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# UNITED STATES DEPARTMENT OF AGRICULTURE

## DEPARTMENT CIRCULAR 250

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### EDUCATIONAL MILK-FOR-HEALTH CAMPAIGNS

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#### HISTORY OF MILK-FOR-HEALTH CAMPAIGNS

Many cities and rural communities have found that there is a relatively high percentage of undernourishment among children and that this condition frequently accompanies a low average per capita consumption of milk. Experience has shown that this failure to use an abundant supply of milk can not be attributed wholly to a lack of material wealth, but rather to a lack of information regarding the importance of milk in the normal development of the growing child.

In 1918 the United States Department of Agriculture formulated a plan for carrying on milk-for-health campaigns. A definite arrangement was made for cooperation with the extension service of the State agricultural colleges, and early in 1919 the first milk-for-health campaign was conducted in one of the New England States. This was followed by similar work in near-by States. Gradually the idea spread, and campaigns of this kind have been conducted in over 30 States.

The intensive part of a campaign lasts ordinarily one week, and during that time every effort is made, through the use of newspaper

publicity, speakers, advertising, motion pictures, exhibits, and other means, to bring before the people the value of milk in the diet. A carefully planned follow-up is an integral part of the program.

The work is usually on a county-wide basis, thus including both the rural and the urban population. The first campaign in a State in which the department cooperates serves as a demonstration. The college sends its nutrition and dairy specialists and one or more members of the administrative staff of the extension service to assist in this demonstration campaign. The local county agents and as many as possible from near-by counties take part in the work. By this plan the campaign is repeated in other counties as rapidly as the need for the work is established and the condition of the milk supply will permit.

State and national organizations supported by the dairy industry have taken up the work. Health agencies, both public and private, have devoted much time and effort to increasing the consumption of milk as a means of reducing undernourishment. The quality of milk has been improved, and sanitary regulations have become more stringent. The result of the combined efforts of all agencies has been a 27 per cent increase in consumption of milk in the United States during the years listed below.

Year	Number gallons per capita per annum	Year	Number gallons per capita per annum
1918.....	43.0	1922.....	50.00
1919.....	43.0	1923.....	53.00
1920.....	43.0	1924.....	54.75
1921.....	49.0	1925.....	54.75

### RESULTS TO BE OBTAINED AND COST

In the 60 or more campaigns in which the Department of Agriculture has cooperated, the results have varied in proportion to the extent of local cooperation, especially on the part of the schools. An average of 12 per cent reduction in undernourishment among school children has been accomplished in these communities following the milk campaigns, while the increase in milk consumption ranges from 10 to 30 per cent.

The cost of the campaigns depends upon the size of the city. For a city of 100,000, \$1,000 to \$1,500 is usually sufficient. A greater expenditure of funds does not necessarily mean a better campaign, for, as has been stated above, results depend in a large measure upon the extent of cooperation obtained from local agencies. This budget does not include salaries of workers in the campaign, since extension specialists and agents assist in this project as a part of their regular work, and local persons give their services because of civic interest in this community welfare movement. Consequently the campaign fund is used mainly for printing, for prizes for school children in the various contests, and for incidental expenses in connection with the campaign. A large portion of the campaign fund is spent in connection with the intensive week. It is always desirable, however, to put aside a small amount of money for the follow-up work.

## ORGANIZING A MILK CAMPAIGN

A milk campaign, which is conducted cooperatively by the extension division of the State college of agriculture and the United States Department of Agriculture, consists of five main parts: (1) Thorough preliminary work to ascertain whether a campaign is practical; (2) if so, the arousing of interest and enthusiasm for the work; (3) careful organization of local committees; (4) a short intensive period, when all parties connected with the enterprise are on the ground, working at top speed; and (5) a longer period of follow-up work which makes the campaign of lasting benefit.

The plan presented in this circular includes the different steps and factors which should be considered for a milk campaign in a city. If a campaign is held in a small town or rural community, the plans may be adapted to the smaller unit by omitting certain features which may not apply.

It takes considerable time to organize a milk campaign properly. Most campaign managers say, "If I had it to do over again I would take more time." A large amount of work is also required. Unless the time of workers, both State and local, is available it is generally inadvisable to attempt to conduct a milk campaign.

In considering a milk campaign for a community, one of the first things to be done is to determine whether there is a need for it. The need is generally determined by a condition of undernourishment among children as shown by weighing and measuring tests conducted by authorized persons or organizations, and by a low per capita consumption of milk. It is very important, also, to make sure that there will be plenty of milk available to meet the greater demand resulting from the campaign work. The approval of the board of health as to the sanitary condition of milk is essential.

These conditions having been ascertained by local extension representatives, a request is made to the director of extension of the State agricultural college for a milk campaign. The extension director usually considers the following preliminaries regarding the advisability of doing such a piece of work:

Do the local and State boards of health approve the campaign?

Can the cooperation of public, parochial, and private schools be obtained?

How can funds be obtained to meet local expenses?

Is the cooperation of other agencies desired?

Will the State leader of home demonstration agents or her representatives be able to give personal attention to the work?

Will there be a sufficient number of specialists and home demonstration agents to handle the work when the campaign is timely?

Will a representative of the college publicity department be available for the campaign?

Is there a local agent to attend to the follow-up?

At preliminary conferences with the board of health, the school superintendent, dairymen, and others interested, the above-mentioned information can be obtained. These preliminary conferences, which are described later, should be held before the community organization meeting is called.

Certain local information is necessary and is obtained by the extension agents of the community. This is indicated in the following form:

MILK-FOR-HEALTH CAMPAIGN

Preliminary Statistical Record (A)

State\_\_\_\_\_ City\_\_\_\_\_

County\_\_\_\_\_ Date\_\_\_\_\_

1. Population of city\_\_\_\_\_
2. Population of county, including small towns\_\_\_\_\_
3. School enrollment :
 

City.	Public___	Parochial_____	Other schools_____
County.	Public___	Parochial_____	Other schools_____
4. Date of milk-for-health campaign (when desired) :
 

1st choice_____	2d choice_____	3d choice_____
-----------------	----------------	----------------
5. Approximate number cows serving population: City\_\_\_\_\_ County\_\_\_\_\_ Total\_\_\_\_\_
6. Is the milk supply sufficient as to quantity to meet an increased demand of 10 to 20 per cent?\_\_\_\_\_
7. Does the health department of the city approve of a milk-for-health campaign as outlined in Department Circular 250?\_\_\_\_\_
8. Do the health departments of the State and county approve?\_\_\_\_\_

Signatures: { \_\_\_\_\_ (County Agr. Agt.)  
 \_\_\_\_\_ (County Home Dem. Agt.)  
 \_\_\_\_\_ (State Dairy Ext. Specialist)  
 \_\_\_\_\_ (State Nutrition Specialist)

The speakers in the campaign are food and dairy specialists and local and State extension agents of the agricultural college. In addition to these, local physicians, nurses, dietitians, and others with suitable training, frequently assist in the speaking program.

One week is about as long a period as an intensive milk campaign can hold the interest of the public and press. For very large cities, because of the great number of meetings to be addressed, it is usually impossible to get workers enough to complete the speaking campaign in less than two weeks. The entire campaign, including preliminary organization, the intensive period, and the follow-up, may cover a period of many months, or even several years, the time required depending on when the goal set by the community is reached.

PRELIMINARY CONFERENCES

After a request for an educational milk campaign has been made to the director of the extension service of the agricultural college, a preliminary conference should be arranged with the local health officials. At this conference, information is obtained as indicated in the following form:

## MILK-FOR-HEALTH CAMPAIGN

## Preliminary Statistical Record (B)

State-----  
 County-----  
 City-----  
 Date-----

1. What is the average daily per capita consumption of milk in your city?-----
2. What is the approximate number of cows serving your community?-----  
     City----- County----- Total-----
3. Is the milk supply sufficient as to quantity to meet an increased demand of 10 to 20 per cent?-----
4. How many quarts of milk sold daily? (City)-----
5. What proportion of the milk is pasteurized?----- Raw?-----
6. What is the price of milk per quart?-----
7. Is there a city milk inspector?----- Full time----- Part time-----
8. Are all dairy animals tuberculin tested?-----
9. Is all raw milk sold in the city from tuberculin-tested cows?-----
10. Is all raw milk sold in towns of the county from tuberculin-tested cows?-----
11. How frequently are these tests made?-----
12. What were the bacteria counts by months last year on raw milk?-----
13. What were the bacteria counts by months last year on pasteurized milk?-----
14. What were the last bacteria counts on raw milk?----- Pasteurized?-----
15. Date of information in 14?-----
16. How frequently are bacteria counts made?-----
17. Has there been any epidemic traceable to milk within the last two years?-----
18. Give details<sup>1</sup>-----
19. What are time and temperature regulations for pasteurization?-----
20. How are these temperature regulations supervised and controlled?<sup>1</sup>-----
21. Are the milk regulations enforced?-----

It is understood that the health officer will furnish at once a copy of the existing ordinance and the latest detailed report of the milk inspector.

Signature-----

(Local health officer)

Title-----

The local extension agents usually procure the above report from the board of health.

No milk-for-health campaign should be conducted unless the milk supply is clean and of good quality, adequate in quantity, and reasonable in price.

## CONFERENCE WITH THE SUPERINTENDENT OF SCHOOLS

The purpose of the campaign and its relation to the improved condition of school children should be clearly stated to the superintendent of schools, and then he should be asked whether short talks—10 minutes in lower grades and 15 minutes in upper grades—may be given throughout the school system.

The number of speakers required will be determined usually by the number of combinations of rooms which can be made in the public and parochial schools. The speaking schedules in the first eight grades of the schools are usually arranged so that the speakers talk to the first and second grades together. The third and fourth combine nicely. The fifth and sixth may be combined with the seventh and eighth grades if an auditorium is available. Even in these grades, however, smaller groups are preferable as there should not be too great a range in age among the pupils reached in any one

<sup>1</sup>Additional information may be given on reverse side of this sheet.

talk. Frequently the same grade occupies more than one room, but it is always best to hold the groups down to one or two rooms and never to more than three. The high-school students can usually be reached by one talk.

The method of arriving at the number of speakers is as follows: Divide the grade school enrollment by 100 (estimated enrollment of two rooms), and then divide the resulting figure by five, the number of school days in a week. This gives the number of groups to be addressed each day. Each speaker can give six or seven talks daily; therefore the number of groups to be addressed daily should be divided by six or seven to determine the number of speakers required. About two extra speakers for high schools, clubs, factories, and other adult groups are usually needed.

Cooperation to the following extent should be obtained if possible from the schools:

Public schools to be opened to trained speakers for talks on the food value of milk during the intensive campaign; length of talk 10 to 15 minutes.

Dietary and physical surveys to be made through the schools before the campaign, and afterwards as a part of the follow-up work.

Milk posters to be made in the schools.

Essays on milk to be written in the schools.

Milk songs to be sung in the schools.

Milk plays and pageants to be given by the school children.

Milk-feeding demonstrations to be conducted.

The date when each phase of the work is to be undertaken should be determined and recorded.

#### CONFERENCE WITH HEADS OF PAROCHIAL AND PRIVATE SCHOOLS

Obtain from parochial and private schools, if possible, the same cooperation as that given by the public schools.

#### CONFERENCE WITH MILK PRODUCERS AND DISTRIBUTORS

After the scope of the campaign has been outlined to the representatives of the dairymen a budget is worked out and arrangements for financing the campaign are agreed upon. It is customary at this conference to obtain from the dairymen a statement that the price of milk will not increase during or following the campaign, except as demanded by seasonal conditions. The milk dealers are requested to cooperate in the follow-up by reporting their increases of sales.

#### THE COMMUNITY ORGANIZATION MEETING

After the four preliminary conferences, a meeting of representative citizens from all organized groups of the city and county interested in the public welfare should be called. Among these should be representatives of such organized groups as the following:

Antituberculosis association.  
Board of health.  
Boy scouts.  
Camp fire girls.  
Chamber of commerce.  
City council.  
Colleges (local).

Consumers' league.  
Dairymen's organization.  
Dental association.  
Farm bureau.  
Girl scouts.  
Grange.  
Labor organizations.

Libraries.  
 Medical association.  
 Men's clubs.  
 Merchants' association.  
 Ministerial union.  
 Motion-picture managers' association.  
 Newsboys' organization.  
 Nurses' association.  
 Parent-teachers' association.

Press.  
 Red Cross.  
 Salvation Army.  
 Schools (public and private).  
 State agricultural college.  
 Welfare organizations.  
 Women's clubs.  
 Y. M. C. A.  
 Y. W. C. A.

A temporary chairman who is familiar with the campaign plan should preside at this meeting. This chairman is frequently the county agricultural agent, since he represents the local community, the State agricultural college, and the United States Department of Agriculture.

As the representatives of the organizations enter the meeting, a filing card should be given to each with the request that he write on it the name of his organization and his own name, address, and telephone number. These cards should be collected at the close of the meeting. This plan aids materially in making up committees and in getting the proper cooperation.

At this meeting talks on the following points will be given:

1. Outline of milk-for-health campaign plan.
  - A. Purpose.
  - B. Campaigns in other States.
  - C. Cooperation desired.
    - a. Local organizations.
    - b. United States Department of Agriculture and State college.  
 (This outline is usually presented by a representative of the Bureau of Dairy Industry, United States Department of Agriculture, if one is present, or by some other person thoroughly familiar with the plan of campaign.)
2. Does the local community need a campaign?  
 (Discussed by board of health officials and other health authorities.)
3. Point of view of schools.  
 (Discussed by school officials.)
4. What the State college will do to assist.  
 (Discussed by a representative of the extension service of the college.)

After a number of representative citizens have been called upon to express an opinion, a vote should be taken to determine whether the community wants the campaign. If this is decided in the affirmative, a permanent local chairman should be elected. Since the success of the campaign depends in a large measure on a wise choice, it is customary to devote considerable time and thought prior to this meeting to the selection of a suitable chairman, who should be a person of influence in the community. The county agricultural agent or home demonstration agent or other member of the State extension staff may act as campaign manager, having charge of the details and the cooperative relationships. The meeting should now be adjourned.

The executive chairman, in conference with the campaign manager, chooses the chairmen for the committees. Care should be taken to select persons who have knowledge of the work to be undertaken and will perform the duties agreed upon. These chairmen, together with the executive chairman, shall constitute the executive committee of the milk-for-health campaign. Each committee chairman may choose the members of his committee with the advice and approval of the executive chairman.

## COMMITTEES IN MILK-CAMPAIGN ORGANIZATION

- |                                    |                     |
|------------------------------------|---------------------|
| 1. School activities.              | 5. Publications.    |
| 2. Finance.                        | 6. Motion pictures. |
| 3. Speaking schedule.              | 7. Exhibits.        |
| 4. Publicity and special features. | 8. Transportation.  |

In conference with the campaign manager, the duties, budget allowance, and time and place for reports of each committee should be outlined in writing, as follows:

- What is to be done?
- When is it to be done?
- How is it to be done?
- By whom is it to be done?

It is always advantageous to have both plans and final reports presented in writing.

Since extension representatives are held responsible for subject matter in nutrition and dairying, all committee plans must be approved by them.

## DUTIES OF CAMPAIGN COMMITTEES

## SCHOOL-ACTIVITIES COMMITTEE

The chairman of the school-activities committee for the city should be the school superintendent or his representative. The following should be members of this committee: Supervisors of art, English, health, home economics, manual training, music, physical education, playgrounds, and public speaking. One specialist on food and nutrition from the State agricultural college extension service should also be a member of this committee in order to represent the subject-matter departments of the college. The superintendent of county schools acts as chairman of a similar committee which has charge of the milk-campaign activities in the county schools.

The duties of these committees are as follows: (1) To plan and conduct all work in which the schools cooperate; (2) to arrange for milk posters, milk songs, and demonstrations; (3) to make surveys in the schools; and (4) to do such other work as is deemed advisable by the school committee. If contests are used, the most common ones are poster, song, essay, and rhyme. A member of this committee designated by the school superintendent should, in conjunction with the milk-campaign manager, prepare the school speaking schedule. This schedule should include the date and hour of the talk, name of the school, principal's name, number of rooms in the building, grades represented in the building, and the combination of rooms which the principal will make for the talks.

Responsibility for the various activities in the schools will probably fall under the following heads:

- Schedules for the speakers—superintendent's office.
- Poster contest—art supervisor.
- Essay and rhyme contests—English supervisor.
- Milk songs—music supervisor.
- Surveys: Physical and dietary—health director or home economics supervisor cooperating with home demonstration agent.
- Demonstrations of milk in cooking and dairy dish exhibits—home economics supervisor.
- Plays and pageants—supervisors of playgrounds, physical education, music, manual training, and public speaking or dramatics.

## SUGGESTIONS FOR POSTER CONTEST

The subcommittee in charge of the milk-poster contest should include the art supervisor, in case there is one, and a representative of the State college extension service. This committee should make the rules for the contest.<sup>2</sup> Competition should be among children having similar attainment; that is, all the eighth grades in a city might compete with one another, all the seventh grades with one another, etc. Two separate contests are usually arranged, one for city school children and one for county school children, in order that those having comparable training may compete with one another.

There may be prizes or not, as the committee wishes. When prizes are offered there is more widespread interest among the children if in addition to the first and second prizes there are several smaller ones. If prizes are awarded they may be given to the room rather than to the individual child if the committee so desires.

Announcement of the poster contest should be made from a month to six weeks before the intensive campaign, in order that the children may have ample time to prepare the posters. They should be completed and on display during the week of the milk campaign. Some pictures of milk posters made by school children are shown in Figures 1 and 2.

The poster committee should make arrangements for having the posters judged and prizes awarded. It has been found a good plan to have three judges in a milk-poster contest—one who has knowledge of artistic values, one versed in advertising, and one especially interested in milk for health. The committee should also arrange for displaying the posters in school buildings, libraries, or other public places. Store windows are commonly used for this purpose.

The art supervisor in charge of the milk-poster contest should be provided with suggested legends, such as the following, which have been selected from school children's posters.

He says, "Drink milk, it makes better citizens." (Uncle Sam.)  
 Get a sure grip on your health; drink milk. (Picture of a fist.)  
 Yum! YUM! It's good!  
 A quart a day keeps the children at play.  
 Milk makes kids husky.  
 Say, why don't you drink milk?  
 I gained 5 pounds in one month. I drink milk. (Girl on scales.)  
 Milk is as good as it was then. (Girl in hoop skirts.)  
 Growing children need milk. (Boy with baseball bat.)  
 Health in every drop. (Bottle of milk.)  
 The army of health. Join now by drinking milk.  
 Guard your health. (Bottle of milk.)  
 The fountain of health is milk.  
 Forget me not. A quart of milk a day!  
 Get wise—use milk.  
 Milk, the health of a nation.

Flowers need water. Children need milk.  
 The milk alarm. (Baby crying.)  
 Milk—Better health at less cost.  
 A cargo of health.  
 Stepping stones to health.  
 Be ye drinkers of milk, not hearers only.  
 Day by day take the milky way, and you'll grow better and better.  
 Milk, the star food.  
 Milk, the life saver.  
 Milk wins.  
 Milk is a winner for every dinner.  
 Fresh milk for the rising son.  
 The health dance.  
 Health for your city. Drink milk.  
 The way to health.  
 I'm your friend. Drink milk. (Cow.)  
 Backed by the best. (Bottle of milk.)  
 Flag.)  
 Milk makes muscle.  
 Just from the milky way.

<sup>2</sup> Suggestions for poster making, illustrations, and general rules for poster contests will be found in Miscellaneous Circular 21, "Posters Prepared by School Children in Milk-for-Health Campaigns," published by the United States Department of Agriculture.

Fountain of youth.  
 Health land harbor.  
 You can tell I drink milk.  
 Milk is health insurance.  
 Why a cat has nine lives.  
 A nation's power.  
 The power behind the bat.  
 Station M-I-L-K broadcasting health.  
 Health deliverer.  
 Here's to health.  
 Milk, beacon light to health.  
 It's built on milk. (World.)  
 Try milk, master of health.  
 Milk for health.  
 Delivering health.

From sun up to sun down, your best friend.  
 Milk is the Hercules of the world.  
 The pied piper of health. (Milk bottle as piper.)  
 Gas for cars. Milk for kids.  
 Station C-O-W broadcasting health.  
 Wise scouts drink milk.  
 Milk, the keynote of health.  
 Milk, a high-power food.  
 Drink milk and live long.  
 Milk, make it the national drink.  
 Milk is hand in hand with health.  
 A good investment in health.  
 More milk. Better lessons.



FIG. 1.—Milk posters made by school children



FIG. 2.—Milk posters made by school children

## SUGGESTIONS FOR ESSAY CONTEST

The subcommittee in charge of the essay contest on milk should include a representative of the local schools, appointed by the superintendent of schools, as well as a State college extension representative. This committee should make the rules for the contest. The essay contest may include the fifth, sixth, seventh, and eighth grades, and the high schools. The pupils of the same grade in one school compete with pupils of the same grade in other schools, but as a rule only the best two essays from each grade are entered to compete for prizes.

As in the case of the posters, two separate essay contests are usually arranged, one for city school pupils and one for county school pupils.

The essay contest should not take place until after the intensive milk campaign in order that the contestants may get subject-matter facts from the speaker who gives the talk on milk at school and from the publications which are distributed.

The following titles are suggested for the essays :

- The food value of milk and dairy products.
- Milk in the diet of the athlete.
- The dairy cow—first aid to health.
- The use of milk in the home.
- The diary of a bottle of milk.
- An interview with my doctor.
- The story milk told me.

These are suggestions, but the contestants may select his own title, provided his theme deals with the food value of milk.

Prizes may be awarded or not, according to the judgment of the committee.

This committee should arrange for the judging of the essays. The following are some of the points to be considered in judging (adapted from rules of Spokane, Wash., milk campaign essay contest) :

*Contents*

- Information.
- Originality and freedom of expression.
- Clear-cut sentences.
- Paragraph unity.

*Form*

- Technicalities.
  - Spelling.
  - Punctuation.
  - Capitalization.
  - Grammar.
  - Penmanship.
  - Proper margin.
  - Paragraph indentation.

Title.

Signature.

Essays are to be sent in flat to the superintendent's office not later than (date).

Competent and impartial judges will rate these papers on (date).

Essays are not to exceed \_\_\_\_\_ words.

## SUGGESTIONS FOR MILK-RHYME CONTEST

The milk-rhyme or jingle contest may be taken care of in the schools in the same manner as the poster and essay contests, or

it may be handled by a local newspaper. In the latter case excellent publicity for the contest is assured. The rhyme contest should be announced about a week previous to the opening of the campaign and end before the close of the intensive campaign.

As the contest progresses and the jingles are submitted, several are printed daily in the newspapers, thus stimulating enthusiasm in the contest and interest in the milk campaign in general.

The following rules are adapted from those used in the rhyme contest conducted in connection with the milk-for-health campaign in Chattanooga and Hamilton County, Tenn.:

1. Any student in city or county schools, either public or private, may compete.
2. The theme of all rhymes is to be milk for health, or the value of milk as a food.
3. Contributions must not exceed five lines.
4. Rhymes will be judged on the following points: (1) Bringing out the idea, (2) originality, (3) literary value, (4) neatness.
5. Contributions are to be sent to the rhyme editor (address). The contest opens (date) and closes (date).
6. Contributions are to be signed with full name, school, address, and age.
7. A few entries will be printed daily. Prize winners will be announced on (date). The best 25 contributions will be awarded \$1 each.

The committee in charge of the contest should make arrangements for having the rhymes judged. A satisfactory plan is to have three judges for this contest, one who has knowledge of literary values, one versed in advertising, and one who is especially interested in milk for health.

Such milk rhymes as the following have been submitted by school children in milk campaigns:

Twinkle, twinkle, little star,  
Are there children where you are?  
Up there in the milky way  
Does each get his quart a day?

—Everett, Wash.

Johnny was a skinny kid,  
As skinny as a crow,  
But now he's drinking milk each day,  
And you should see him grow.

—Boise, Idaho.

Long shine the sun!  
Long grow the grass!  
Long live the cow  
That puts milk in the glass!

—Everett, Wash.

Here's to the cows, full long may they live!  
Here's to the rich, creamy milk that they give!  
May we drink it, and sip it, and swallow it down,  
'Til Knoxville's a healthy milk-fed town.

—Knoxville, Tenn.

#### DAIRY-FOODS DEMONSTRATIONS

The supervisor of home economics is the logical chairman of the committee on dairy-foods demonstrations, and she, in cooperation with the school-activities committee, should have the pupils prepare

exhibits showing foods made from milk and other dairy products. It is suggested that the exhibits consist of a beverage, soup, dishes for the main course of the meal, salad, and dessert. Milk for the growing child makes a good central idea for the exhibit.

The following points are stressed: Economy, suitability, palatability, digestibility, appearance, and nutritive value. In one city the supervisor divided the demonstration into two parts. The first was on food preparation and the second on the serving of dairy dishes. An opportunity for originality was given in the latter.

#### PHYSICAL AND DIETARY SURVEYS

The physical and dietary surveys of school children are made both before and after the milk campaign. This work may be in charge of the school nurse, nutrition worker, health director, or home eco-



FIG. 3.—Weighing children. A part of the physical and dietary survey

nomics supervisor, cooperating with the home demonstration agent. The first survey should be taken about a month before the campaign. Convenient forms for making the survey are shown on pages 17 and 18. Forms for making the second survey will be found on page 34 under the section on follow-up work.

In many schools the practice of weighing and measuring the children (fig. 3) is a part of the regular program, and each teacher is provided with a convenient form on which to record these data. Figure 4 shows the form published for this purpose by the United States Department of the Interior, Bureau of Education. The tables shown in Figures 5 and 6 give weight standards for boys and girls,



and were prepared by Dr. Bird T. Baldwin and Dr. Thomas D. Wood, who make the following statements:

These new weight-height-age tables, which are similar to the Wood tables (formerly issued by the Child Health Organization of America), are the most accurate available.<sup>3</sup> These tables should be used as a means of interesting the child in his growth, and as a factor in determining the child's health and nutrition.<sup>4</sup>

When taking measurements, remove the child's outdoor clothing, shoes, and coat. Take heights with a square, consisting of two flat pieces of wood joined at right angles (a chalk box will serve). The child is placed in a good erect

**WEIGHT—HEIGHT—AGE TABLE FOR BOYS**

Height Inches	5 Yrs.	6 Yrs.	7 Yrs.	8 Yrs.	9 Yrs.	10 Yrs.	11 Yrs.	12 Yrs.	13 Yrs.	14 Yrs.	15 Yrs.	16 Yrs.	17 Yrs.	18 Yrs.	19 Yrs.
38	34	34													
39	35	35													
40	36	36													
41	38	38	38												
42	39	39	39	39											
43	41	41	41	41	41										
44	44	44	44	44	44										
45	46	46	46	46	46	46									
46	47	48	48	48	48	48									
47	49	50	50	50	50	50	50								
48		52	53	53	53	53	53								
49		55	55	55	55	55	55	55							
50		57	58	58	58	58	58	58							
51			61	61	61	61	61	61							
52			63	64	64	64	64	64	64						
53			66	67	67	67	67	68	68	68					
54				70	70	70	70	70	71	71	72				
55				72	72	73	73	74	74	74					
56				75	76	77	77	77	78	78	80				
57					79	80	81	81	82	83	83				
58					83	84	84	85	85	86	87				
59						87	88	89	89	90	90	90			
60						91	92	92	93	94	95	96			
61							95	96	97	99	100	103	106		
62							100	101	102	103	104	107	111	116	
63							105	106	107	108	110	113	118	123	127
64								109	111	113	115	117	121	126	130
65									114	117	118	120	122	127	131
66										119	122	125	128	132	136
67										124	128	130	134	136	139
68											134	134	137	141	143
69											137	139	143	146	149
70											143	144	145	148	151
71											148	150	151	152	154
72												153	155	156	158
73												157	160	162	164
74												160	164	168	170



PREPARED BY BIRD T. BALDWIN, PH.D., AND THOMAS D. WOOD, M.D.

FIG. 5.—Weight-height-age table for boys

position, with heels and shoulders against the wall or wide board, upon which has been marked or pasted an accurate measure. Age is taken at the nearest birthday. (Published by the American Child Health Association, 370 Seventh Avenue, New York, N. Y.)

The use of the tables provides a simple method of determining whether a child's weight agrees with or diverges from the standard

<sup>3</sup> Representing a large group of presumably healthy children, most of whom are native born. Tables for technical workers with detailed information can be procured from the American Child Health Association.

<sup>4</sup> Encourage the annual physical examination of every child by a physician.

weight for his age and height as given in these tables. However, underweight is not an infallible sign of undernutrition, nor are all undernourished children seriously underweight. All children, especially those who are very much underweight, should have a careful physical examination by a physician.

**WEIGHT—HEIGHT—AGE TABLE FOR GIRLS**

Height Inches	5 Yrs.	6 Yrs.	7 Yrs.	8 Yrs.	9 Yrs.	10 Yrs.	11 Yrs.	12 Yrs.	13 Yrs.	14 Yrs.	15 Yrs.	16 Yrs.	17 Yrs.	18 Yrs.
38	33	33												
39	34	34												
40	36	36	36											
41	37	37	37											
42	39	39	39											
43	41	41	41	41										
44	42	42	42	42										
45	45	45	45	45	45									
46	47	47	47	48	48									
47	49	50	50	50	50	50								
48		52	52	52	52	53	53							
49		54	54	55	55	56	56							
50		56	56	57	58	59	61	62						
51			59	60	61	61	63	65						
52			63	64	64	64	65	67						
53			66	67	67	68	68	69	71					
54				69	70	70	71	71	73					
55				72	74	74	74	75	77	78				
56					76	78	78	79	81	83				
57					80	82	82	82	84	88	92			
58						84	86	86	88	93	96	101		
59						87	90	90	92	96	100	103	104	
60						91	95	95	97	101	105	108	109	111
61							99	99	100	101	105	108	112	113
62								104	105	106	109	113	115	117
63									110	110	112	116	117	119
64									114	115	117	119	120	122
65									118	120	121	122	123	125
66										124	124	125	128	129
67										128	130	131	133	133
68										131	133	135	136	138
69											135	137	138	140
70											136	138	140	142
71											138	140	142	144



PREPARED BY BIRD T. BALDWIN, PH.D., AND THOMAS D. WOOD, M.D.

FIG. 6.—Weight-height-age table for girls

DIETARY SURVEY

Teacher's card

Preliminary

Name of teacher \_\_\_\_\_ Post-office address \_\_\_\_\_  
 State \_\_\_\_\_ Grades represented \_\_\_\_\_  
 County \_\_\_\_\_ Date \_\_\_\_\_  
 School \_\_\_\_\_

1. Number of children reporting \_\_\_\_\_
2. Number of children drinking milk daily \_\_\_\_\_  
 More than 3 cups (or glasses) \_\_\_\_\_, 3 cups \_\_\_\_\_, 2 cups \_\_\_\_\_, 1 cup \_\_\_\_\_

3. Number of children drinking (daily) tea\_\_\_\_\_, coffee\_\_\_\_\_, soft drinks<sup>5</sup>\_\_\_\_\_
4. Number of children drinking milk at school\_\_\_\_\_
5. Number of children underweight\_\_\_\_\_
6. Number of children 10 per cent or more underweight\_\_\_\_\_

NOTE.—The teacher or local leader should compile the pupils' reports, transferring totals to the teacher's card, which is submitted to the school superintendent. The cards are then sent to the county extension office.

DIETARY SURVEY

*Pupil's Card*

Preliminary

Name of pupil_____	My weight should be_____
Sex_____	Grade in school_____
Age_____ years_____ months_____	School_____
Weight_____	Date_____
Height_____	

1. Do you drink milk daily?\_\_\_\_\_
2. How many cups (or glasses)?\_\_\_\_\_
3. Do you drink (daily) tea\_\_\_\_\_, coffee\_\_\_\_\_, soft drinks?<sup>5</sup>\_\_\_\_\_
4. Do you drink milk at school?\_\_\_\_\_
5. When do you go to bed?\_\_\_\_\_
6. How many hours do you sleep?\_\_\_\_\_

FINANCE COMMITTEE

The finance committee, with the advice of extension representatives, should prepare a tentative budget for the approval of the executive chairman. In preparing this budget it is advisable to consult the other subcommittee chairmen as to their need for funds. The finance committee then obtains funds for meeting necessary local expenses. All funds should be in the bank not later than one week before the beginning of the campaign. At the close of the campaign a financial statement should be rendered to the executive committee. Sample budget follows.

BUDGET—OKLAHOMA CITY AND OKLAHOMA COUNTY, OKLA., MILK CAMPAIGN

A tentative budget was made and funds solicited. The following is the complete report of expenses:

Expenses of publicity manager, A. and M. College_____	\$62. 00
Printing 30,000 "milk-for-health" folders_____	140. 75
Printing window cards, etc_____	29. 00
Commercial posters_____	45. 00
Cost of cuts for window cards_____	5. 30
Express, postage, and miscellaneous items_____	37. 25
Automobile hire_____	80. 00
Expense of speakers (3 from out of county)_____	38. 30
Photographs_____	41. 50
Slides_____	10. 00
Motion pictures_____	24. 00
Prizes and expenses of school contests in posters, essays, food preparation, exhibition_____	20. 00
Scrapbooks_____	6. 60
<b>Total</b> _____	<b>539. 70</b>

<sup>5</sup> Question 3 may be omitted if desired.

BUDGET OF ABERDEEN AND BROWN COUNTY, S. DAK., MILK CAMPAIGN, NOV. 1921

A committee was appointed to appear before the board of county commissioners and ask for an appropriation to carry on the work.

Appropriation from county commissioners.....	\$147. 10
Transfer charges.....	1. 00
Window cards.....	3. 75
Survey cards.....	53. 75
Schoolroom posters.....	52. 00
Express on motion-picture films.....	5. 34
Newspapers for files.....	2. 80
Gasoline used by automobiles.....	2. 70
Express on food exhibits.....	16. 76
Large milk-bottle signs.....	9. 00
Total.....	147. 10

## SPEAKING-SCHEDULE COMMITTEE

The duties of the speaking-schedule committee are to arrange for appointments for talks on milk before various local organizations by members of the campaign speaking staff. The name of the organization, the name of its chairman, the place and hour of its meeting can usually be obtained from the secretary of the chamber of commerce. The organization to be addressed by campaign speakers may include men's clubs, women's clubs, church organizations, advertising clubs, the press club, medical associations, dental associations, newsboys' clubs, dairy associations, boy scouts, girl scouts, factory workers, department store clerks, and other groups. Arrangements are made for radio broadcasting where stations are available. Following the talks to factory employees and department store clerks, a conference should be held with the managers of these institutions and an effort made to introduce milk lunches. Figures 7 and 8 show the use of milk in factory lunches.

Community meetings are often held at night in the country, and the farmers and their families gather at the school house, church, or community house and hear talks from the speakers regarding the food value of milk. The children give recitations and plays, and milk songs are sung by the members of the community present. Slides and motion pictures also form an interesting and instructive part of these programs.

## PUBLICITY AND SPECIAL FEATURES COMMITTEE

This committee should include representatives of the newspapers as well as other local people of influence. A representative of the college publicity department should be a member and should be present during the intensive campaign to assist with the preparation of newspaper stories. It is important that a member of the college extension service be on this committee, and all subject matter relating to dairying or nutrition should be provided by college specialists or others equally well informed.

The daily-newspaper publicity is a very important feature of the milk campaign. The school activities in connection with the campaign, the daily programs, exhibits, and interviews from physicians

and dentists furnish facts for good news stories. The local board of health may supply interesting information regarding the quality and quantity of the milk supply and the need for increasing the use of this important food. Local business firms frequently donate their advertising space to be used for additional subject matter relating to the food value of milk. The mayor's proclamation announcing milk week and an endorsement of the movement by the governor and other persons of State and national prominence are valuable contributions to the newspaper publicity.



FIG. 7.—Factory managers have reported that milk service in the factory has increased the efficiency of workers

Special publicity features have been used in many campaigns. In several cities, billboards which were not in use were donated to the campaign (fig. 9) and in two cities a large canvas milk bottle was stretched over the main street. The traffic signs ("Go" and "Stop") or the street lamp-posts are often decorated with milk-bottle signs bearing suitable legends. (Fig. 10.)

Street cars generally carry a milk-for-health placard. (Fig. 11.) Electric signs are frequently donated. (Fig. 12.) Menu stickers are used in hotels and restaurants, calling attention to milk-for-health



FIG. 8.—Selling milk in a factory office

week. Celluloid buttons or small tags in the shape of milk bottles are worn by school children during milk week. Parades are sometimes a feature of the milk campaign, in which case special floats depicting milk for health are prepared by various organizations.

CITY OF NASHVILLE  
Executive Offices

That the Boys and Girls of Nashville to-day may be  
the robust Men and Women of tomorrow, let us put our  
best efforts into the

**MILK FOR HEALTH CAMPAIGN MAY 1<sup>ST</sup> to 6<sup>TH</sup>**

CITY OF NASHVILLE  
DIVISION OF EXTENSION, UNIVERSITY OF TENN.  
U.S. DEPT. OF AGRICULTURE

*Felix J. Nelson*  
MAYOR

FIG. 9.—A mayor's message, which appeared on billboards

This committee should obtain the cooperation of the merchants in order to have small boxed notices of the campaign inserted in their regular advertisements. It may be advisable to confer with the committee on exhibits and have it get this permission when interviewing store managers regarding exhibits. By this plan time is saved for busy store managers and the idea is presented as a part of their complete cooperation. If possible, interviews with store managers should be limited to one conference. This means careful preliminary planning.



FIG. 10.—Milk-bottle signs at a busy corner

PUBLICATIONS COMMITTEE

This committee should include at least one representative of the extension service. It should be the duty of the committee (1) to determine whether any bulletins should be prepared locally and what Federal or State bulletins are to be used, (2) to procure a sufficient number of bulletins and circulars so that every school child may have one to take home, and (3) to arrange to have the publications tied in bundles in the right numbers for distribution to the various schools which the speakers will visit. In addition to the pamphlets given to children, suitable literature on the food value of milk should be provided each teacher and person of educational influence. Posters emphasizing the food value of milk are hung in every schoolroom. Such posters are reproduced in Figures 13 and 14.



FIG. 11.—The street cars "push" milk for health

A member of the committee, usually one of the extension representatives, should be appointed to prepare at least three scrapbooks, which will be a record of the campaign. These books will also be useful for reference in other campaigns.

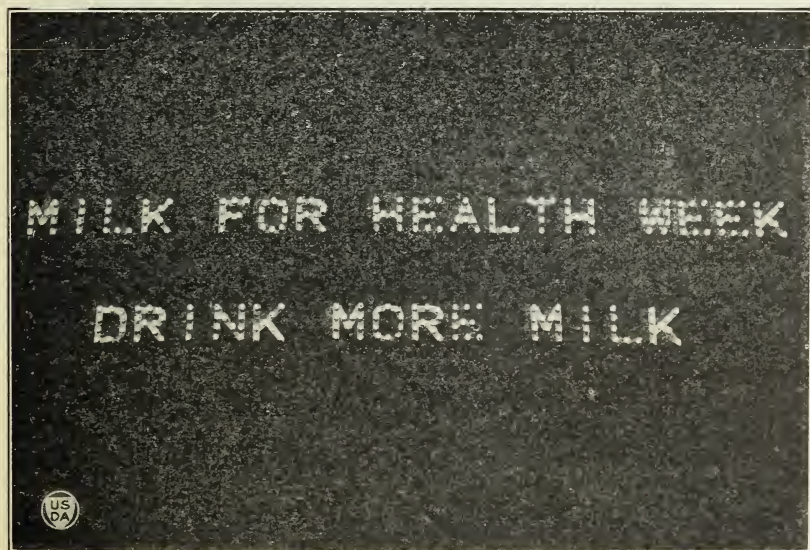


FIG. 12.—Electric street sign (New Orleans)

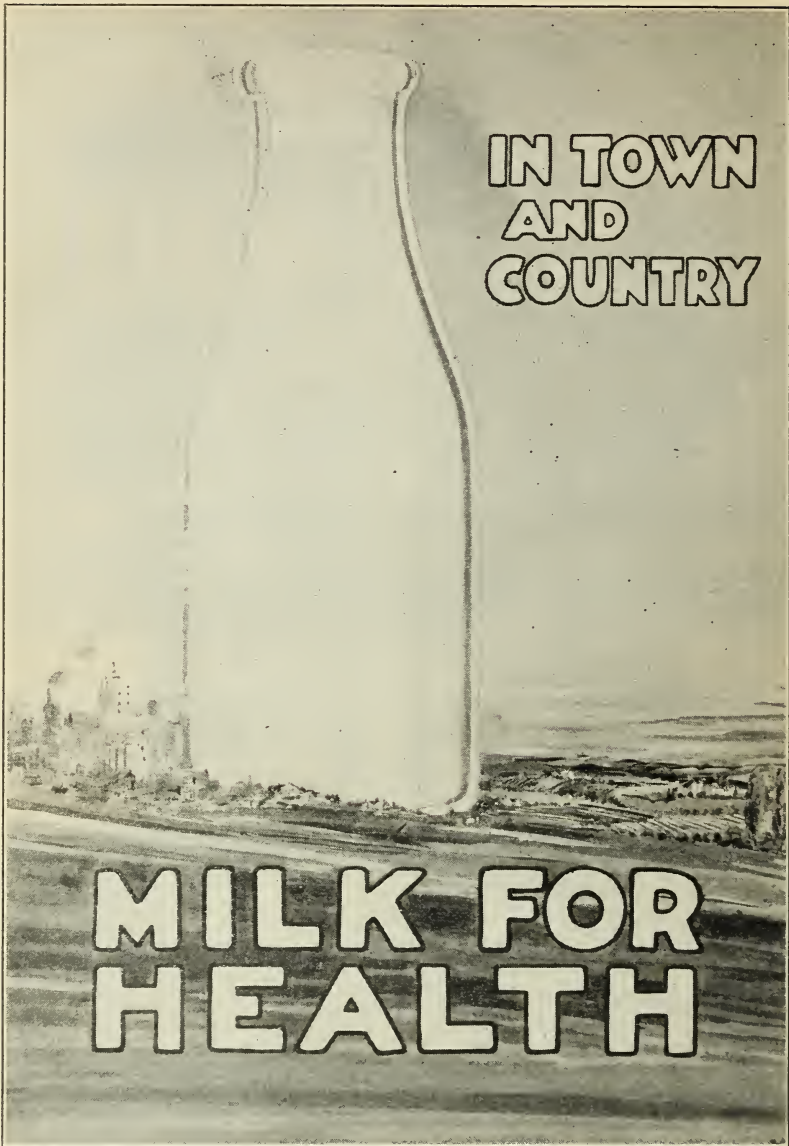


FIG. 13.—Poster published by the United States Department of Agriculture

*Contents of scrapbooks*

- Plan of organization of campaign and list of cooperating organizations.
- Clippings of all news stories and other newspaper material.
- Reports of committees.
- Pictures of posters, exhibits, pageants, parades, etc.
- Summaries of physical and dietary surveys.
- Copies of prize essays.
- Itemized financial statement.
- Human-interest stories.

Results of campaign :

- (a) Increase in milk consumption—quarts.
- (b) Increase in milk consumption—per cent.
- (c) Results of surveys in schools, showing both increased use of milk and personal improvement in health, conduct, and scholarship.

Follow-up plans and their results.

In making the scrapbook, space should be left so that information regarding results may be added from time to time as the follow-up progresses, making such information available.

# ONE RAT HAD MILK



These rats are the same age  
and each had the same feed  
except milk

Milk builds a strong healthy  
body



## MILK FOR HEALTH CAMPAIGN

Brown County  
South Dakota State College  
U. S. Department of Agriculture  
Co-operating



FIG. 14.—“Rat poster,” showing results of a feeding experiment

## MOTION-PICTURE COMMITTEE

The chairman of the motion-picture committee may be a motion-picture manager or a citizen interested in motion pictures, and associated with him should be a representative of the agricultural college and one or more representative citizens. The motion-picture committee, in conference with the State college and Federal representatives, should obtain educational milk films. This committee should confer with the local motion-picture managers and obtain their cooperation. The motion-picture managers are almost always willing to show short educational films at the regular performances. Arrangements should be made to move the films from place to place in order that they may be shown in all motion-picture theaters in the campaign district. A few such films are now distributed by



FIG. 15.—Window exhibit entitled "Full Speed Ahead"

State agricultural colleges, the United States Department of Agriculture, dairy organizations, and commercial companies.

Lantern slides also may be used to advantage in motion-picture theaters. These lantern slides should call attention to the milk campaign, and they may be used to furnish information regarding the food value of milk.

## EXHIBITS COMMITTEE

The committee on exhibits should include one subject-matter specialist of the extension service of the State agricultural college and at least two local members. The chamber of commerce and the city board of health are frequently represented on this committee, as well as some prominent local organization of women. The chairman of

the exhibits committee should be well known by the merchants of the city.

This committee should prepare plans as early as possible, especially where large stores are concerned, because the window trimmers usually plan their windows a long time ahead. In many cities the retail merchants have an organization whose indorsement and approval of the milk-for-health campaign it is usually well to have. Following this, the members of the committee approach the individual merchants. They should see the store manager, explain to him the purpose and plan of the milk campaign, and show him photographs of window displays prepared by well-known stores in connection with milk-for-health campaigns in other cities. After the interest of the store manager is aroused he will usually refer the

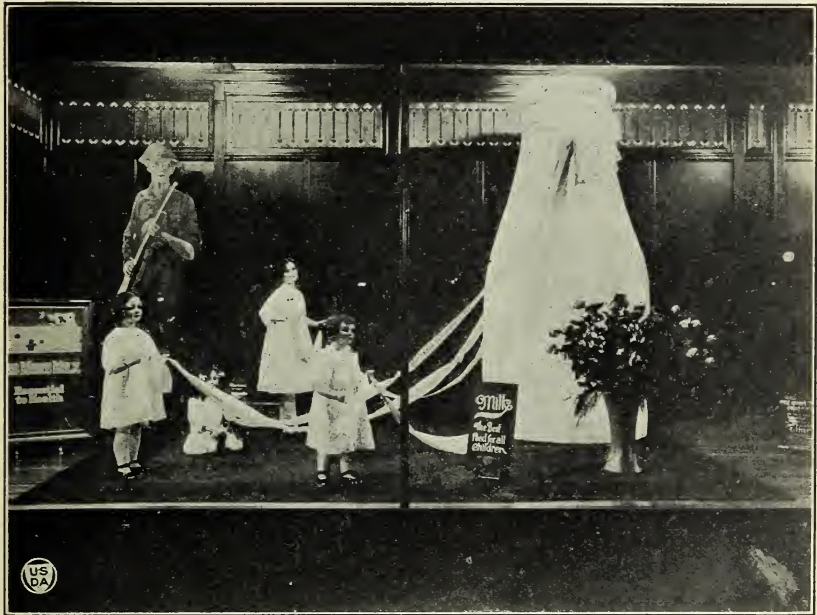


FIG. 16.—“Guard Your Health,” a window exhibit shown during a milk-for-health campaign

committee to his window trimmer with whom details are discussed.<sup>6</sup> Some window exhibits are shown in Figures 15, 16, and 17.

The milk-campaign poster and announcement card are furnished by the exhibits committee and are placed with each exhibit. The card usually bears the following wording:

Milk-for-health week-----  
 Name of city-----  
 Name of county-----  
 State agricultural college, United States Department  
 of Agriculture cooperating.

<sup>6</sup> More detailed information concerning exhibits may be found in mimeographed circular B. D. M. 231, “Suggestions for Exhibits, Window Displays, and Street Signs in Milk-for-Health Campaigns,” Bureau of Dairy Industry, United States Department of Agriculture.

Other cards are frequently prepared by the store. In case commercial posters are used, one of these accompanies each exhibit. School children's posters make a very attractive display and are probably among the most interesting exhibits of the campaign. Generally two entire windows are devoted to these, one for the best posters made in the city and the other for those made in the county schools.

One member of this committee should be appointed to look after the photographing of the various features of the milk campaign. Pictures of the best window displays are taken, and each merchant should be advised as to the exact time when his display is to be photographed, so that suitable arrangements can be made for lighting the window. The pictures of store windows are usually taken at night in order to avoid reflections from the opposite side of the



FIG. 17.—Store-window exhibit. Children enjoying a milk lunch

street. Arrangements should be made to obtain photographs not only of window exhibits but also of prize-winning posters and other attractive features, such as pageants and parades.

#### TRANSPORTATION COMMITTEE

It is the duty of the transportation committee to see that prompt and efficient conveyances are furnished to speakers. The speakers usually go in groups of four to large school buildings and in groups of two to small buildings. They take with them the subject-matter circulars and other materials, such as posters and milk tags, to be distributed in the schools. This material has previously been counted, wrapped, and labeled for each school and is turned over to the principal for distribution to the children by the teachers.

One member of each group acts as leader and makes all contacts with principals. Figure 18 shows automobiles ready to take speakers to the places of their appointments.

In many campaigns the transportation is furnished by volunteers free of charge. The various automobile agencies often provide cars with drivers as their contribution in this piece of cooperative welfare work. In some cities, however, it is found more expedient to hire taxicabs or automobiles for this purpose, and a contract is made with a local company. In this case it is recommended that some plan be adopted by which each speaker is provided with a card authorizing taxicab bills to be charged to the campaign fund. This plan avoids possible duplication of charges. Often automobiles may be rented without drivers at a reduced cost in which case the speakers



Fig. 18.—Campaign speakers starting out for a day's work (Richmond, Va.)

or other members of the milk-campaign organization do the driving. Since the talks are only 10 or 15 minutes long, it is usually best to keep the automobile waiting until the speakers have finished. To be late for lecture appointments is inexcusable, for it means waste of time for hundreds of children and results in general dissatisfaction with the campaign organization.

#### SPEAKERS' TRAINING SCHOOL

Great care should be exercised in the selection of speakers for the campaign, as it is necessary that all persons selected have ability along this line, as well as force and tact. The college extension workers usually form the principal speakers of the staff; but, in addition to these, local physicians, nurses, dietitians, and others qualified to speak frequently assist in the speaking program.

The following points are taken up at this meeting :

- Methods of telling the milk story to persons of various ages.
- Gathering information.
- Making daily reports.
- Avoidance of controversies.

Illustrative material is provided for the speakers and suggestions are given for its use in their talks on milk. A suggested form for the speaker's daily report is shown below. In obtaining information indicated on this form as to number of children drinking milk, the children are asked to raise their hands in answer to this question. It is not desirable to take time to count the hands, as exact information on this point is available from the survey cards. However, the showing of hands enables the speaker to see at a glance in each group whether milk drinkers or nonmilk drinkers predominate, and his talk is guided by this information.

Daily conferences of the speakers are held, at which time reports are presented by each speaker concerning the points shown on the following form :

**MILK-FOR-HEALTH CAMPAIGN SPEAKER'S DAILY REPORT**

Speaker.....  
Date.....

	Names of schools visited				Total
Grades addressed.....					
Number of pupils present.....					
Number of talks in schools.....					
Reaction.....					
Was undernourishment apparent?.....					
Number drinking milk daily.....					
Number drinking coffee, tea, or soft drinks daily?.....					
Total number who will try to drink milk daily. (This includes those who already drink milk daily).....					
Will teacher encourage children to bring milk to school?.....					
Total number talks given to schools.....					
Total attendance in schools.....					
	Names of groups				Total
Talks other than in schools.....					
Number of talks given.....					
Attendance.....					
Total number talks given other than in schools.....					
Total attendance other than in schools.....					

Human interest stories and relevant facts.....

**THE CAMPAIGN IN PROGRESS**

On the day preceding the campaign the mayor issues a proclamation designating a milk-for-health week.

During the intensive part of the campaign the manager remains rather closely at his desk in order to keep the various phases of the organization working in unison.

<sup>7</sup> This question may be omitted or amended to suit local conditions.

Since the committees have made thorough preparations for the campaign, not more than half a day is ordinarily consumed before the machinery is working smoothly. The speakers follow their schedules, and talks on milk are given at all schools, at meetings of men's and women's clubs, at church societies, at lodge meetings, at factories, and at meetings of all civic and welfare organizations. Literature on milk is distributed in connection with these talks. The children's milk posters are displayed in the store windows, and the other exhibits are in place, including the street-car cards, menu reminders, and other special features.

The newspaper publicity is an important part of the week's activities, and each issue usually carries from one to three stories relative to the campaign. The various contests receive considerable publicity. If there is a milk-jingle contest several jingles are printed each day, and the winning jingles are printed at the close of the contest. The names of prize winners in all contests are announced. The results of the physical and dietary surveys are made public.

Special programs are often given at the women's and men's clubs. These include milk songs, and frequently groups of children appear before these clubs to present a milk song or play. In one campaign the local Rotary Club staged a milk-song contest, and one of the songs was sung at its meeting.

Demonstrations showing the use of milk in cooking are given in store windows by members of home economics classes in schools and local colleges. Milk plays and pageants are given throughout the week, and milk films are in evidence in the motion-picture houses.

The speakers meet for daily conference at the close of each day's work. The person in charge of newspaper publicity attends this meeting at which time the speakers give their daily reports.

At the close of the intensive week it is always well for the executive committee to write letters of appreciation to all organizations that cooperated in the campaign. Such letters should also be written to merchants, school supervisors, motion-picture managers, and to all other prominent cooperators. The chairmen of the various subcommittees should submit to the executive committee written reports on the work of their committees, and the executive committee should prepare a final report for the whole campaign.

#### FOLLOW-UP WORK

After the intensive period is over much can still be done to make the campaign of lasting benefit to the city or community. A definite plan for follow-up work should be agreed upon by the leaders in the milk-for-health campaign. The follow-up activities include an organized program in the schools,<sup>8</sup> follow-up surveys, milk-feeding demonstrations, and the procuring of periodical reports on milk sales from milk dealers. Dates for submitting these reports should be agreed upon.

At a meeting of the executive committee the plan for the follow-up is adopted, and the activities in connection with it are assigned to various individuals and committees. The school activities com-

<sup>8</sup> Mimeographed circular, B. D. M. 224, "Milk for Health, A Series of Lessons for Follow-Up Work in Milk-for-Health Campaigns," Bureau of Dairy Industry, United States Department of Agriculture.

mittee is responsible for the program in the schools, including the physical and dietary surveys and the milk-feeding demonstrations.

The campaign manager usually agrees to get reports from milk dealers regarding increased milk sales.

MILK-SALE REPORTS

The reports of the milk distributors on sales of milk should be obtained as soon as the desired information is available. A form for reporting milk sales is presented, showing increase of sales for a month as compared with the same month of the preceding year, and also increase of sales for the month following the campaign compared with the month preceding the campaign. Where industrial conditions have caused a marked change in population it may be necessary to compare months of the same year.

MILK-FOR-HEALTH CAMPAIGN

Report of Milk Sales

Date\_\_\_\_\_

City of\_\_\_\_\_

Firm name\_\_\_\_\_

1. Average daily sales (month of \_\_\_\_\_, present year)\_\_\_\_\_quarts.
2. Average daily sales (same month of past year)\_\_\_\_\_quarts.
3. Increase in daily sales (comparing 1 and 2)\_\_\_\_\_quarts.
4. Increase in daily sales (comparing 1 and 2)\_\_\_\_\_per cent.
5. Average daily sales, month preceding campaign\_\_\_\_\_quarts.
6. Average daily sales, month following campaign\_\_\_\_\_quarts.
7. Increase in daily sales (comparing 5 and 6)\_\_\_\_\_quarts.
8. Increase in daily sales (comparing 5 and 6)\_\_\_\_\_per cent.

All bottled and bulk milk sold should be included.

All sales should be stated in terms of quarts.

If possible to do so, it is advisable to get reports on milk sales at intervals of six months or a year over a period of years following the milk campaign.

These records are very important, as they may be used to measure the effectiveness of the campaign. A sample report submitted by one dairy follows:

*Percentage of monthly increase in sales for nine months following the milk campaign as compared with the same nine months of preceding year*

Month	Milk					Cream, total increase
	Quarts, bottled	Pints, bottled	Half pints, bottled	Quarts, bulk	Total increase	
	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
April.....	20	11	66	31	17	4
May.....	25	3	37	0	22	5
June.....	31	7	53	16	26	1
July.....	35	14	39	5	36	3
August.....	30	15	37	15	27	2
September.....	37	12	34	26	31	4
October.....	32	13	38	16	27	4
November.....	28	18	50	7	28	3
December.....	35	16	94	10	35	3

Italicized figures indicate decreases.

This table is an actual report presented by a leading dairy interested not only in studying the total increase in milk sales but also in showing that the suggestion of "a quart of milk a day for every child" was receiving thoughtful attention. "A pint without fail" was also well received. The increase in half-pint sales shows the increase in school sales as well as in restaurant sales. This firm handled all the school milk; therefore the figures are interesting, because they show an increasing interest in the use of milk after its good effects have been proved. Bulk sales decreased for seven months, but it is believed that the decline is reflected in the large increase of half pints which are used by restaurants.

The effect of the campaign on the school milk sales is illustrated by the following statement from one city where a campaign was held:

*Increase in school sales of milk*

School	Half-pint bottles of milk sold		School	Half-pint bottles of milk sold	
	January, 1921	January, 1922		January, 1921	January, 1922
Brayton.....	1, 190	2, 404	Lowell.....	2, 032	2, 935
Doty.....	2, 241	1, 979	Marquette.....	1, 396	1, 065
Draper.....	1, 174	2, 014	Randall.....	3, 204	3, 069
Emerson.....	None.	3, 417	St. James.....	1, 481	1, 362
Harvey.....	441	1, 624	St. Raphael's.....	None.	4, 203
Hawthorne.....	None.	2, 213	Washington.....	2, 100	3, 176
Lapham.....	60	1, 455			
Lincoln.....	None.	3, 825	Total.....	17, 579	37, 493
Longfellow.....	2, 260	2, 752			

The milk campaign was conducted in the last week in February, 1921, and every school child heard of the food value of milk. Milk was already being served in 11 school buildings, but after the campaign it was served in 15 buildings—all there were in the city.

Many cities have ordinances requiring that all bottles be washed before they are returned to the plant. This frequently presents a difficult problem, since few schools are provided with suitable facilities for washing or rinsing bottles. Special arrangements are sometimes made by the board of health to have this done at the distributing plants.

**PHYSICAL AND DIETARY SURVEYS**

Within two or three months after the close of the campaign, or at a time agreed upon by the executive committee and the school authorities, a second physical and dietary survey should be made. A comparison of the data of this survey with those of the precampaign survey should furnish a means of checking up on the improvement in physical condition of the children and individual increase in consumption of milk. The forms for making this survey follow. In some cases a third survey is taken one year after the milk campaign. This is desirable when possible, as it serves to show whether or not the results of the campaign are lasting.

## DIETARY SURVEY, MILK-FOR-HEALTH CAMPAIGN

*Teacher's card*

## Follow-up

Name of teacher_____	Post-office address_____
State_____	Grades represented_____
County_____	Date_____
School_____	
1. Number of children reporting_____	
2. Number of children drinking milk daily_____	
More than 3 cups (or glasses) _____, 3 cups _____, 2 cups _____,	
1 cup _____	
3. Number of children drinking (daily) tea _____, coffee _____, soft	
drinks <sup>9</sup> _____	
4. Number of children using milk at school_____	
5. Number of children underweight_____	
6. Number of children 10 per cent or more underweight_____	
7. Since the use of milk has increased has there been any apparent improve-	
ment in—	
(a) Health _____	
(b) Conduct_____	
(c) Scholarship_____	

## DIETARY SURVEY, MILK-FOR-HEALTH CAMPAIGN

*Pupil's card*

## Follow-up

Name of pupil_____	I should weigh_____
Sex_____	Grade in school_____
Age _____ years _____ months_____	
Weight_____	School_____
Height_____	Date_____
1. Do you drink milk daily?_____	
2. How many cups (or glasses)?_____	
3. Do you drink (daily) tea _____, coffee _____, soft drinks? <sup>9</sup> _____	
4. Do you use milk at school?_____	
5. When do you go to bed?_____	
6. How many hours do you sleep?_____	

## MILK-FEEDING DEMONSTRATIONS

Milk-feeding demonstrations among underweight children should be introduced throughout the school system as well as at home.

The milk-feeding contest, which has been used with success, is open to the underweight children who are free to gain; that is, those who have no physical defects that would interfere with normal gains. Prizes may be awarded to the individual or to the school group making the highest percentage of gain, or better, to the group having the largest percentage of underweight children brought to normal weight. The interest of the parents should be aroused. The following form, which was used in a milk campaign in Wheeling, W. Va., furnishes good suggestions for obtaining enrollment. The card was filled out at school by the child and taken home to the parent for signature and approval. In this case the milk was given at home.

<sup>9</sup> Question 3 may be omitted if desired.

MILK-FEEDING DEMONSTRATIONS

Name of child \_\_\_\_\_ School \_\_\_\_\_ Grade \_\_\_\_\_  
 Age \_\_\_\_\_ years \_\_\_\_\_ months. Height \_\_\_\_\_ Weight \_\_\_\_\_  
 I should weigh \_\_\_\_\_ I should gain \_\_\_\_\_ pounds every month.  
 (See chart)

\_\_\_\_\_  
 (Signature of child)

I agree to furnish my child with at least 1 pint of milk daily during the period of the contest.

\_\_\_\_\_  
 (Signature of parent)

(Blanks to be filled in by child and signed by parent.)  
 (Twelve weeks is as short a period as is recommended.)

*Weekly weight report*

	Pounds	Ounces		Pounds	Ounces
First week .....	.....	.....	Seventh week .....	.....	.....
Second week .....	.....	.....	Eighth week .....	.....	.....
Third week .....	.....	.....	Ninth week .....	.....	.....
Fourth week .....	.....	.....	Tenth week .....	.....	.....
Fifth week .....	.....	.....	Eleventh week .....	.....	.....
Sixth week .....	.....	.....	Twelfth week .....	.....	.....

In conducting a milk-feeding demonstration the following procedure is recommended: The demonstration should be under the supervision of the schools or the home demonstration agent or some other authorized person. From 15 to 20 children make a good number for the demonstration. Those 10 per cent or more below average normal weight, as indicated in the tables on pages 16 and 17 should be chosen, provided they are free to gain. A physician should give them a thorough physical examination to determine whether their physical condition is such that they are free to gain. This is done before they are chosen as members of the demonstration group. The consent and cooperation of the parents are essential before the child is enrolled. Children from 8 to 12 years make excellent subjects for demonstrations of this kind. Each child should receive from 1 pint to 1 quart of milk daily under supervision. A milk-feeding demonstration in school is shown in Figure 19.

Personal charts should be prepared on which the individual's weight is recorded weekly. The charts should also state such items as sickness, unusual climatic conditions, and, if possible, home diet and hours of sleep, though these do not appear on the chart here used for illustration. (Fig. 20.) The demonstration should extend over a period of at least 12 weeks, and longer if possible. If the demonstration is conducted at school the milk should be given after the mid-session recess. It should be served through a straw from half-pint bottles.

Remarkable gains have resulted from demonstrations of this kind. It is not uncommon for an undernourished child to make twice the normal expected gain. Teachers report marked improvement in health, conduct, and scholarship. It is strongly recommended that a comparable group of children be chosen to use as a check on the demonstration group. This check group will simply continue their usual diet and habits of life. It will not be necessary to weigh them except at the beginning and end of the demonstration.

## MILK IN SCHOOLS

School authorities are realizing more and more the economic advantages of a high standard of health among school children. The undernourished child is more susceptible to diseases, and the resulting absences mean repetition of work. One Middle-West State reports 15,000 failures in a single year. Each failure cost the State \$50, to say nothing of the loss of the child's time. Milk lunches at school are often the "ounce of prevention," and they are surely worth a "pound of cure." Mid-morning lunches have been introduced in schools in all parts of the country with beneficial results. This lunch is served to underweight children and to others whose parents wish them to have this extra food during school hours. No child should be given lunch at school without his parents' knowledge

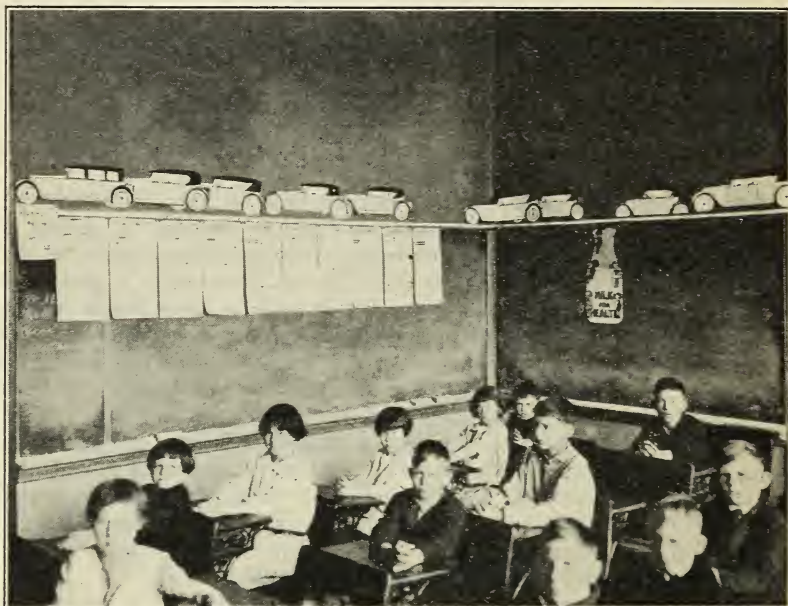


FIG. 19.—Milk feeding demonstration class. (Christian County, Ky.) Cardboard automobiles were used as devices in the "race for health."

and consent. It is a better plan to serve this lunch at the close of the morning recess rather than at the beginning, to avoid violent exercise immediately after eating.

Milk service in schools results generally in improvement in health and reduction of undernourishment among the children. Teachers report also an improvement in attendance and in general scholarship.

Local conditions determine the method of handling the mid-session milk lunch. Farm children usually bring it from home. City children bring their money at the end of each week and purchase tickets for the following week. Whatever method is adopted, bottles are recommended as containers. The use of straws obviates the use of drinking cups. The serving of milk in schools is illustrated in Figures 21, 22, and 23.

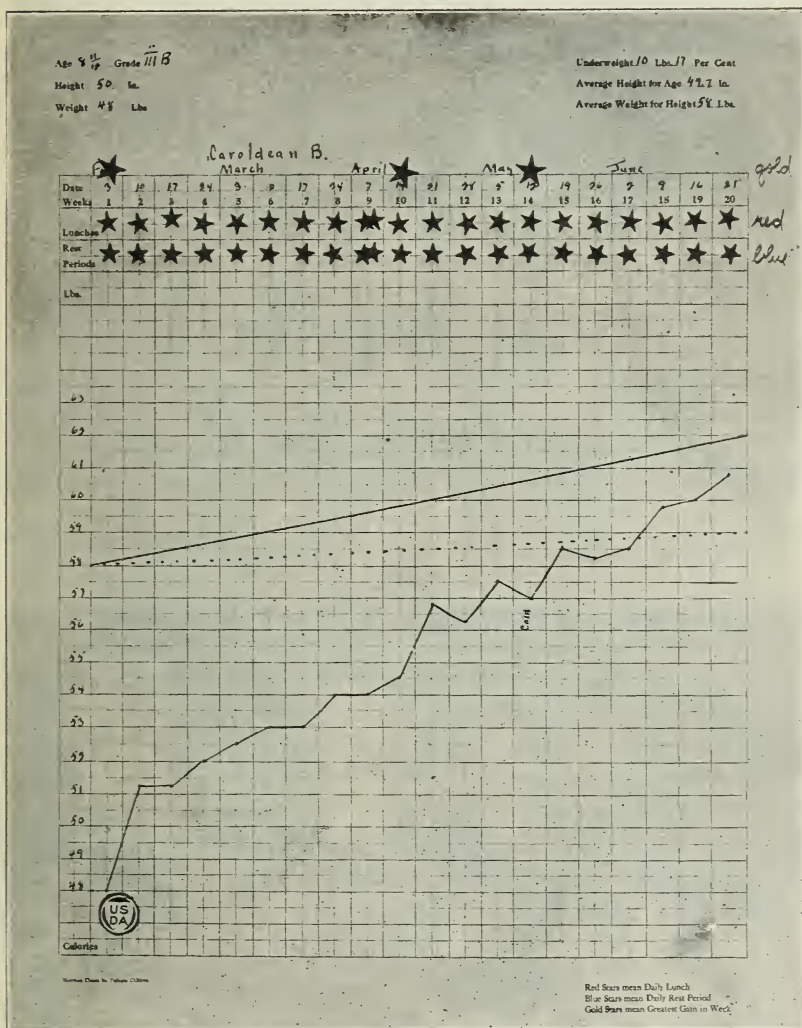


FIG. 20.—Individual weight chart used at Spokane, Wash., in milk-feeding demonstration. Red stars indicate days when lunch of milk was taken in school; blue stars, days when rest period was observed; and gold stars, the day in each month when greatest gain in weight was found. Age, height, and weight of child at beginning of observation period are given at top of the chart



FIG. 21.—Distributing milk lunches at school. The pupil on the right took orders, sold, and collected the children's tickets. Records of the transaction were kept as a part of her arithmetic lesson



FIG. 22.—Mid-session lunch. Each pupil receives a half-pint bottle of milk and two graham crackers for lunch. Notice orderly arrangement, white-paper napkins, and straw inserted through opening in bottle cap

## MILK BOOTHS

Milk booths are also effective features of the follow-up, and if presented at the county or State fair, at community picnics, or at booths in a city, they stimulate interest in milk served plain or with flavors. Where the plan is adopted, carefully prepared signs should indicate the location of the booth. If the milk is served ice-cold,

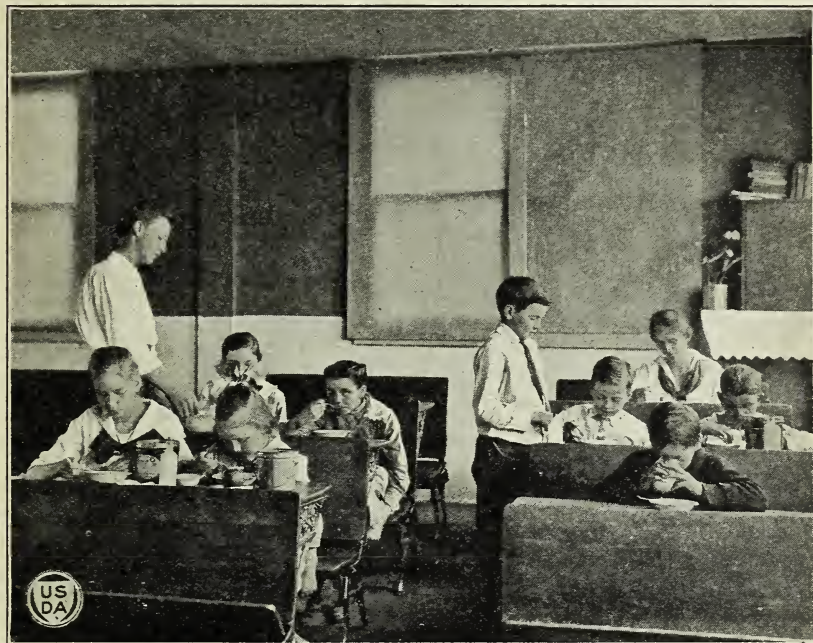


FIG. 23.—Drinking milk at a rural school

from bottles, with straws, the clean, wholesome, nutritious, refreshing drink is appreciated by all. Cheese sandwiches and ice-cream cones are frequently served also. The dairy-club boys and girls often have charge of booths of this kind, and when sanitary precautions are observed there is usually a long waiting line, indicating the popularity of dairy products.

**E**DUCATIONAL MILK CAMPAIGNS have been conducted in over 30 States by the Bureau of Dairy Industry in cooperation with the agricultural-college extension departments. The plan described here is based upon this experience and is presented with the belief that the suggestions may be helpful to those planning and conducting milk campaigns.

The plan is given in detail with the thought that each community may adapt it to its own conditions, always selecting the essential features, such as:

Talks to school children and other cooperation from the schools.

Training schools and workers' conferences.

News stories.

In order to measure results and conduct an effective follow-up, the surveys and all reports are essential.

The feeding demonstrations are strongly recommended. When possible, other important phases which may be used effectively are motion pictures, exhibits, and the like.

A milk campaign is more than a one-man activity. It is a community project, and to get a community well organized requires time, tact, and perseverance. One of the most common errors is failure to allow ample time. Unless there is sufficient time to do a strong, well-organized piece of work, it is usually better not to undertake the campaign, for a campaign half done generally makes it impossible to obtain further cooperation from the community.