

Dairy Council Moves Into The 1990s — And Beyond

The 1990s, now approaching its midpoint, is a decade of innovation, teamwork, and strengthened alliances. In 1990, the Dairy Council staff, together with representatives from the Board of Directors and from the education and health professional communities, attended a two-day strategic planning meeting. There they formulated a new mission and vision statement for the organization.

DCI was completely restructured and began to work in teams rather than by territorial division. Customer Service became central to the heart of Dairy Council, together with a growing awareness of our partnership with the dairy farmers who make our work of nutrition education viable.

For nutrition education, the 90s ushered in the emphasis on the role of fat in the diet. Dairy Council offered a new program, *Healthy Dividends*, which was developed by National Dairy Council.

The program put the current scientific recommendation of 30% of calories from fat into practical terms that consumers could easily understand.

A unique twelve-minute video, *Barbershop Talk*, targeted to African American men, was produced by DCI in the summer of 1990. That same year, DCI developed a slide presentation, *Nutrition Throughout The Life Cycle*. Designed for high school through adult audiences, this successful slide presentation was later transferred to videotape.

The LIFESTEPS®: Weight Management Program was revised in 1990 to include the newest research on lapse and relapse prevention.

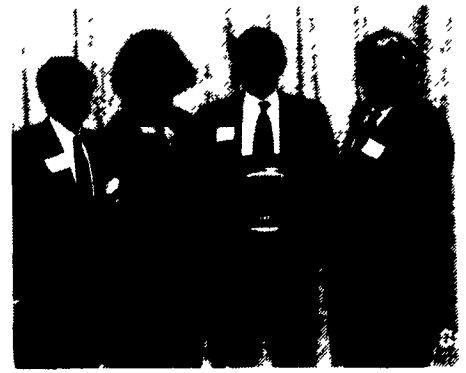
By 1992, school breakfast programs had become a central issue both nationally and locally. The DCI staff developed school breakfast promotion events that included working with targeted school districts to increase participation in their school breakfast programs.

In 1993, "Healthy People 2000" (a conference which DCI sponsored with Immaculata College, the Philadelphia Dietetic Association, and the Delaware Valley Chapter of the Society for Nutrition Education), reached over 300 health professionals.

Computer technology—including desktop publishing—continued to grow at Dairy Council in the 90s, and all of the publications and marketing information were completed in-house by the staff. In the first four years of this decade, the organization received eight national/regional awards for their publications and communications programs.

Media became a central way of disseminating nutrition information to the consumer. Through the new media specialist position and careful tabulation of results, DCI could track that they were reaching millions of people with a nutrition message.

Nutrition messages recorded on audiotapes to be played over a school's public address system were developed and offered to educators in the DCI territory.



Ivo Otto, Jr., vice president, DCI Board of Directors, is shown (left to right) with Jan Stanton, executive director, DCI; Dr. Paul E. Hand, secretary and general manager of Atlantic Dairy Cooperative (ADC); and Roy W. Hetrick, second VP of ADC. Hetrick accepted a plaque honoring ADC for 75 years of support of DCI. Dr. Hand received recognition for his leadership and commitment.



Media Specialist Althea Zaręcosky (R) appeared on Philadelphia's KYW-TV *Eyewitness News* with Anchor, Kim Adams, and Marketing Reporter Gary Geers.



Tom MacDonald, from WWDB-FM radio in Philadelphia, interviewed Mary Anne Cleary, DCI's project director of *Barbershop Talk*.



In 1992, Dairy Council opened the new *Dairy Corner* at the Philadelphia Children's Zoo. DCI's Pat Kennedy is seen making nutrition fun for the kids.

Congratulations Dairy Council Inc.

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