheese. Federal nutrition assistance programs like SNAP are critical to increase access to nutritious foods and provide a safety net for underserved communities to put healthy food on their table. Achieving nutrition security is especially important during childhood since good nutrition and access to high-quality foods like milk, yogurt and cheese can positively impact lifelong health and achievement. Nutrition security is defined as reliable access to enough affordable, nutritious food to avoid hunger and stay healthy. Find out more about the Dairy Nutrition Incentive Program Act of 2023 by visiting the [International Dairy Foods Association web page](#).

Dairy Council of California is here to help the dairy community educate and inform on

resources, visit HealthyEating.org/Dairy.



Dairy Council of California Board Nominations

CDFA is currently soliciting self-nominations from milk producers and handlers interested in serving on the board of directors of Dairy Council of California to fill open positions. If you have questions about the nomination process, please contact Dennis Manderfield of CDFA at 916.900.5018 or dennis.manderfield@cdfa.ca.gov or me at 916.263.3560 or adelisio@dairycouncilofca.org.

Spotlight on Dairy Nutrition Research

- A substantial body of literature demonstrates that full-fat dairy foods, particularly fermented dairy foods, may beneficially modulate cardiometabolic outcomes depending on an individual's health status. Read the full study [here](#).
- A new report from prominent global public health organizations provides a comprehensive overview of the complexities of the state of global hunger, malnutrition and the rapidly changing dynamics of food security. Access the full report [here](#).

If you have questions, concerns or feedback you would like to share, please do not hesitate to reach out.

Best regards,

Amy DeLisio, CEO
Dairy Council of California
adelisio@DairyCouncilofCA.org

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877.324.7901 | HealthyEating.org | info@DairyCouncilofCA.org

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LOOK FOR THE SEAL.

California Milk Advisory Board

August 10, 2023

Dennis Manderfield
California Department of Food and Agriculture
1220 N Street
Sacramento, CA 95814

Re: CDFA Hearing on the Continuation of the Dairy Council of California

Dear Mr. Manderfield:

On behalf of the California Milk Advisory Board (CMAB), we submit this letter of support for the continuation of Dairy Council of California (DCC). CMAB and DCC have worked very closely over the years to improve communications and integrate planning efforts between our organizations. We meet once per quarter to review current programs and address mutual industry issues and opportunities. These efforts have created a much more cooperative and collaborative environment for California dairy marketing efforts.

One of the greatest issues facing our industry today is addressing the extensive misinformation regarding the nutritional value of dairy products. Consumers are faced with many confusing, misleading, and sometimes outright untruthful opinions and DCC does a great job in their efforts to educate school kids and their parents on the real facts.

They also do a great job of providing science-based lesson plans and other resources on nutrition to educators at schools and community health centers throughout the state. Taking this education one step further, DCC helps connect kids to where their food comes from by bringing the farm to the classroom with Mobile Dairy Classroom assemblies, videos, and various displays.

We strongly support the continuation of Dairy Council of California. We appreciate California Department of Food and Agriculture's role in overseeing this incredibly valuable entity, and we look forward to continued partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "John Talbot".

John Talbot
CEO California Milk Advisory Board

California Milk Advisory Board
2156 W. Grant Line Road, Suite 100
Tracy, CA 95377



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SBFoundation.org

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August 15, 2023

Dairy Council of California
1418 N Market Blvd Ste 500
Sacramento, CA 95834

Dear Dairy Council of California,

Thank you for your contribution of \$15,000.00 on 8/1/2023 to the School Wellness Council of the Santa Barbara Foundation. On behalf of our Board of Trustees, let me express my sincere thanks and appreciation for the confidence you have placed in us by choosing the Foundation as a partner in your philanthropy.

We are continually gratified to see how much our donors care about Santa Barbara County. By contributing to a fund at the Santa Barbara Foundation, you are making a difference in the health of our community both now and in the future.

We hope that you will always consider the Foundation as your charitable resource. We're here to help you. Our goal is to make your philanthropy both rewarding to you personally as well as significant for our community. Again, thank you for your generous contribution.

Sincerely,

Jackie Carrera
President & CEO

As required by the Internal Revenue Service Section 170 (f) (8), we acknowledge that the entire amount of your gift represents a charitable contribution for federal income tax purposes and we have provided no goods or services to you in return for your gift. In addition, you have not received any direct benefit from your contribution to Santa Barbara Foundation. The Santa Barbara Foundation has exclusive legal control over the assets contributed. Federal Tax ID 95-1866094



Karen Lindsay, Ph.D., RDN
Assistant Professor
Department of Pediatrics, UCI School of Medicine,
Samueli Early Career Chair in Integrative Health,
Susan Samueli Integrative Health Institute
856 Health Sciences Road, Suite 4600
Irvine, CA 92617

Ph: (949) 824-0148
E: kllindsa@hs.uci.edu

August 18, 2023

Re: CDFA Hearing on the Continuation of Dairy Council of California

To whom it may concern,

I am an Assistant Professor in the Department of Pediatrics at the University of California, Irvine, and am writing this letter in strong support of the continuation of Dairy Council of California (DCC). Through evidence based nutrition science communication, education, advocacy, and multisector collaboration, DCC is an established source of trusted nutrition information and community health resources that aim to serve the needs of diverse families and children across the state of California.

As a Registered Dietitian and academic researcher specializing in maternal and child health, I applaud the Let's Eat Healthy initiative that DCC launched in recent years. This initiative invites multisector coordination, collaboration and co-creation to help ensure children and communities are supported to grow healthfully through optimal nutrition. I have directly collaborated with DCC since 2021 on academic research pursuits that represent a continuum of their convening on the framework that launched Let's Eat Healthy, which placed special focus on the first 1000 days of life (i.e. from conception until the child reaches age 2 years). Nutrition plays a critical role in this stage of early development by helping to determine lifelong health and disease risk for offspring, and dairy foods are an important source of key nutrients required to support healthy fetal, infant, and toddler development.

Our research collaboration resulted in securing NIH pilot funding to conduct a needs assessment of nutrition services and resources provided to families in the first 1000 days by service providers and advocates across California, including those working in healthcare, early education, governmental, and nonprofit organizations. DCC provided invaluable knowledge and perspectives in the development of the survey, as well as crucial administrative support to disseminate the survey statewide, a task that I could not have completed without their input and wide network of contacts in relevant agencies and organizations. Results of this survey highlight the many disparities in access to adequate nutrition for families in the first 1000 days, as well as opportunities for improved nutrition content development, education of service providers, and multisector collaboration to close the gaps on nutrition inequity in early life. We have presented the study findings at numerous scientific, educational, and public health conferences and workshops nationwide, and have recently submitted a manuscript describing the study

and its results to Maternal and Child Health Journal. I am grateful for the expertise and support of DCC staff in helping to conduct this important research, which has been recognized as a significant stepping stone to advancing nutrition equity for minority and low income families. I intend to continue collaborative efforts with DCC to further pursue research in this field.

I admire and support the many other educational and outreach programs led by DCC which collectively help to advance health and nutrition of children and families statewide. DCC staff are experts in translating complex and/or controversial nutrition topics into easy to understand, evidence based online literature and actionable solutions, e.g. their *Trends* annual reports and Health Eating TABLE. As a dietitian, I value the DCC online educational and healthy eating resources that are accessible to clients from diverse backgrounds. Further, their partnerships with California school districts provides evidence of their commitment to public health engagement to help elevate the health and wellness of children statewide.

In summary, DCC is an important organization that invests high level of expertise in public health, educational, and advocacy efforts with clear applications and impact on California communities, especially those most vulnerable to poor health when faced with suboptimal or insufficient nutrition (i.e. mothers, children and low income families). I support the continuation of DCC with utmost certainty and look forward to ongoing fruitful collaborations with them.

Sincerely,

A handwritten signature in cursive script that reads "Karen Lindsay".

Karen Lindsay, PhD, RDN

Assistant Professor,
Department of Pediatrics, Division of Endocrinology
Department of Population Health and Disease Prevention
Samueli Early-career Chair of Integrative Health,
Susan Samueli Integrative Health Institute
University of California, Irvine
klindsa@hs.uci.edu



TRANSFORMING
SCHOOLS
INTO CENTERS OF
**HEALTH &
WELLNESS**

August 24, 2023

California Department of Food and Agriculture
Marketing Branch
Attn: Dennis Manderfield
1220 N Street
Sacramento, CA 95814-5603

Re: CDFA Hearing on the Continuation of the Dairy Council of California

I am writing to express my support for the Dairy Council of California and its unwavering commitment to building and fostering strategic partnerships in the pursuit of collective nutrition and health impacts. As a member of the Santa Barbara County School Wellness Council and the coordinator of the annual School Wellness Summit, I have closely observed the commendable efforts of the Dairy Council of California in advancing nutrition education and positively influencing public health outcomes.

The Dairy Council of California's dedication to improving the health and well-being of individuals through evidence-based nutrition education programs has been truly commendable. By providing reliable and accurate information about the benefits of incorporating dairy products into a balanced diet, the Dairy Council has played a vital role in empowering individuals to make informed dietary choices.

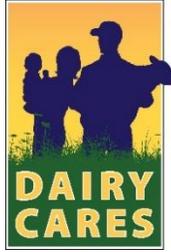
Moreover, I have been impressed with the Dairy Council of California's proactive approach in building partnerships and collaborations with diverse stakeholders, including government agencies, educational institutions and local school wellness councils, healthcare professionals, and community-based organizations. By working collaboratively with these stakeholders, the Dairy Council of California has effectively extended the reach of its nutrition education initiatives and maximized their impact across our communities.

I firmly believe that the success of any public health initiative lies in the strength of partnerships and collective efforts. The Dairy Council of California's ability to engage various sectors and unite them under a common goal is a testament to its leadership and commitment to creating a healthier future for Californians and beyond.

As a supporter of the Dairy Council's work, I am always eager to share and promote the Dairy Council of California's initiatives. Whether it be through spreading awareness, advancing food access and nutrition security, participating in community events, or advocating for increased support for nutrition education especially in our school communities, I am looking forward to the continued collaboration with the Dairy Council of California. The Dairy Council's dedication to fostering strategic partnerships serves as a shining example of how collaboration can lead to transformative change.

Thank you,

Kirsten Criswell
Coordinator of the School Wellness Summit
Santa Barbara County School Wellness Council



August 30, 2023

California Department of Food and Agriculture
1220 N Street
Sacramento, CA 95814

Re: CDFA Hearing on the Continuation of the Dairy Council of California

Dear Mr. Manderfield:

On behalf of Dairy Cares, we submit this letter of support for the continuation of Dairy Council of California. Dairy Cares is a coalition of dairy producer and processor associations, milk processing companies and cooperatives, and others who collectively work to advance the sustainability of California's dairy farm families. We are proud to work in partnership with Dairy Council of California—an organization that has empowered stakeholders to elevate the health of children, families, and communities for more than a century. We believe the Dairy Council of California's role is essential in helping to secure and enhance dairy's role in a sustainable and equitable food system.

We believe the Dairy Council of California's efforts are critically important to our local communities—improving education and access to nutritious foods. One of the ways in which Dairy Cares partners with the Dairy Council of California is in co-hosting the California Dairy Sustainability Summit—a program that promotes the advancement of planet-smart dairy farming and sustainable food systems. The Council's contributions are helpful in ensuring that discussions about sustainability encompass more than the environment, but also health, socio-cultural, and economic factors.

We strongly support the continuation of Dairy Council of California. We appreciate the California Department of Food and Agriculture's role in overseeing this valuable entity, and we look forward to continued partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Ahlem".

Charles "Chuck" Ahlem
Chairman
Dairy Cares

HOARD'S DAIRYMAN

Putting dairy on the table for children

Sept. 7 2023

By Amy DeLisio, Dairy Council of California



Milk and dairy foods will soon be on the table for families who need them most in California's Central Valley due to a grant from the Legacy Health Endowment.

The \$250,000 grant, awarded to the Dairy Council of California in partnership with Community Health Centers of America (CHCA), will help 100 families, primarily those with babies and toddlers living in rural Latin communities with limited access to healthy foods. These families will receive funds to purchase nutritious dairy foods plus culturally relevant nutrition education and community referrals to support a healthy start in life. Dairy Council of California will provide nutrition training and resources to CHCA health care providers working directly with families and babies to encourage nutrition education as part of well-child visits.

Health professionals have a unique window of opportunity to share reliable nutrition information with parents and caregivers about nutrient-dense foods for children and families to make the connection between good nutrition and optimal growth, development, and long-term success.

This effort is an extension of several priorities for the Dairy Council of California, including a focus on nutrition security — defined as reliable access to enough affordable, nutritious food to avoid hunger and stay healthy — and a focus on improving nutrition during the first 1,000 days of life, from conception to age 2, to influence better health outcomes. In addition, the Dairy Council of California regularly works with health care providers to ensure dairy foods are recommended to children and families as an important component of healthy eating patterns.

At the Dairy Council of California, we believe collaboration is vital to maximize collective impact and ensure children are supported to grow healthfully. The partnership with CHCA is one of many leveraged by the Dairy Council of California, and it can serve as a model to be shared with government agencies and others to expand similar programs in the future. As more people and organizations work together, we can make an even bigger difference, elevating the health of children and families through the pursuit of lifelong healthy eating patterns. Join us by visiting HealthyEating.org.

To comment, email your remarks to intel@hoards.com.

(c) Hoard's Dairyman Intel 2023

September 7, 2023

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Subject: Elevated News: 2025 Dietary Guidelines Advisory Committee Meeting and Updates for the Dairy Community



Elevated News From Amy DeLisio, CEO



September 18, 2023

Dear Friend,

On September 12–13, 2023, the U.S. Department of Health and Human Services and the U.S. Department of Agriculture (USDA) hosted the third meeting of the 2025 Dietary Guidelines Advisory Committee. The first day featured oral testimony from public commentors, and the second day included presentations by subcommittees with updates on progress to date on the evidence review

that will inform the scientific report.

Key Takeaways:

- Data was shared on current food and beverage consumption in the United States and showed that dairy intake is below Dietary Guidelines for Americans recommendations. The advisory committee noted that dairy consumption among U.S. adolescents has decreased since 2003.
- The numerous positive health benefits of dairy foods were shared prominently. Testimony from representatives across the dairy community amplified the science on dairy's unique food matrix and nutrient package, including its contributions to healthy eating patterns and reduced risk of diet-related chronic diseases.
- Several commentors critiqued dairy foods' role in Dietary Guidelines recommendations and advocated for a shift toward plant-based dietary patterns. Many of these comments challenged the cultural relevance and appropriateness of dairy foods and questioned dairy's health-promoting benefits, referencing saturated fat content in particular.
- The advisory committee presented a new draft protocol on modifying the Dairy food group to provide greater flexibility for Americans' cultural and personal preferences. We will monitor this draft closely, looking at where it presents opportunities or potential threats for dairy.
- In addition, the advisory committee shared its scientific protocol for the question on sources of saturated fat and cardiovascular disease outcomes,



Next Steps:

The advisory committee will continue the evidence review process and will share new systematic review findings at the next meeting on January 25, 2024.

Dairy Council of California will continue to engage in future meetings and throughout the process, providing dairy nutrition science translation that advocates for milk and dairy foods' role in healthy eating patterns. As we continue to follow the process, we will keep you apprised of the updates and milestones of the Dietary Guidelines and implications for dairy.

Dairy Council of CA Continuation Hearing 2023 Held

On September 6, 2023, the California Department of Food and Agriculture (CDFA) successfully held a virtual public hearing for the continuation of Dairy Council of CA. Thank you to all our supporters who shared testimony during the process. We will plan to share the results from the hearing when CDFA makes its decision, within 60 days of the meeting.

FDA to Hold Virtual Public Meeting and Listening Sessions on Strategies to Reduce Consumption of Added Sugars in the United States

On November 6–8, 2023, the Food and Drug Administration, in collaboration with other federal partners, will host a virtual public meeting followed by virtual public listening sessions to discuss strategies for reducing consumption of added sugars in the United States. This dialogue presents an opportunity for the dairy community to share innovations that have been made in reducing added sugars, such as with flavored milk in schools.

More meeting specifics, including information on how to register for the virtual meeting and listening sessions, will be made available on the [meeting page](#).

USDA Launches Milk Loss Program

The USDA has announced Milk Loss Program assistance for eligible dairy operations for milk that was dumped or removed, without compensation, from the commercial milk market due to qualifying weather events and the consequences of those weather events that inhibited delivery or storage of milk (e.g., power outages, impassable roads, infrastructure losses, etc.) during calendar years 2020, 2021 and 2022. Read more [here](#).

Dairy Processing Webinar to Address Dairy's Role in Health and Wellness

education, and how processors can leverage dairy's inherent nutritional value. The webinar speakers include Dairy Council of CA's Nutrition and Industry Affairs Officer, Ashley Rosales. Register for the webinar [here](#).

Save the Date for California Dairy Sustainability Summit



SAVE THE DATE
March 26, 2024
UC Davis Conference Center



Hosted by:



The next California Dairy Sustainability Summit will take place **March 26, 2024**, at the UC Davis Conference Center. The summit will highlight progress, policies and partnerships that support the advancement of planet-smart dairy farm practices and dairy's important role in healthy, sustainable food systems. More information about the program and sponsorship opportunities is coming soon. Read the [media release](#) to learn more about the exciting progress being made on California's family dairy farms and the topics to be addressed during the 2024 program.

Spotlight on Dairy Nutrition Research and Media

- [Trying to Lose Weight? Why Full-Fat Dairy May Help You Hit Your Goal](#). In a Today.com story, guidelines from USDA have encouraged consumption of low-fat and fat-free dairy products for decades, but does the science back this up?

community partnerships, the dairy community is making a vital impact to help nourish neighbors in need.

- New research: The Relationship Between Whole-Milk Dairy Foods and Metabolic Health Highlights an Opportunity for Dietary Fat Recommendations to Evolve With the State of the Science. Read the study [here](#).

If you have questions, concerns or feedback you would like to share, please do not hesitate to reach out.

Best regards,



Amy DeLisio, CEO
Dairy Council of California
adelisio@DairyCouncilofCA.org



877.324.7901 | HealthyEating.org | info@DairyCouncilofCA.org

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UNITED STATES

Advancing Milk and Dairy Foods' Important Role in Improving Nutrition Security During Pregnancy and Early Childhood

AUTHOR

Ashley Rosales

Dairy Council of California, Sacramento • USA

✉ arosales@dairycouncilofca.org

ALIGNMENT WITH SDGS



THE BIG PICTURE

Poor nutrition during pregnancy and early childhood has far-reaching impacts on a child's ability to succeed in school and life, and greatly influences health outcomes as they grow older, including likelihood of developing chronic diseases. Prioritizing and investing in women and children's well-being during the first 1000 days of life can prevent countries from losing billions of dollars related to lower economic productivity and higher health care costs. During pregnancy and lactation, milk, yogurt, and cheese provide iodine and choline, important nutrients that support neurocognitive growth and development, yet they are under consumed in these critical life stages. Numerous structural, social, and individual and family factors, known as determinants of health, also influence nutrition during the first 1,000 days. Ensuring equitable access to nutritious milk and dairy foods and evidence-based nutrition education is critical for achieving nutrition security throughout life.

THE PREMISE

Dairy Council of California is a nutrition organization working to elevate the health of children and communities through lifelong healthy eating patterns. Its Let's Eat Healthy initiative invites multidisciplinary collaboration to champion community health and advance the health benefits of milk and dairy foods as part of the solution to achieving nutrition security and sustainable food systems.

MOVING THE WHEEL

The Let's Eat Healthy initiative, launched in February 2020 by Dairy Council of

Milk and dairy foods are critical to health during pregnancy and early childhood, supporting growth and development, bone health, cognition, immunity and beyond. Efforts to ensure milk and dairy foods are part of nutrition security solutions requires collaborative action at all levels, from supporting knowledge and skills to creating environments that make nutritious dairy foods accessible. "

Ashley Rosales

California, held a convening that brought together experts in health to identify priorities to improve California children's nutritional needs titled, *Well-Nourished, Brighter Futures*. Strategic objectives from the convening identified the need for nutritional support in the first 1000 days in vulnerable communities. As a result, Dairy Council of CA partnered with researchers at University of California, Irvine to conduct a cross-sectional, mixed methods project assessing the status and gaps within nutrition education resources and services offered in California during the first 1,000 days. The community needs assessment revealed a need for culturally responsive nutrition education resources and professional development.

THE HISTORY OF SUCCESS

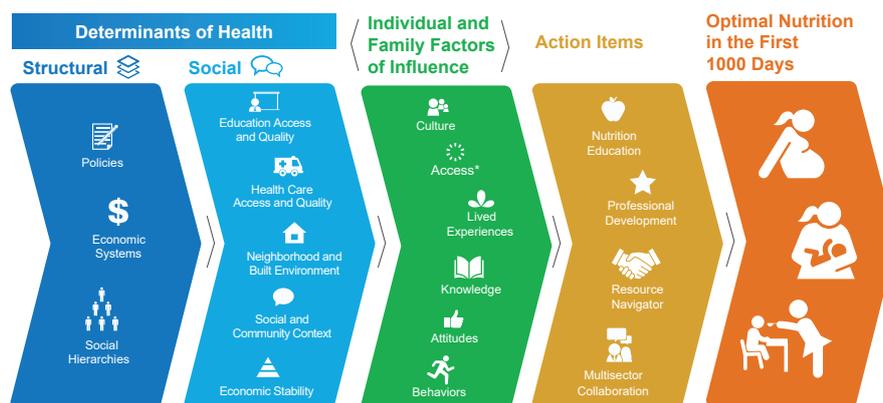
To support the findings of the needs assessment, Dairy Council of CA received funding from the National Association of County and City Health Officials (NACCHO) for development of culturally responsive resources to support infant and toddler nutrition for Latino and African American families. This cross-sector collaboration supported developing critical resources while responding to community needs. Ensuring dairy remains a valued part of recommended eating patterns is a critical component of improving population health.

THE VALUE OF THE INITIATIVE

Collaborative activations to support nutrition during early life helped to identify tangible ways to highlight dairy's contributions to nutrition security and sustainable food systems. Advocating for nutrition education and access to nutritious foods like dairy as part of nutrition and health policy and programs supports progress toward global sustainable development goals to achieve nutrition security and promote good health and well-being. A focus on maternal health and early childhood supports the empowerment of women and future generations.

NEW OPPORTUNITIES

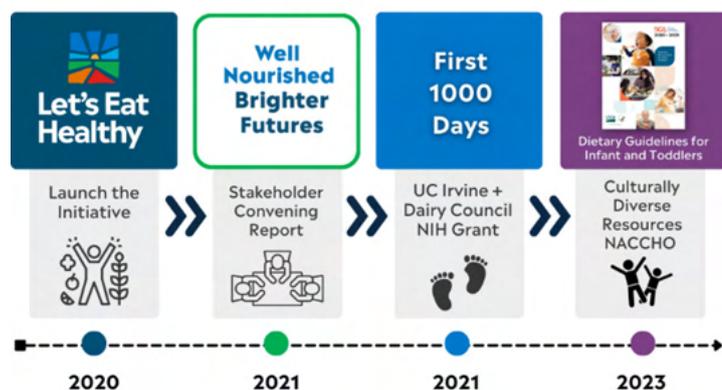
Dairy Council of CA continues to maximize resources through collaboration and collective impact using environmental and science-based strategies. Through a grant from Legacy Health Endowment, Dairy Council of CA is partnering with Community Health Centers of America and other local organizations to provide



Overarching framework for achieving nutrition equity in the First 1000 Days

*LIFTT Access: Language, Income, Food Resources, Transportation, Time

Continuum of Collaboration



evidence-based, culturally relevant nutrition education training and resources to health care providers and residents in central California, as well as supplemental food vouchers to families with toddlers to purchase nutrient-dense milk and dairy foods. Results of the pilot will be shared to explore ways dairy foods increase nutrition security among low resource families with young children.

MORE INFORMATION

<https://www.healthyeating.org/nutrition-topics/nutrition-science/scientific-research/nutrition-in-the-first-1000-days>

<https://www.healthyeating.org/join>

<https://www.healthyeating.org/brighterfutures>

<https://www.naccho.org>

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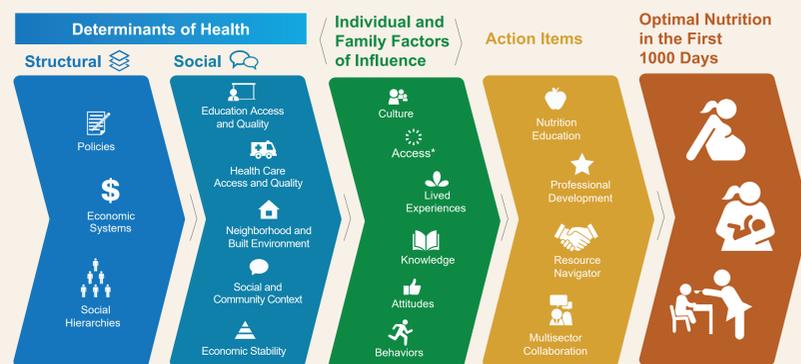
ADVANCING MILK AND DAIRY'S IMPORTANT ROLE IN IMPROVING NUTRITION SECURITY DURING PREGNANCY AND EARLY CHILDHOOD



Authors: Amy DeLisio, MPH, RDN; Ashley Rosales, RDN; Kristal Mylander, MPH, RDN and Trina Robertson, MS, RDN
Category: Nutrition and Health **Type:** Case Study

Nutrition in Pregnancy and Early Childhood

Proper nutrition during the earliest stages of life supports a foundation for lifelong health and success. Investing in women and children's well-being during the first 1,000 days of life keeps countries from losing billions of dollars related to lower economic productivity and higher health care costs. During pregnancy and lactation, milk, yogurt and cheese provide iodine and choline, important nutrients that support neurocognitive growth and development, yet they are under consumed in these critical life stages.

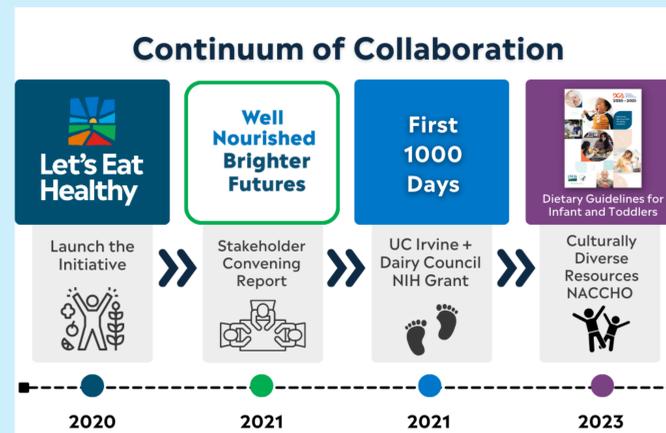


Overarching framework for achieving nutrition equity in the First 1000 Days

*LIFTT Access: Language, Income, Food Resources, Transportation, Time

Numerous structural, social and individual and family factors, known as determinants of health, influence nutrition during the first 1,000 days. Ensuring equitable access to nutritious milk and dairy foods and evidence-based nutrition education is critical for achieving nutrition security throughout life.

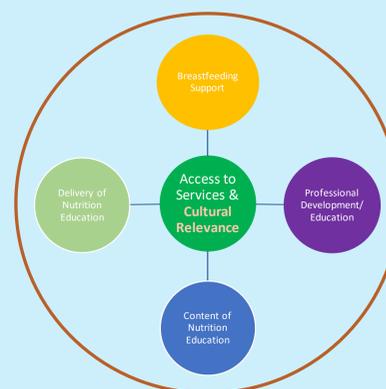
Advancing Nutrition Support for Pregnancy and Early Childhood Through Collaboration



Dairy Council of CA partnered with researchers at University of California, Irvine to conduct a cross-sectional, mixed methods project assessing the status and gaps within nutrition education resources and services offered in California during the first 1,000 days.

Needs Assessment findings:

- **Improved cultural responsiveness** and access in the delivery and content of nutrition education (including tailored programs and resources)
- **Simple, focused, consistent, and tailored** nutrition education messaging and resources
- **Further professional development opportunities** on early life nutrition and key micronutrients for fetal and early child development



Addressing Community Nutrition Needs

To support the findings of the needs assessment, Dairy Council of CA received funding from the National Association of County and City Health Officials (NACCHO) for development of culturally responsive resources to support infant and toddler nutrition for Latino and African American families. Ensuring dairy remains a valued part of recommended eating patterns is a critical component of improving population health.



Advocating for nutrition education and access to nutritious foods like dairy as part of nutrition and health policy and programs supports progress toward the UN Sustainable Development Goals (SDGs).



LOOKING AHEAD

Dairy Council of CA continues to maximize resources through collaboration and collective impact using environmental and science-based strategies. Through a grant from Legacy Health Endowment, Dairy Council of CA is partnering with Community Health Centers of America. Through a grant from Legacy Health Endowment, Dairy Council of CA will partner with Community Health Centers of America and other local organizations to provide evidence-based, culturally relevant nutrition education training and resources to health care providers and residents in central California, as well as supplemental food vouchers to families with toddlers to purchase nutrient-dense milk and dairy foods. Results of the pilot will be shared to explore ways dairy foods increase nutrition security among low resource families with young children.



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School Situational Analysis Helps to Explain the Landscape for Future Nutrition Education

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Background:

- As many teachers are resistant or unable to provide nutrition education, traditional school-based nutrition education approaches tend to be resource-intensive, as they typically require a partnering agency to provide materials, an educator, or both.^[1,3]
 - Unwillingness to teach nutrition can stem from a lack of time, knowledge of the subject matter, interest, and school support.^[2,4,5]
- Successful nutrition interventions have relied upon a holistic approach that includes the school and community environment.^[6,7]
- Disruptions to the school environment due to COVID-19 have resulted in reimagining education approaches with an increasing amount of interest in using a digital platform for selected educational components.^[8]
- Emerging as a result of the pandemic-era teaching, is an emphasis on social and emotional learning, as youth needed to learn in a new environment, which required critical self-regulation tools that many may not possess.^[9]

Objective:

The purpose of this situational analysis was to systematically identify changes to the school environment in California that impact nutrition education and assess the landscape to target new approaches for the next 3-10 years.

Study Design:

This project was conducted in two phases: Phase 1 included discovery through a detailed review of scientific literature, government documents, popular press articles, and related publications to understand the evolving school landscape, especially changes which may impact future nutrition education. During Phase 2 of the project, interviews were conducted using questions developed as a result of Phase 1.

Phase 1:

A list of documents to review including California State Assembly Bills, California State propositions, reports from government agencies and university research centers, internal Dairy Council of California (DCC) documents, popular press, other relevant publications was provided by DCC, and additional documents added by a team of experts hired by Scherr Nutrition Science Consulting (SNSC).

- Each document was reviewed by a member of the SNSC team.
- Screened documents were categorized by the PESTLE tool for their relevance to each of the components.^[10-11]
- Documents were categorized into individual tables for each PESTLE component.
- Each PESTLE table was reviewed and emerging domains were identified.

Phase 2:

During Phase 2, key informant interviews were conducted with community partners including state-implementing agency leadership, school nutrition services, district administration, and non-profit directors, among others.

- Interview questions were developed from domains established in Phase 1.
- Interviewees were asked 14 questions related to the school environment and nutrition education.
- Follow-up questions were asked based on participant expertise.
- Interviews ranged in length from 40 minutes to 59 minutes. Of the 28 interviews, one interview recording was lost due to technical difficulties.
- Interviews were deductively coded by two trained nutrition interns using predetermined domains.

Results:

In Phase 1, 133 documents were reviewed. These documents were screened for relevance and categorized by the proper PESTLE Component: Political Component; Economic Component; Social Component; Technological Component; Legal Component; and the Environmental Component. Each reviewed document was categorized by the pre-determined DCC priority areas and specific issue areas. Nine domains for Phase 2 were identified: Social and emotional learning; Food/health literacy; Farm to school; Equitable learning; Body acceptance; Schools as a hub for healthcare; Universal school meals; Education recovery; and Career readiness.

Table 1: Number of documents reviewed (out of 133) by relevance to Priority Area #1—Food and Nutrition Education and its specific issues.

Nutrition Education Curriculum and Activities	Food Literacy Lessons and Activities	Garden-Based Lessons and Activities	Types of Educator Support and Resources are Required	Educational Requirements and Integration	Expanded Learning Programs (After School, Summer)	Technology-Based Nutrition Education Programs
14	8	7	18	0	11	11

Table 2: Number of documents reviewed (out of 133) by relevance to Priority Area #2—Healthy School Meals and its specific issues.

Efforts Related to Nutrition Education	Efforts Relating to Lunchroom Environment	Inputs Required to Support These Efforts
3	17	21

Table 3: Number of documents reviewed (out of 133) by relevance to Priority Area #3—School-Wide Culture of Health and its specific issues.

Efforts Relating to PSEs	Efforts Relating School Wellness Policy	Efforts Relating to Other Community Components	Inputs Required to Support These Efforts
15	21	8	28

Table 4: Predetermined domains (n = 9) and the added domains (n = 2) with total number coded by each reviewer.

Domain:	Total Code Count: Reviewer 1	Total Code Count: Reviewer 2	Relative Abundance of Responses
Social and emotional learning/mental health	134	125	High
Food and/or health literacy	129	139	High
Farm to school	61	61	Medium
Equitable learning	50	42	Medium
Body acceptance	6	8	Low
Schools as a hub for healthcare	3	7	Low
Importance of universal school meals	88	85	Medium
Education recovery	59	38	Low
Career readiness and workforce development	11	12	Low
Gardens	51	50	Medium
Teacher professional development	13	30	Low

In Phase 2, 28 interviews were conducted of the 62 stakeholders invited to be interviewed, (response rate of 45%). The analyses resulted in two additional domains: Gardens and Teacher professional development. The most mentioned domains were “social and emotional learning” and “food and/or health literacy.” The least mentioned were “body acceptance” and “schools as a hub for healthcare.”

Discussion:

- The most common domains identified within key documents during Phase 1 differed from the most referenced/coded Phase 2 interview domains: Social and emotional learning and Food and/or health literacy.
- Reviewers identified a discrepancy between what was predicted in key documents to be a critical issue faced by schools with what school stakeholders actually experienced.
- As part of the current California budget, funds are being allocated to address select issues facing the schools; however, interviewees’ experiences and feedback demonstrated a lack of infrastructure to support much of the work.
 - As an example: while most individuals interviewed felt positively about universal school meals, it creates staffing shortages as a result of the increased meals needing to be served.
- Discussion surrounding education recovery and career readiness demonstrated a clear disconnect between what is hoped for at the administrative level compared to the priorities of those implementing educational efforts.
 - Interviewees highlighted the shortcomings of education recovery efforts and the fears related to the finite funds.
- The move towards social emotional learning and mental health curricula as required by California was identified as an emerging domain in Phase 1 and in Phase 2; this was mentioned with high frequency (more than an average of 4 times per interview).
 - Given time and training constraints, it is likely that schools will require an outside entity to provide nutrition education support.

Recommendations:

- Future nutrition education should be shaped by the development of culturally-relevant and equitable materials that support social and emotional learning.
- Food literacy should be addressed by emphasizing hands-on learning that promotes the knowledge and consumption of foods provided for free through the universal meal program.
 - Collaboration with entities who can provide materials and/or external educators utilizing gardens and other tenets of farm-to-school can assist with classroom nutrition education.
- Interviews indicated moving away from traditional didactic methods and utilizing informal education opportunities, such as after-school programs, might be the most effective way to achieve learning goals for nutrition education.
- To support schools in teaching food and health literacy as an avenue for social and emotional learning, it is recommended that new curricula, tools, and programs align with future standards for social and emotional health.
- External educators and/or creative partnerships between multiple state agencies, such as DCC, University of California Cooperative Extension, and CalFresh Healthy Living UC, among others; non-profits; consultants; and college student interns may support this long-term goal of implementing nutrition education in schools.

Poster



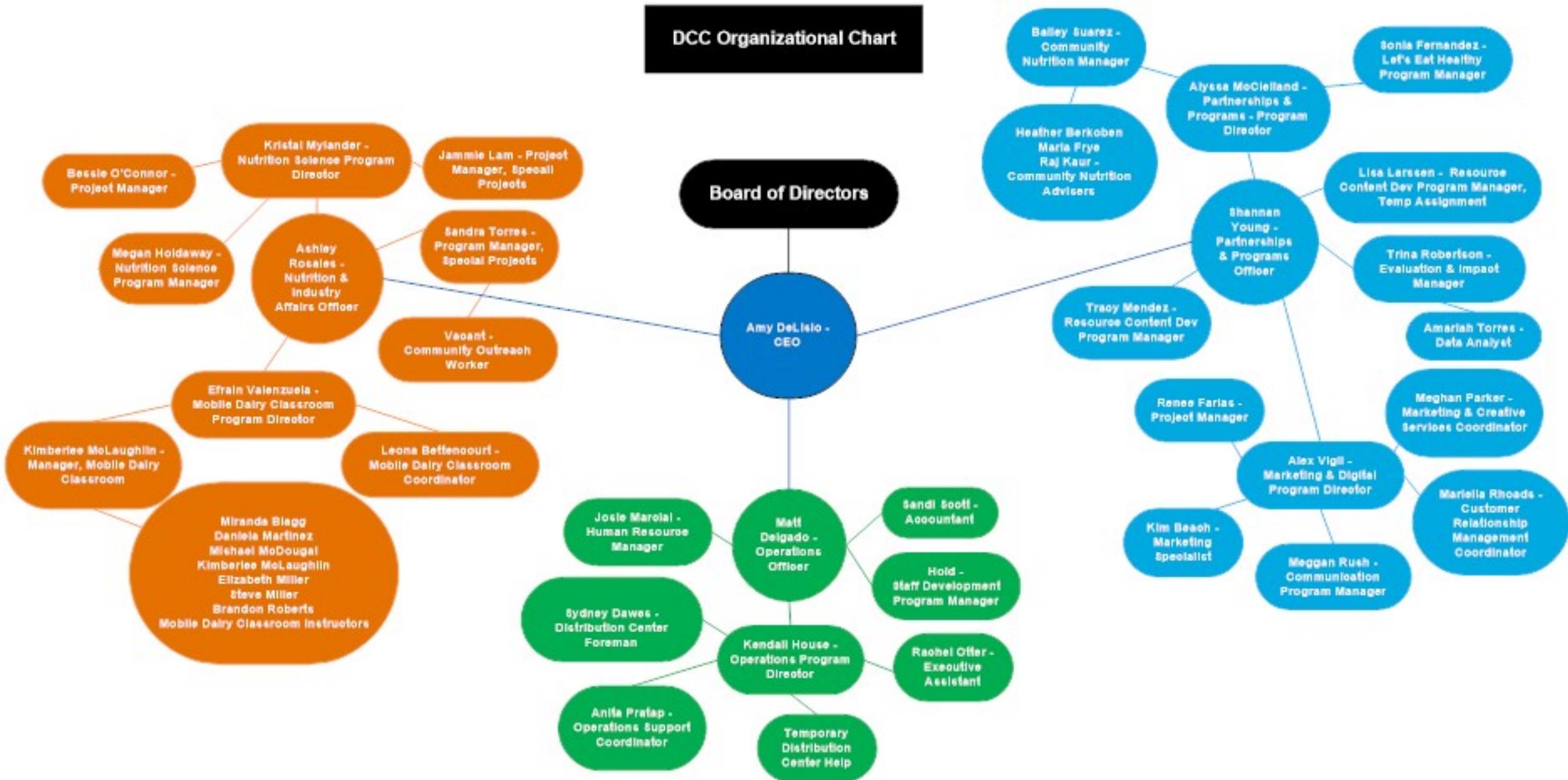
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Interview Questions



DCC Organizational Chart



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