

Kids Korner

DAIRY COUNCIL SCHOOL ASSEMBLY MAKES NUTRITION ENTERTAINING

The Marvelous Machine theatrical program delights over 67,000 students with messages for healthy eating

RHEEMS (Lancaster County) – On a recent spring afternoon, students at Rheems Elementary School saw firsthand what *The Marvelous Machine* can do. *The Marvelous Machine* is, of course, the human body, which is able to do amazing things when given the proper fuel. Sponsored by Dairy Council, Inc., *The Marvelous Machine* school assembly is an interactive and creative learning experience that intertwines education and entertainment into a theatrical production teaching elementary students about the benefits of milk and good nutrition.

To date, this program has reached more than 67,200 students in Pennsylvania, New Jersey, and Delaware with positive dairy messages. For the second year in a row, Dairy Council received a grant from the Pennsylvania Department of Agriculture, enabling Dairy Council to bring the assembly to some low income school districts in Pennsylvania for free.

Dairy Council is currently conducting research to determine how *The Marvelous Machine* impacts students who watch the performance. The study, conducted by a nationally recognized researcher, is evaluating knowledge gained by the students and their intention to make changes in food choices. Teachers are also being surveyed to evaluate the overall educational value of the assembly.

“Dairy Council programs must meet the highest standards, and we continually measure the effectiveness of programs such as *The Marvelous Machine*,” says Jan Stanton, Executive Director of Dairy Council.

“Part of that accountability is ensuring not only that the assembly is fun, but also that the important messages are delivered to the students,” she adds.

The impact of the assembly does not end once the curtain comes down at the conclusion of the performance. Teachers are able to integrate the program, and the classroom materials that Dairy Council provides with it, into their existing curriculum. In addition, *The Marvelous Machine* posters are provided for the school cafeteria, extending the assembly’s message into the place where children are making food choices.

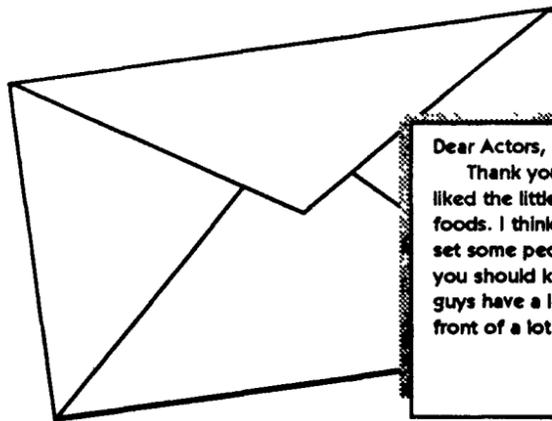
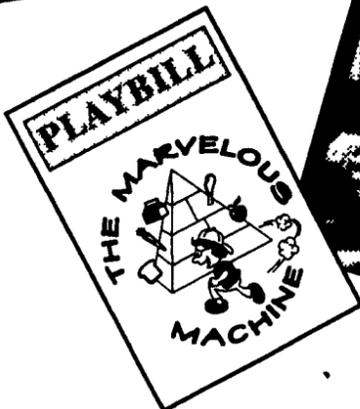
Mary Beth Will, a 2nd grade teacher at Rheems Elementary School, is having her students plan daily menus with balanced meals, including dairy products. She emphasizes the value of the program and the lessons it teaches the students.

“I loved it... *The Marvelous Machine* taught the importance of taking care of your body and showed us how to do it through proper nutrition,” Will says.

While teachers like the assembly and the way it builds onto what they are teaching in the classroom, it is the students who are most motivated by what they have learned from *The Marvelous Machine*.

“*The Marvelous Machine* made me think about the five food groups and how I am a machine,” says Chris Jewell, a 3rd grader.

“To be healthier, I want to exercise more and eat nutritious foods,” adds Matt Whipple, also a 3rd grader.



Dear Actors,
Thank you for the play. I liked the play. I really liked the little skits. Now I think I'll start eating better foods. I think that you were funny. I think that you set some people straight on nutrition. I think that you should keep on doing what you are doing. You guys have a lot of talent and you are brave to act in front of a lot of people.
Sincerely,
Erin Coleman, 2nd Grader



For information on
The Marvelous Machine Assembly,
Call 1-800-886-9341

DAIRY COUNCIL, INC.



THE NUTRITION EDUCATION PEOPLE

Dairy Council, Inc. is a non-profit nutrition education organization funded by local dairy farmers.