

JUMP WITH JILL SUPPORTS INCREASE IN SCHOOL MILK CONSUMPTION

According to Dairy Management Inc.'s September 2018 report, the rate of fluid milk per capita consumption has been declining **-2.5% per year since 2010**. The dairy-themed messaging of the nationally-touring *Jump with Jill* nutrition education program for elementary school kids appears to not only counter the downward trajectory, but on average to **increase milk consumption 9.3%**. The calculation was based on average milk per student from **seven Michigan schools** at a baseline (2015-2016 school year) and the following year when *Jump with Jill* was performed (mid-year in the 2016-2017 school year). The six schools demonstrating an increase are detailed below. While the sample size is small, focused in one geographic region, and the time frame of data does not isolate *Jump with Jill* as the single factor for improvement, this is strong support for continuing dairy-supported *Jump with Jill* Live Tours and further study on outcomes.

Percent Change in Average Milk Per Student in Schools Participating in the Jump with Jill Program

