THE GREAT AMERICAN MILK DRIVE

Dear Educator,

Help your students fight hunger as they join the dairy farmers of the American Dairy Association and Dairy Council (ADADC) in New York, New Jersey, and Pennsylvania in bringing fresh milk to local food banks through The Great American Milk Drive.

This free teaching program, developed in conjunction with curriculum experts Young Minds Inspired (YMI) and sponsored by the Milk Processor Education Program, educates students about the problem of hunger in America while providing a framework for creating a class campaign that drives community participation in the milk drive to make a difference in the lives of people in need.

We hope you will share this program with other teachers in your school. Although the materials are copyrighted, you may make as many copies as needed for educational purposes.

Please use the enclosed card or comment at ymiclassroom.com/feedback-milk-drive to provide feedback. We look forward to hearing from you.

Sincerely,

Rick Naczi
CEO
The American Dairy Association and Dairy Council

Dr. Dominic Kinsley
Editor In Chief
Young Minds Inspired

Target Audience
Students in grades 6-8 and their parents.

Program Objectives
- Increase student awareness of the problem of hunger in both rural and urban America and the shortage of milk donations at local food banks.
- Motivate and empower students to execute a school campaign in support of The Great American Milk Drive.

Program Components
- This one-page teacher’s guide.
- Three reproducible activity sheets.
- A colorful classroom wall poster.
- A reply card for comments, or comment online at ymiclassroom.com/feedback-milk-drive.

How to Use This Program
Photocopy the teacher’s guide and activity sheets before displaying the poster, referring to it throughout the program. Have students vote for a name for their campaign, recording stats, goals, donation updates, etc., on it as the campaign progresses.

About The Great American Milk Drive
The Great American Milk Drive is the first-ever nationwide program delivering fresh milk to the hungry and food insecure throughout America. One in six families in America faces hunger on a daily basis. For Feeding America, one of the nation’s largest hunger-relief programs, the ongoing shortage allows them to provide only one gallon of milk per food-bank client, per year.

Activity 1 Understanding Hunger
Part 1: After students complete the quiz, discuss hunger in America using these answers:

1. False. Hunger and food insecurity exist throughout the U.S. in rural, urban, and suburban areas.
2. True. Feeding America’s 2014 Hunger in America report states that 9 out of 10 households served by their food-bank network have children.
3. False. The USDA and Feeding America define food insecurity as a lack of or limited access by all people within a household at all times to enough nutritionally adequate food for an active, healthy life.
4. True. With limited budgets, families must choose between paying for rent, utilities, medical bills, or food. This puts more expensive, healthier foods such as fresh fruits, vegetables, and whole grains out of reach.
5. False. Lack of employment is the greatest factor determining those who are hungry or food insecure. Many families served by the Feeding America network in 2014 had at least one member unemployed during the year.
6. False. Food banks typically can only supply one gallon of milk per family per year.
7. True. Income issues force families to make these kinds of decisions daily.
8. True. In the past, food banks served temporary or short-term needs; they now feed 12 million Americans year-round.
9. False. Close to 30% of food is wasted in America. Restaurants, grocers, and farmers help supply food banks with recovered produce like fresh fruits, vegetables, and whole grains or prepared food; however, there is no shortage of food in America.
10. True. With one in six Americans being affected, it is likely that everyone knows someone in need, whether they are aware of it or not.

Part 2: After screening the five-minute video in class, assign 3-4 students per topic, using the sheet to plan their research strategy and list references. Share presentations in class with parents, administrators, and other classes.

Activity 2 The Social Network
Screen the two-minute video, The Milk Gap, at http://milklife.com/give/videos/2314, to introduce the challenge of moving fresh milk through the food distribution network.

Review the answers below, helping students identify ways they can donate or volunteer at food agencies and community distribution centers by using resources such as feedingamerica.org/find-your-local-foodbank. Consider inviting a food-bank representative to speak in class or take a field trip to a local food bank.

Answers: Donors – farmers, food manufacturers, grocery stores, individuals, restaurants, The Great American Milk Drive; Agencies/Distribution Centers – churches, food pantries, shelters, youth programs; People in Need – working poor, children, disabled, senior centers, homeless, seniors, unemployed

Activity 3 Milk Strong: Community Strong
Review the poster and discuss the fact that one in six Americans struggles with hunger. Have students do the math to consider how many students in their school population might be affected in this way. How does limited access to milk affect children’s growth and development and adult health?

Set a time frame for the class campaign and ask students to form teams to work on one of the “Campaign Planner” areas on the activity sheet. Make sure that students take the sheet home to share with parents.

Resources
- ymiclassroom.com/adadc
- American Dairy Association and Dairy Council: adadc.com
- Feeding America: feedingamerica.org
- Milk Life: milklife.com/give

Food Banks
- Community Food Bank of New Jersey: cfbnj.org
- Feeding Pennsylvania: feedingpa.org
- Food Bank Association of New York State: foodbankassocnys.org

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Hunger affects one in six Americans. How much do you know about this big but mostly invisible problem that affects 12 million Americans each day? Take the True/False quiz below to find out.

1. ____ In America, only people who live in big cities suffer from hunger.
2. ____ One in five kids in America lives in a family that struggles to put food on the table.
3. ____ Food insecurity means being afraid to eat foods that aren't good for you.
4. ____ In a recent Hunger in America survey of families who rely on food pantries and meal service programs to feed themselves, 79% report purchasing cheaper, unhealthy food to feed their families.
5. ____ If you're hungry in America, you must be homeless.
6. ____ Food banks that serve the hungry and food insecure in America always have plenty of fresh milk on hand for those who need it.
7. ____ Many people who are hungry or food insecure must choose between paying for things like rent, utility bills, car payments, and healthy food like fresh fruits, vegetables, and whole grains to feed their families.
8. ____ Many households in America depend on the nation’s network of food banks and their distributors to help feed their families.
9. ____ A shortage of food in America is contributing to hunger and food insecurity.
10. ____ You might be unaware that someone you know is suffering from hunger.

View the Hunger in America video at feedingamerica.org/assets/video/video-hunger-in-america-2014.html. Follow your teacher’s directions to create a group presentation on one of the following topics:
• the reasons for hunger in America
• how hunger affects people’s attitudes and actions
• the effects of poor nutrition on child development
• resources that serve the hungry and food insecure in your community

Use the outline below to organize your presentation.

Group Topic: ________________________________
Group Members: ____________________________

Topic Facts: ________________________________
______________________________
______________________________
______________________________

Visits To Use

References: ________________________________
______________________________
______________________________
______________________________

Getting Started: Start your research by visiting The Great American Milk Drive website at milklife.com/give and Feeding America at feedingamerica.org.
As the song says, “I get by with a little help from my friends.” This is never more true than when serving the needs of the hungry and food insecure. This graphic shows how the support network helps feed the millions of people who suffer from hunger in America.

Can you write the names of the different community members from the list below in their correct place within the Hunger Relief Support Network graphic?

**Community Members**
- Farmers
- Working poor
- Food pantries
- Seniors
- Food manufacturers
- Youth programs
- Children
- Disabled
- Shelters
- Grocery stores
- Senior centers
- Homeless
- Churches
- Individuals
- Restaurants
- Unemployed
- The Great American Milk Drive

**People in Need**
- Donors
- Agencies/Distribution Centers

Where do you fit into the network?

The dairy farmers of the American Dairy Association and Dairy Council (ADADC) are pleased to be part of the Hunger Relief Support Network in your community! Your generous donations of milk produced at dairy farms throughout your region help support The Great American Milk Drive. American dairy farmers are proud to help you make a difference for those in need.
One in six Americans struggles with hunger. By participating in The Great American Milk Drive, you can help improve the lives of people in your community! Start a campaign at your school to increase donations of nutritious milk for those who need it most.

How it Works
Drive local awareness of the milk gap at food banks through your school campaign. Clearly communicate these three easy ways people can donate:

- When you purchase milk at a participating supermarket.
- By donating online at https://milklife.com/give/donate.
- By texting “Milk” at 27722 to make a donation.

Donations to The Great American Milk Drive go to local food banks based on the donor’s zip code and are distributed in the form of milk coupons to those in need at agencies and distribution centers in your region that feed the hungry and food insecure. Visit milklife.com/give for more information.

Tips for Success

1. **Attention, Please!** Plan fun campaign ideas and activities that grab attention and motivate the entire school community.

2. **Ready, Set, Goal!** Set a goal for the drive. How many donations of a gallon of milk do you want to achieve?

3. **Timing is Everything.** Create a timeline and keep momentum going as you work toward the campaign goal.

4. **Divide and Conquer.** Choose the area you want to focus on. Then form a team with classmates and get organized!

Other Ideas? List them here!

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Campaign Planner

**Strategy:** Organize the campaign with clear goals and keep it on track.

**Creative:** Provide campaign’s artistic flair with cool, attention-grabbing audiovisuals.

**Education:** Furnish facts about hunger for campaign advertising.

**Activities:** Spin campaign fun with ideas to motivate participation.

More Ways to Help

- Keep a coin collection box for the family’s spare change to donate to your local food bank to help purchase nutritionally important fresh fruits, vegetables, and whole grains, or to donate milk for The Great American Milk Drive.
- Volunteer at a local food bank. To find a food bank near you, visit feedingamerica.org/find-your-local-foodbank.
- Write a letter to the editor of the local newspaper about the issue of hunger in your community.

Parents! Support your child’s class efforts to make a difference by participating in The Great American Milk Drive! Learn more by visiting milklife.com/give and feedingamerica.org/take-action/volunteer/.

Check out your campaign’s impact! Visit milklife.com/give to track how many gallons of milk are being donated in your state.
YOU CAN HELP MAKE A DIFFERENCE!

• Make a donation when you purchase milk at a participating supermarket.
• Donate online at https://milklife.com/give/donate.
• Donate by texting “Milk” at 27722.

THE GREAT AMERICAN MILK DRIVE
CLASS CAMPAIGN UPDATES

Milk is a nutritional powerhouse. Local dairy farmers provide milk 365 days a year to build strong bones and healthy bodies, provide nutritious school meals, and donate to support The Great American Milk Drive in your community.

THESE STUDENTS MADE A DIFFERENCE!

Fuel Up to Play 60 student ambassadors from Quibbletown Middle School in Piscataway, NJ heard about The Great American Milk Drive (GAMD) and set out to organize a local extension of the campaign to raise money for milk. The program launched in Spring 2014 by milk processors, Feeding America, and the National Dairy Council to increase milk donations to food banks across the country. Milk is the most requested item at food banks and pantries, yet it’s the product least available.

Quibbletown 8th graders (pictured from front to back) Nadya K., Anisha P., and Jake S., under the guidance of Health & PE teacher James Overton, 2014 Fuel Up To Play 60 Program Advisor Hall of Fame Inductee, spent five days outside local supermarkets collecting donations for the Central New Jersey Food Bank. Raising $500 for milk for the local food bank, these students demonstrated their commitment to health and wellness in their community.