

# Midwest Dairy Council

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# Overview

## Problem

### Childhood Obesity

## Solution

**National Dairy Council & the NFL have partnered to engage youth in schools to get the healthy foods and physical activity they need to support lifelong wellness.**

# Background

- **Childhood Obesity Awareness is high**
- **Schools are a Target**
- **>800,000 students in MN schools, 6-8 hours/day**
- **Wellness Policies provide foundation**
- **Schools lack staff & financial resources**

# Strategies

- **Free Wellness Activation Kit available to all schools**
  - Posters/clings, banners, AFHK Game On CD, downloadable tools, monthly updates
  - Engage multiple wellness champions in schools
- **11 National Pilot Markets underway**
  - Formation of youth leadership groups
  - Assess school environment & plan action strategies
  - Implement action plans
  - Collect data & track progress

# Challenges

- **Lack of financial resources**
- **Lack of staff time /commitment to wellness**

# Opportunities

- **Keeping youth empowered to make changes and share with friends**
- **Help youth take a leadership role in schools to encourage change**

# Action: Concept School Model

Adult School Wellness Champions (multidiscipline)



Voluntary School Youth Team (in partnership w/ above)

Youth team leaders  
select one action  
strategy from both  
Nutrition and  
physical activity

Nutrition

Youth activation  
and participation

Physical Activity

Track progress toward goals – school, team, individuals



Receive incentives and rewards along the way