



Measuring Pilot Impact

July 2, 2024





Hot Chocolate Milk Pilot Program Measurement



Pilot objective: Determine if offering Hot Chocolate Milk (HCM) has a positive impact on student participation in school meals and milk purchasing.

- 58 participating schools committed to serving HCM at least 3x weekly at breakfast and/or lunch
- Timeframe: January February 2024
- Schools were provided with:
 - Equipment, including a mobile serving cart
 - Recipes, including suggested toppings
 - Signage and marketing materials for promotion

MMS collected data from the following sources to measure impact and identify best practices:

- Staff Survey: 48 qualified responses*
- Student Survey: 1,397 responses from 39 schools
- ADP Form: 48 schools reported Average Daily Participation for Breakfast and Lunch, February 2023 and 2024
- Milk Purchasing Data: provided by Chartwells (all flavors), February 2023 and 2024





^{*} Although 51 schools responded to the survey, 3 schools used alternative purchasing methods, invalidating their Staff Survey responses





Key Findings: Staff Survey

Overall Program Feedback

The Hot Chocolate Milk (HCM) Pilot was well-received by the majority of schools.

- 56% would be very likely/likely to continue with HCM next school year.
- 77% would not change anything about the equipment they received.
- 85% had no suggested changes to the recipes.
- 48% thought the HCM was extremely or very well-received among food service staff.

The biggest challenges schools faced were inadequate staffing, inadequate preparation time, and lack of interest among school nutrition staff.

- Over half of the schools that reported these challenges expect them to be ongoing.
- Other notable challenges were sourcing the right size cups/lids, sourcing the desired pack size of milk, and space constraints.







Implementation

81% of schools used the cart supplied to them.

- 95% agreed the cart was efficient and easy to use.
- Of those that did not use the cart, 67% cited space constraints.

Breakfast was by far the most popular option for serving HCM.

- 96% served HCM at breakfast
 - The vast majority of schools that served HCM at breakfast said HCM was popular among students.
- 48% served HCM at lunch
 - All but one school that served HCM at lunch also served it at breakfast.







Hot chocolate Milk

Ingredients

71% of the participating schools used 1% chocolate milk for the HCM, which for most was the same fat content of cold milk served prior to the HCM Pilot.

- 65% of schools used gallons
- 25% used half-gallons
- 17% used half-pints, although some that did also used halfgallons

TOPPINGS

Half of the schools offered toppings, with whipped cream as the most popular, followed by chocolate chips.

PROMOTION

Most schools used 1-2 promotional items, primarily school announcements, posters, and tabletop signs.



Key Findings: Student Survey



Two-thirds of the students who completed the Student Survey tried HCM

- 58% who tried it say they loved it.
- Only 8% tried it and did not like it.

53% of those who tried HCM said they are "definitely" more likely to get a school meal if HCM is offered.

- 69% would like HCM at breakfast
- 51% would like it at lunch
- 77% of students said they would have HCM at least a few days per week if it was offered daily.
 Very few indicated they would only get it when it is cold outside.

Students were **more likely to finish** Hot Chocolate Milk than other milks.

- 66% say they typically finish hot chocolate milk.
- 56% would finish cold chocolate milk, while 32% would finish cold white milk.

Having **toppings and add-ins** were the top suggestions students had to improve the program.

Marshmallows and whipped cream are the two toppings students like most.





Key Findings: Meal Participation and Milk Purchasing



Results were positive across 48 schools, despite a slight decrease in enrollment.

- Enrollment: 0.9% average decline
- Incremental 8 oz. servings of milk: 54,575
- 5.6% average increase in Percent Breakfast ADP*
- 3.4% average increase in Percent Lunch ADP*

Results by Frequency of Offering HCM at Breakfast

Frequency	Count of Schools	Avg. Enrollment Change	Incremental 8 oz. Servings	Change in %ADP*
1-2 times/week	14 (29%)	-1.0%	13,454	9.3%
3-5 times/week	32 (67%)	-1.2%	35,819	2.4%
Did not offer at breakfast	2 (4%)	4.1%	5,302	30.8%
TOTAL	48	-0.9%	54,575	5.6%

^{*} Percent ADP measures participation as a percentage of total enrollment, to factor for enrollment changes.





Staff Survey Results

Hot Chocolate Milk Pilot Program Measurement: Staff and Student Survey Methodology



- In February 2024, Chartwells sent an email invitation to each food service contact with a link to the online Staff Survey, asking them to complete the online survey.
- Data for the Staff Survey was collected from February 27 to March 4, 2024
 - 51 schools completed the survey representing 88% of the 58* participating schools
 - Each school submitted only one survey.
 - 48 schools were included in the analysis*.
- No incentives were offered to schools, staff members or students to encourage survey participation.

*A total of 58 schools participated in the pilot. However, 3 schools used alternative purchasing methods, invalidating their Staff Survey responses. As such, they were not included in the Staff Survey analysis, but the Student Surveys were included in the analysis since this did not impact the student experience.

In addition to this PowerPoint, a companion Excel file of the Staff Survey raw data is being delivered to Chartwells/DMI. This file provides access to all the school responses and connects open-ended comments to specific schools. In addition, meal data is included for each school and MMS has identified success stories, schools for concern, and "happy and unhappy campers" in the file for your follow up, as desired.



Key Findings

Staff Survey

- The Hot Chocolate Milk (HCM) Pilot was well received by the majority of schools. Over half of the schools said they would be very likely/likely to continue with HCM next school year, three-quarters would not change anything about the equipment they received and almost all said the recipes were fine just as they are.
- Almost half of the survey respondents thought the HCM was extremely or very well received among food service staff. And just slightly less than half thought it was well received by school staff.
- One-third of the schools thought HCM increased meal participation.
- Breakfast was by far the most popular time when HCM was served, followed by lunch. Almost all who served HCM at lunch also served it at breakfast. No participating school served HCM at after school snack time. The vast majority of schools that served HCM at breakfast said HCM was popular among students.
- Almost three-quarters of the participating schools used 1% milk for the HCM, which was the same fat content used in milk prior to the HCM Pilot for the majority of schools.
- Almost all schools used either gallon or half-gallon packs of chocolate milk to make the HCM. Very few used half-pints, although some that did also used half-gallon packs.
- Whipped cream was the most popular topping followed by chocolate chips. Half of the participating schools reported not offering any toppings.



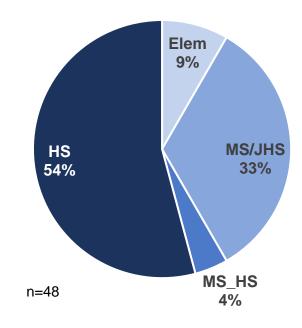






Staff Survey Response	
# Schools invited to take the Staff Survey	58
# Schools completing the Staff Survey	51*
Response Rate	88%

Grade Level of Participating Schools



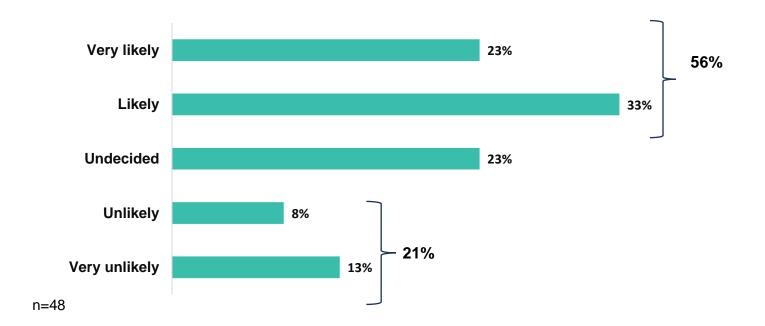


^{* 3} schools were disqualified for using alternative purchasing so 48 schools are included in this analysis.

Over half of the participating schools (56%) said they would be very likely/likely to continue with HCM next school year.



Q19. If it were up to you, how likely would you be to continue to offer Hot Chocolate Milk for at least the next school year?



- 21% of the schools said they were unlikely/very unlikely to continue with HCM next school year.
- Those not likely to continue next year reported far lower levels of popularity of HCM at breakfast and lunch.
- Those unlikely to continue were most critical of:
 - Having adequate time to prepare the Hot Chocolate Milk.
 - Having adequate staffing to support the pilot.
 - Using the insulated beverage dispensers.
 - Having adequate space to serve the Hot Chocolate Milk.
 - Getting school nutrition staff interested in offering Hot Chocolate Milk.
 - The above items were asked in Q15 asking about challenges faced.



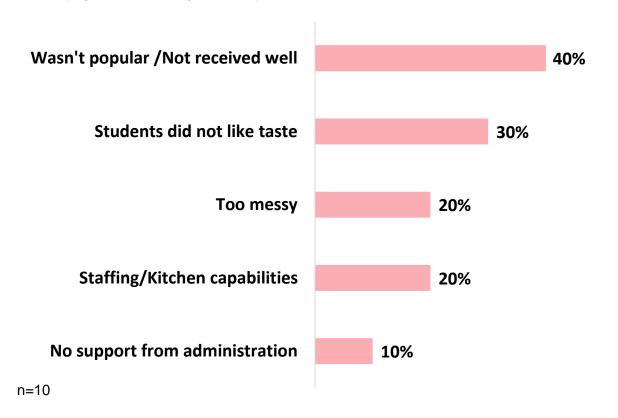


Among the 20% of schools that are not likely to continue with HCM next year, the top reason cited was that HCM was not well received or not popular this year.



Q19a. Why would you be unlikely to continue offering hot chocolate milk next year?

(Open-ended question)

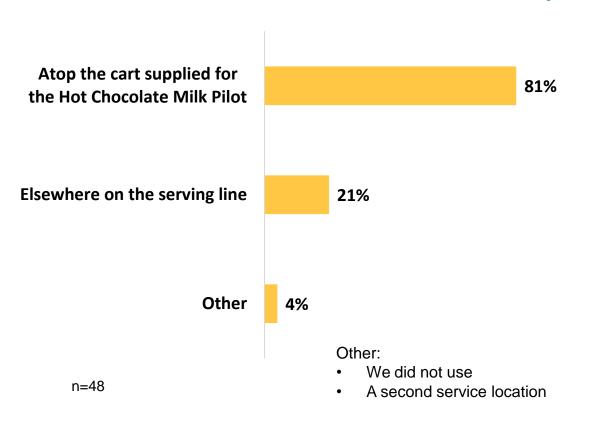


- Non-continuing schools also said students did not like the taste, and it was too messy.
- The accompanying companion Excel file of all survey responses contains the comments from all participating schools.





Q1. Where was the Hot Chocolate Milk served to your students? (check all that apply)



- Some schools (21%) served HCM elsewhere on the serving line.
- Two participating schools served HCM in multiple locations – atop the cart and elsewhere on the serving line.
- One school (Affton HS) did not serve HCM at all but completed the survey. Their comments:
 - We served it at lunch once and was asked not to serve it again.
 - It was too messy to serve from the cart.
- More high schools served "atop the cart" (96%) vs. 67% at middle schools.
- Directionally, those more likely to continue next year were more likely to have used the cart to serve the HCM.

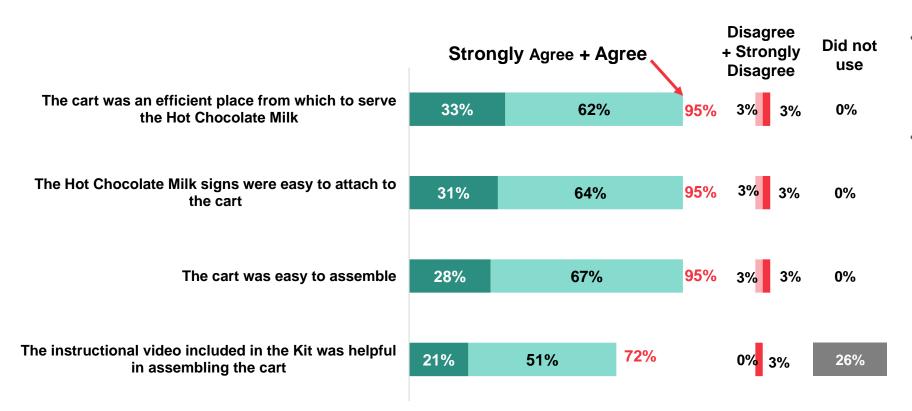




Just about all the responding schools agreed that the cart was an efficient place to serve the Hot Chocolate.



Q2. Please tell us about your use of the cart:



- Responding schools also almost unanimously agreed that the cart was easy to assemble and attach the signs to.
- About three-quarters of the schools also agreed that the video was helpful in assembling the cart.
 - Those that used the video were slightly more likely to say they strongly agree with the statements, rather than just agree.
 - About a quarter of the schools did not use the video.
 - Comments indicated that in several cases school maintenance personnel assembled the cart.

n=39

See next slide for staff comments from those who disagreed



Staff who disagreed with the statements about the cart on the previous page offered the following explanations:



Q2. Please briefly explain any item in the previous questions where you disagreed with the statement about using the cart.

The cart was an efficient place from which to serve the HCM:

- No space to have cart to where it's not a fire hazard and to where we can serve lunch properly.
- Too tall for some of our students and actual dispenser couldn't fit cup under without pulling to edge of cart then dispenser made a mess on the floor.

The Hot Chocolate Milk signs were easy to attach to the cart:

- Zip ties were too small.
- Zip ties were hard for me to use.

The cart was easy to assemble:

- Did not have time to set it up.
- The box was heavy to move. It required tools and time and then it had to be transported.

The instructional video included in the Kit was helpful in assembling the cart:

- Maintenance crew assembled the cart (3).
- I used the written instructions.
- Had no problem assembling without the video.
- No video in the box/I did not notice it.

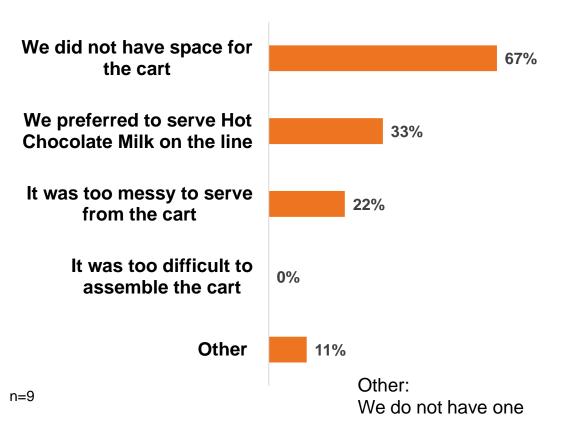








Q2c. Please tell us why you did not use the cart to serve the Hot Chocolate Milk (check all that apply)

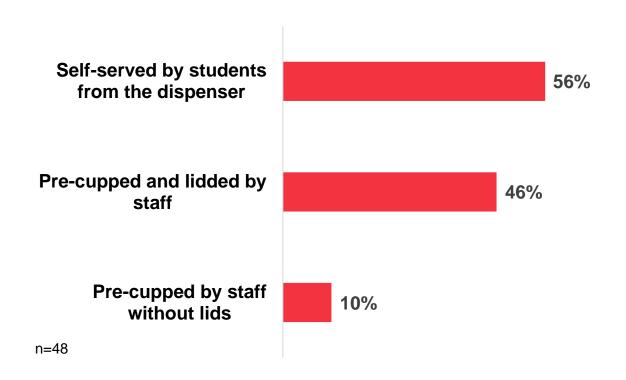


- Other schools preferred to serve HCM on the line, or said the cart was too messy to serve from.
- No one said the cart was too difficult to assemble.
- One school claimed they did not have a cart.





Q3. How was the Hot Chocolate Milk served to your students? (check all that apply)



- Just under a half of the schools (46%) served the HCM pre-cupped and lidded by the staff.
 - Middle schools offered it pre-cupped and lidded by staff more often.
- Only 10% of the schools served the HCM pre-cupped but without lids.
- High schools were more likely to have selfserve for students (70%) vs. 39% for middle school.

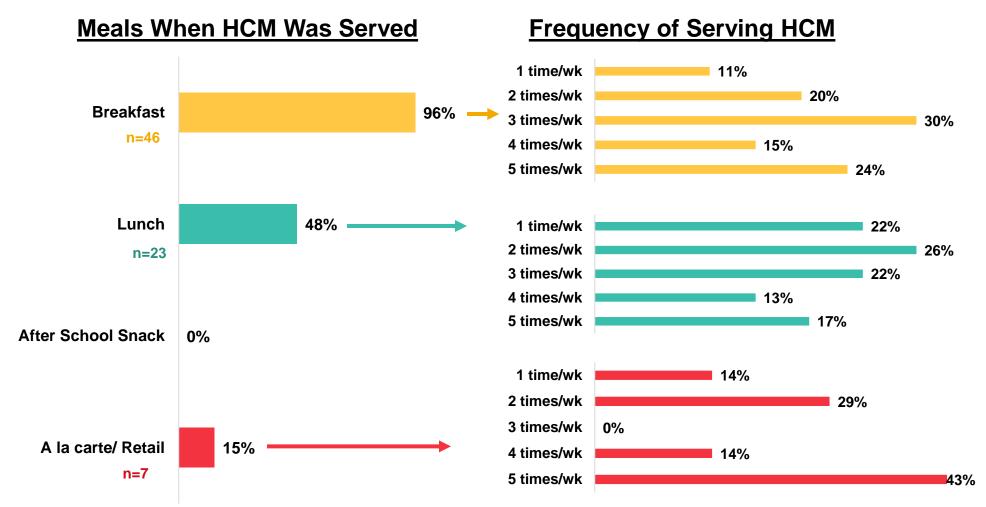


Staff Survey Results

Just about all schools (96%) served HCM at breakfast, and half (48%) served HCM at lunch. No school served HCM at after school snack.



Q4. On average, how many times a week did you serve Hot Chocolate Milk during the pilot at each of the occasions below?

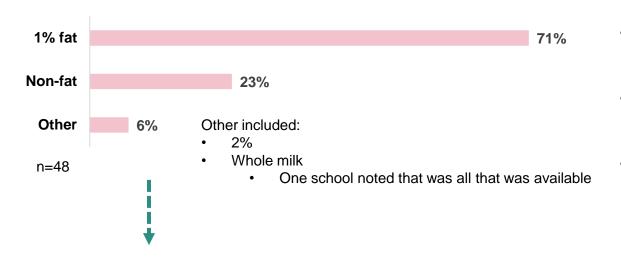


- All schools that served HCM at lunch also served it at breakfast, except for one school.
- And all schools that served HCM a la carte, also served it at breakfast and lunch.

Close to three-quarters of the schools (71%) used 1% chocolate milk for their Hot Chocolate Milk, which in most cases was the same fat content as the cold milk served prior to the HCM Pilot.



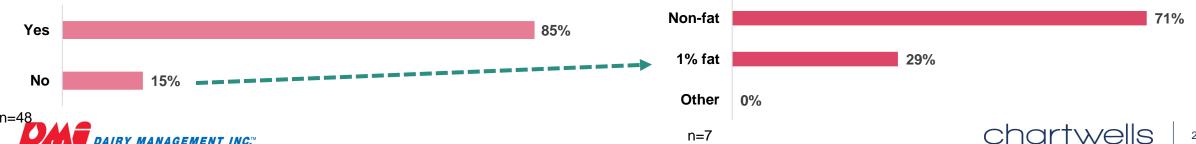
Q5. What was the fat content of the chocolate milk you used for the Hot Chocolate Milk?



- The schools with a different fat content prior to the HCM Pilot mostly used nonfat cold milk for their HCM.
- A few schools noted using 2% or whole milk for their HCM. One school noted that this was all that was available for HCM.
- Three schools had to go out to buy their milk due to availability of chocolate milk. Their Staff Survey responses were not included in this reporting per direction from Chartwells/DMI.

Q6. Was this the same fat content for the cold milk that you offered prior to the Hot Chocolate Milk Pilot?

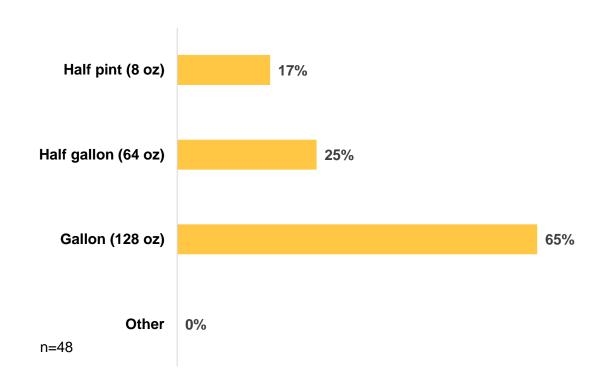
Q6a. What was the fat content of the cold milk you offered prior to the Hot Chocolate Milk Pilot?







Q7. What pack size of chocolate milk did you use to make Hot Chocolate Milk? (Check all that apply)



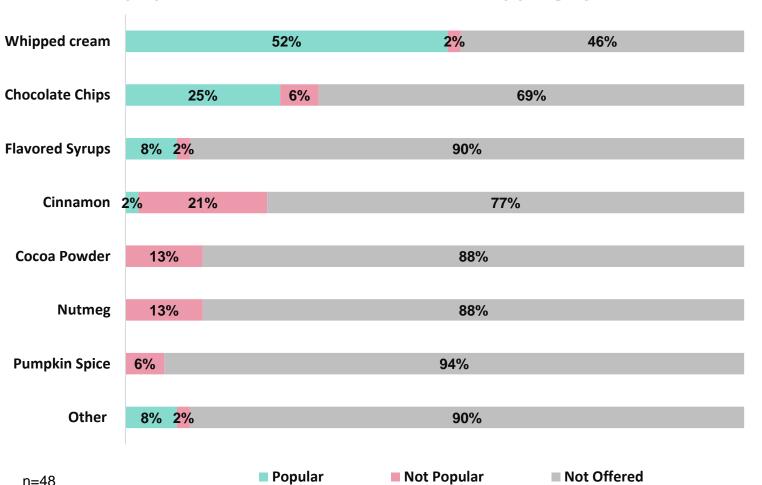
- Another quarter of the schools used halfgallon milk packs.
- 17% of schools used half pint pack sizes.
 - Two of the 8 schools using half-pint packs also used half-gallon packs.

Staff Survey Results

Whipped cream and chocolate chips were the toppings most commonly offered. Half of the schools said whipped cream was popular, and one-quarter said chocolate chips were popular.



Q8. How popular with students were the toppings you offered?



- Except for whipped cream, over half to almost all schools reported not offering the toppings listed.
 - Some middle schools reported they are not allowed to offer toppings.
 - Another school noted that they are watching their food costs so did not offer any toppings.
- In the student survey, many students noted they would like to have marshmallows for a topping.

Other included:

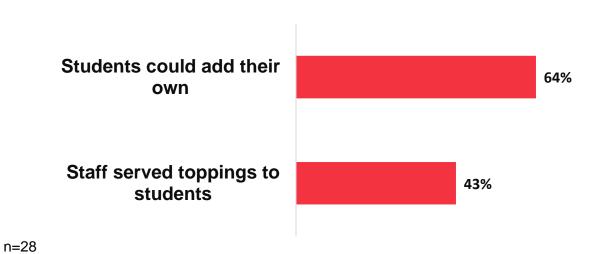
- Marshmallows
- Carmel
- · Health chocolate candy
- Peppermint chips







Q9. How were the toppings offered? (check all that apply)



- Only two schools reported using both methods of serving toppings.
- High schools were more likely to allow students to add their own toppings (78%) vs. 44% for middle schools.
 - Directional insights only due to a small sample size.

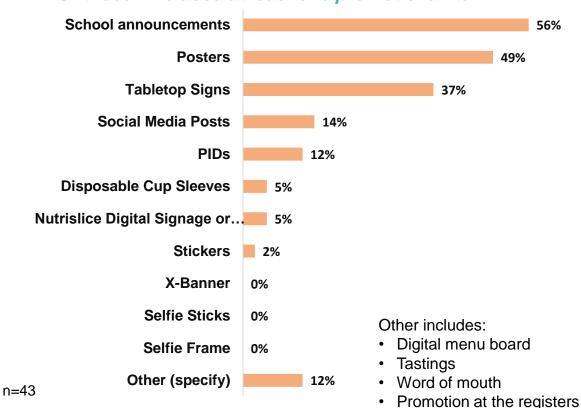


School announcements, posters, and tabletop signs were the most commonly used promotional items.

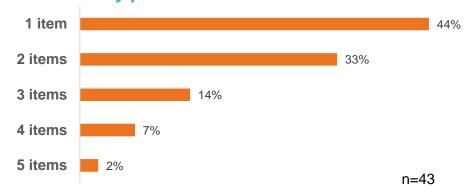
Made my own signage

Q10. What other promotions of the Hot Chocolate Milk Pilot did you do, besides using the signage supplied in the Kit? (Check all that apply)

Of those who used at least one promotional item:



How many promotional items did each school use?



- Almost half of the schools (44%) who used promotional items used just one item.
- One-third used 2 items.
- 10% of the participating schools (5) did not use any promotional items supplied to them.
- Those who said HCM was popular among students were more likely to have used tabletop signs to promote HCM (45%). Only 13% of those who said HCM was not popular used the tabletop signs.



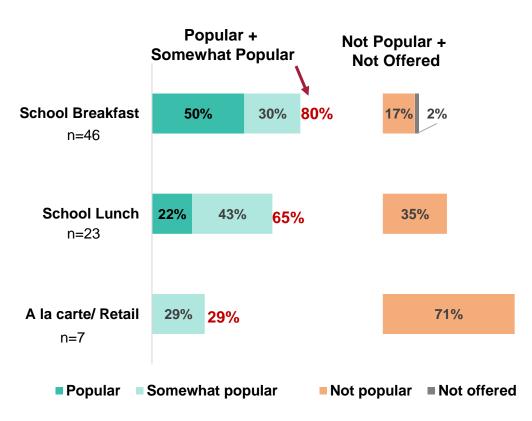
chocolate

Milk

80% of the schools who offered HCM at breakfast said it was popular or somewhat popular with their students.



Q11. How popular was Hot Chocolate Milk with students at the following occasions?



- Of the 23 schools that offered HCM at lunch, twothirds (65%) said it was popular/somewhat popular with their students.
- Of the 7 schools that offered HCM via a la carte, close to one-third (29%) said it was popular/somewhat popular.
- Middle schools reported a higher level of popularity at both breakfast and lunch vs. High schools.
 - Breakfast: Mid Sch: 94% said it was popular/somewhat popular vs. 73% at HS.
 - Lunch: Mid Sch: 100% said it was popular/somewhat popular for lunch vs. 43% at HS.

Note: Hot Chocolate Milk was not offered as an After School Snack in any schools, as seen in Q4, therefore it was not shown to any respondents in this question.



The largest percentage of schools (40%) said the overall popularity of HCM stayed the same throughout the pilot.



Q12. How would you describe the overall popularity with students over the duration of the Hot Chocolate Pilot?



- One-quarter of the schools (25%) said the popularity increased as the pilot went on.
- 35% thought the popularity decreased.

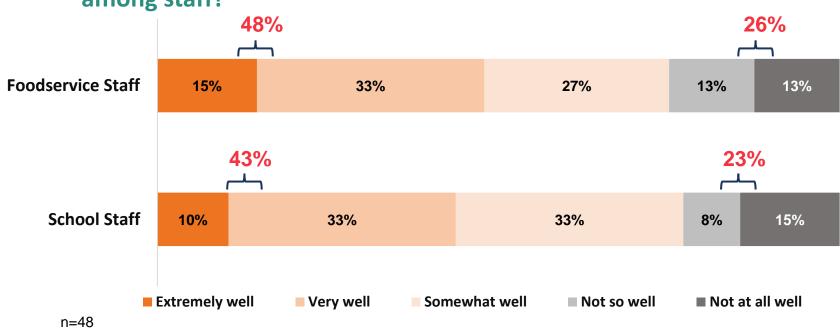
n=48







Q13. In your observation, how well received was Hot Chocolate Milk among staff?



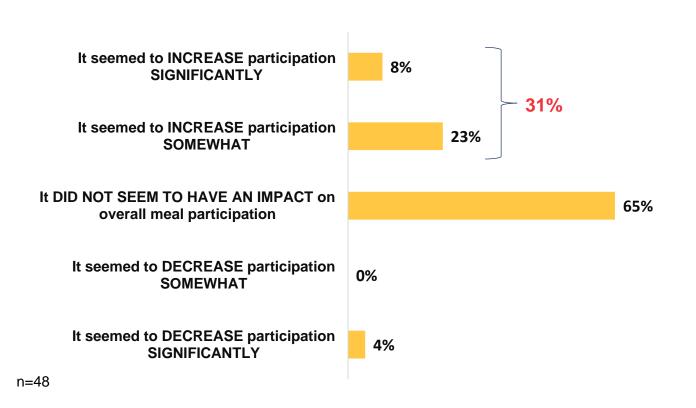
- Approaching one-half of the respondents (43%) also thought HCM was extremely/very well received by the school staff.
- About one-quarter of the respondents did not think HCM was well received by foodservice or school staff.
- Those who said it was not popular among students(Q11) were also much more likely to say it was not wellreceived by staff.
- Those Undecided or Unlikely to continue with HCM were far less likely to say the program was extremely or very well received by staff.
 - Likely to continue: 67% for food service and 63% for school staff
 - Undecided: 36% for food service and 27% for school staff
 - Unlikely: 10% for food service and 10% for school staff







Q14. In your observation, what impact did Hot Chocolate Milk have on overall meal participation?



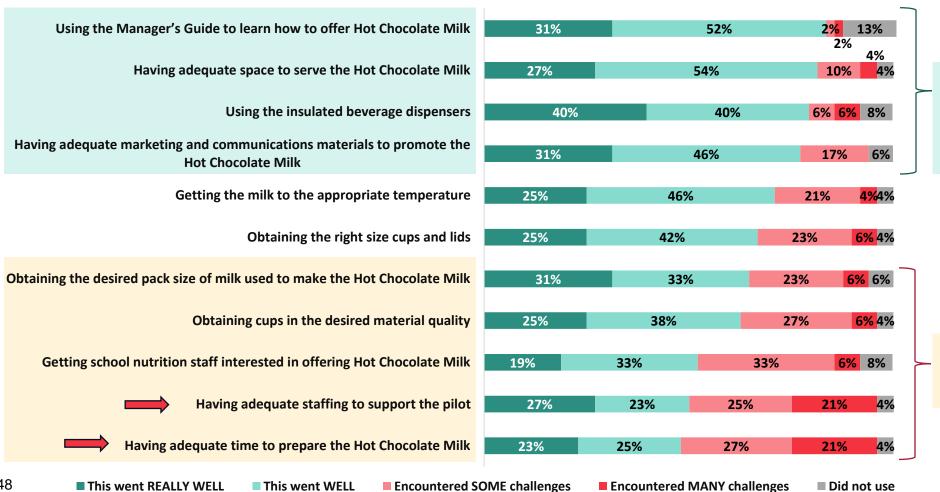
- The majority of respondents (65%) did not think
 HCM had an impact on meal participation.
- Middle schools were twice as likely to say HCM increased meal participation somewhat or significantly (44% vs. 22% for high schools).
 - Directional insights only due to a small sample size.
- Those who said it was not popular among students were less likely to say HCM had a positive impact on meal participation.



Staff Survey Results

Over three-quarters of the schools said using the managers' guide, having adequate space, using the dispensers, and having adequate marketing materials all went really well/well for the pilot schools.

Q15. Please identify what went well or what presented challenges in implementing the Hot Chocolate Milk Pilot in your school.



 Having adequate staffing and adequate preparation time were challenges to almost half of the schools.

Approx one third or more had Challenges

Approx

said it went

three quarters

Really

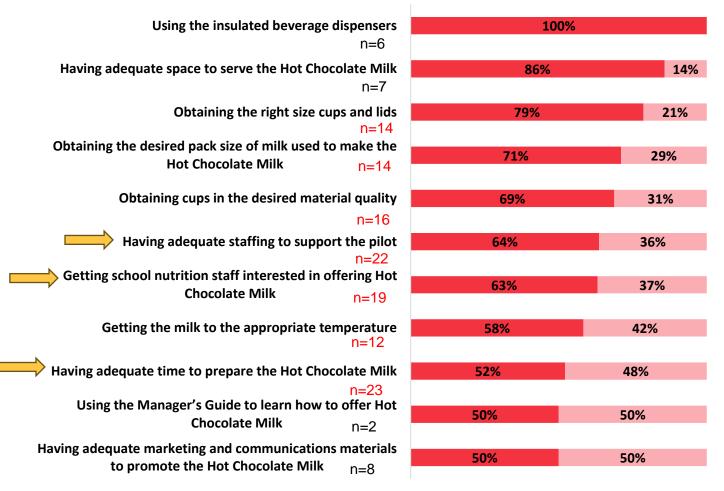
well/well.

Staff Survey Results

Using the insulated beverage dispensers, having adequate serving space and obtaining the right size cups and lids were the top three challenges schools foresee as an issue in future years. (Note that sample sizes vary for each item below.)

Q15a. In the previous question, you identified the following items as being a challenge in implementing the Hot Chocolate Milk Pilot. Below, please identify which of these you anticipate will be an on-going challenge when serving Hot Chocolate Milk in future school years and which are only a challenge this school year.





In the chart, 'n=X' shows the number of respondents saying the item is a challenge. Those in red are 25% or more of the 48 schools participating in the survey.

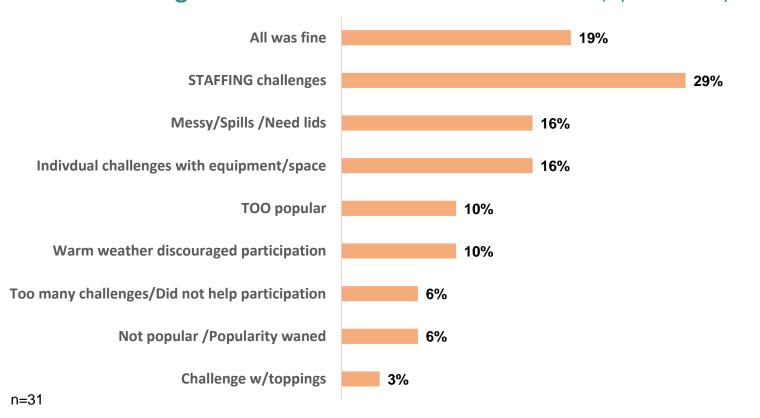
Ongoing challenges for a larger number of schools include:

- Having adequate staffing
- Having adequate preparation time
- Getting school nutrition staff interested in HCM





Q16. If applicable, please share anything else that is not mentioned above that went well or presented challenges with the Hot Chocolate Milk Pilot. (Open-ended question)

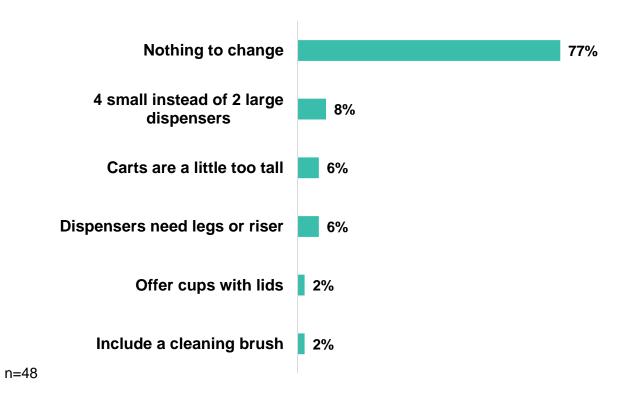


- Almost 20% of the write-in respondents said everything was fine with their HCM pilot.
- Many of the same issues brought up earlier in the survey were repeated in this open-ended question.

Over three-quarters of the respondents (77%) said there was nothing they would change about the equipment package received for the HCM pilot.



Q17. What, if anything, would you change about the EQUIPMENT PACKAGE you received for this pilot? (Open-ended question)

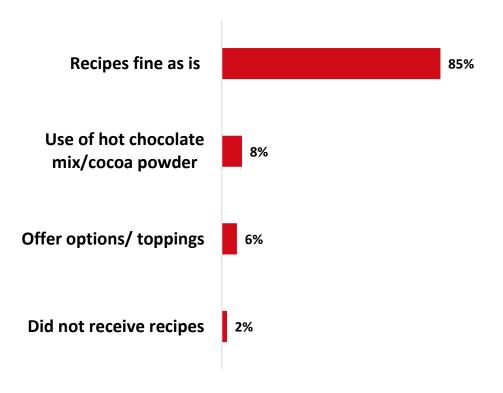


- Several respondents said the dispensers were too large, or they would prefer 4 smaller dispensers instead of 2 big ones.
- Lower tables would make it easier to move the HCM.

Almost all of the respondents (85%) said the recipes were fine just as they are now.



Q18. What, if anything, would you change about THE RECIPES you received for this pilot? (Open-ended question)



- Several respondents suggested adding cocoa powder, or hot chocolate mix to the HCM to give it more flavor.
- One school noted they did not receive the recipes.

n=48

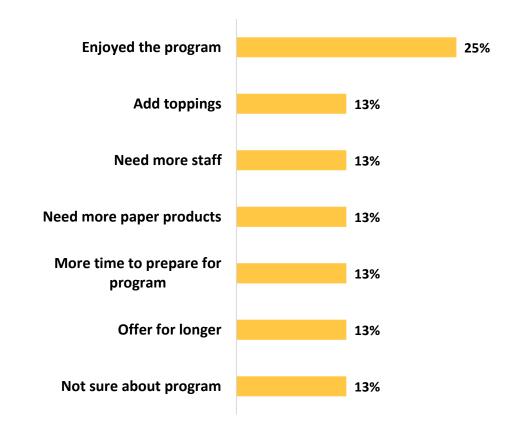


n=8

In the final optional open-ended question, one-quarter of the respondents said they enjoyed participating in the HCM pilot.



Q20. Optional: Please share any comments about the Hot Chocolate Milk Pilot or suggestions for program changes that were not covered above. (Open-ended question)



- Only 8 respondents replied to this optional question since they had expressed their thoughts in the earlier open-ended questions.
- Most of the comments here were repeats of what was said earlier.



Student Survey Results

Hot Chocolate Milk Pilot Program Measurement: Student Survey Methodology

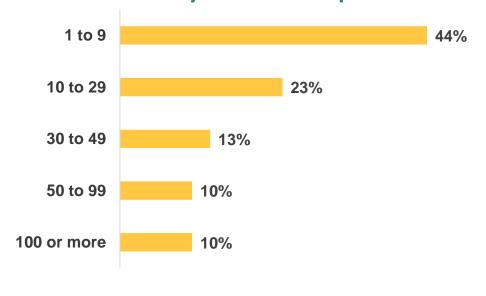


- In late January 2024, the contact at each of the 58 participating school received an email from Chartwells asking school food service contacts to
 have students complete an online Student survey to get their feedback on the Hot Chocolate Milk Pilot Program. The schools were provided
 with instructions and a hyperlink to the online Student Survey, which school food service staff disseminated along with optionally creating a QR
 code for students to use to access the Student Survey.
- Data was collected for the Student Survey from January 29 to March 4, 2024 with a total of 1,397 student surveys submitted from 39 participating schools which represents 67% of the 58* schools involved in the pilot. Anywhere from 1 to 227 students from each of the 39 schools completed the Student Survey.
- There were not any incentives offered to schools, staff members or students to encourage survey participation.
 - *A total of 58 schools participated in the pilot. However, 3 schools used alternative purchasing methods, invalidating their Staff Survey responses. As such, they were not included in the Staff Survey analysis, but the Student Surveys were included in the analysis since this did not impact the student experience.

Survey counts and student grade levels

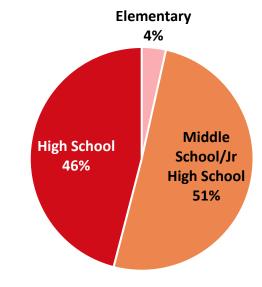
- Number of participating schools: 51
- Number of surveys submitted: 1,397
- Number of schools submitting student surveys: 39
- Maximum number of surveys submitted by a school: 227

Number of Surveys Submitted per School



n=39 schools

Grade Level of Student Submitting Surveys



n=1397

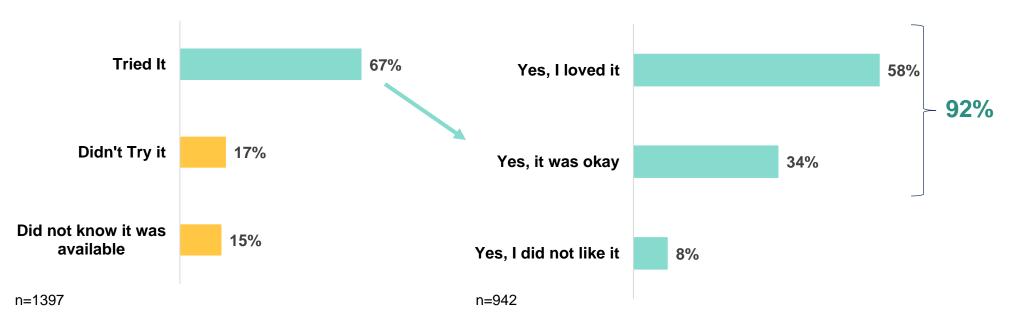


Milk





Q2. Did you try Hot Chocolate Milk at school? What did you think?



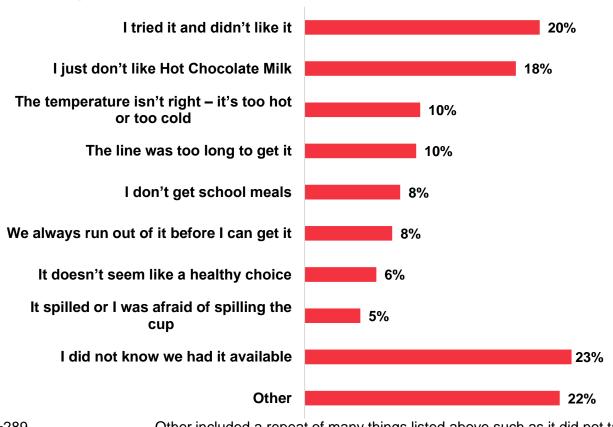
- Elementary (43%) and High School (54%) were more likely to love HCM vs. (25%) Middle School.
- Middle School was more likely to not try HCM (21%) or not know about it (26%).



20% of the students said they tried HCM and did not like it with the most common reason being that they just do not like Hot Chocolate Milk.



Q2a. What don't you like about the Hot Chocolate Milk at school? Or why didn't you try it? (check all that apply)



- 10% of the students said the HCM was too hot or too cold, and 10% also said the line was too long to get the HCM.
- Middle School students were more likely to say the temperature isn't right – it's too hot or too cold.
- Elementary students were more likely to say they just don't like HCM.
- One quarter of the students who didn't try it said they did not know HCM was available.

n=289

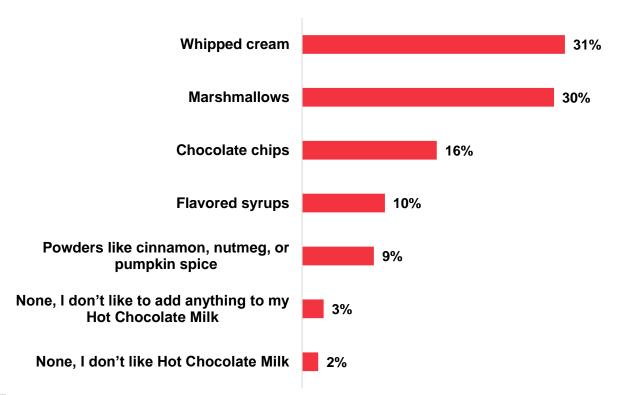
Other included a repeat of many things listed above such as it did not taste good. Some mentioned:

• It was too watery; Did not taste chocolate-like; It had chunks in it; did not want to try it; I'm lactose intolerant/can't have it; I don't eat breakfast at school; too long of a line; I did not know about it.





Q3. What add-ins do you like (or think you would like) with your Hot Chocolate Milk? (Check all that apply)



- Elementary students were less favorable towards whipped cream (46% would like vs. 73% for Middle and High School).
- Elementary also showed lower levels of interest in marshmallows.
- High School was less interested in chocolate chips vs. Elementary or Middle School.
- Those who loved HCM were more likely to like the whipped cream and marshmallow add-ins.

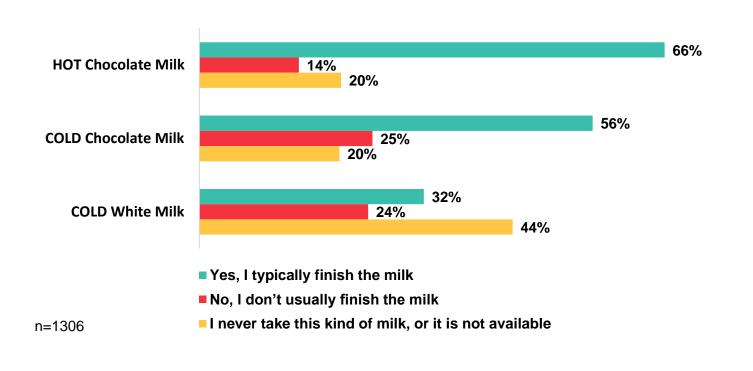
n=1337



The milk which is most likely to be finished is Hot Chocolate Milk. Two-thirds of students (66%) say they typically drink all their Hot Chocolate Milk when they take it with a meal.



Q4. When you take milk with a meal, do you usually drink it all?



- Over half of the students (56%) say they typically finish cold chocolate milk, while one-third (32%) say they finish their cold white milk.
- A quarter of the students say they don't usually finish cold chocolate milk or cold white milk.
- Approaching one-half of the students (44%) say they never take cold white milk, or it is not available.
- High School students were more likely to finish HCM (78%) vs. Middle School (56%) or Elementary (51%).
- Students in Middle School are least likely to finish cold white milk (25%) vs. High School (38%) or Elementary (45%).
- Those who loved HCM seem to be bigger fans of milk in general and were more likely to finish all 3 types of milk products.

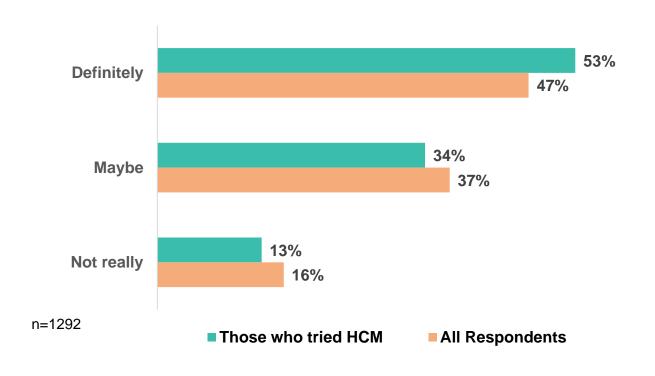


Student Survey Results

Half (53%) of those who tried HCM are "definitely" more likely to get a school meal if HCM is served, where slightly fewer of ALL respondents (47%) say the same.



Q5. Are you more likely to get a school meal if Hot Chocolate Milk is offered?

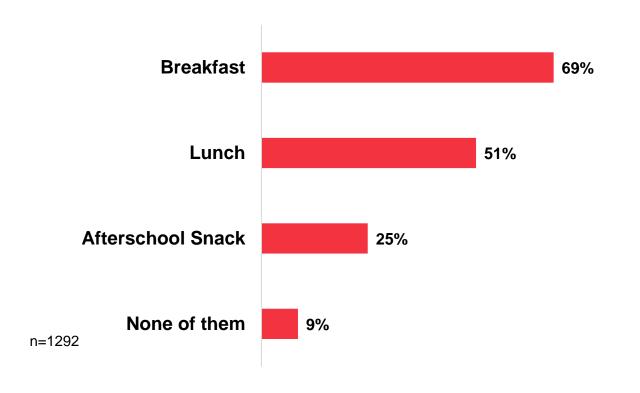


 Those who loved HCM were much more likely to get a school meal if HCM was offered (74%) vs. 26% for those saying HCM is OK, and 9% for those who didn't like HCM.





Q6. At school, what meal(s) would you like to have Hot Chocolate Milk with? (check all that apply)



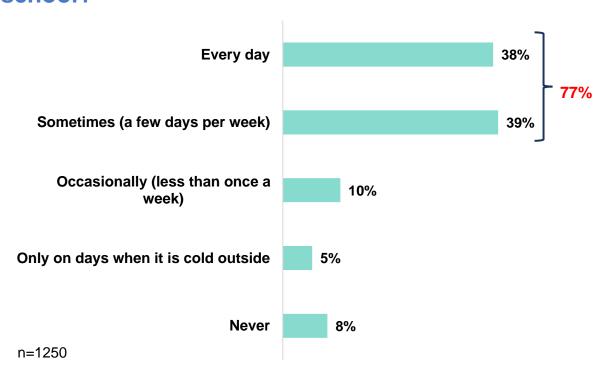
- Lunch is the second most popular meal students would like to have HCM with.
- High School students prefer HCM at breakfast (72%), Middle School at lunch (55%), and Elementary at breakfast or lunch (47%).
- Those who loved HCM were more likely to want it served at breakfast and lunch vs. those who said HCM was "ok", or they didn't try HCM.







Q7. If your school offered Hot Chocolate Milk every day, how often would you choose to have it at school?



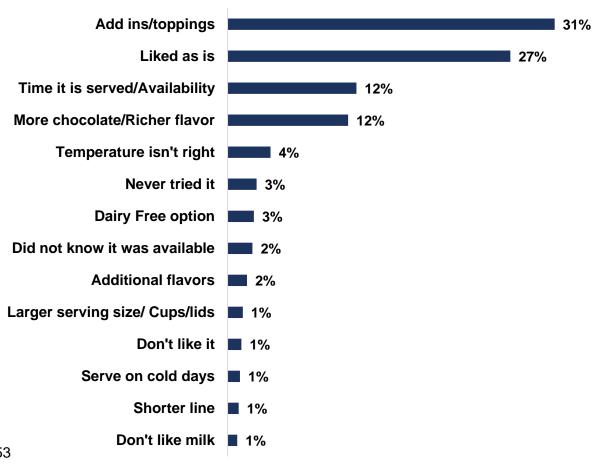
- Another third of students say they would have HCM a few days a week if it was offered every day.
- Very few (5%) said they would only get HCM when it is cold outside.
- High Schoolers are more likely to want HCM every day, Middle Schoolers more likely to say sometimes, and Elementary students are more likely to say never.
- Those who loved HCM were more likely to want it served every day (61%).



In an open-ended question, the most common suggestion students offered to make the HCM better was to offer toppings and add-ins.



Q8. Please tell us what, if anything, would make the Hot Chocolate Milk at your school better:



- Over one-quarter of the students said they liked the HCM as it is.
- The time it is served and making it available every day/more frequently was the third most common response.
- Students also suggested the HCM should have a richer, more chocolate taste.



Milk Purchasing and Meal Participation

Meal Participation and Purchasing Data



Year-over-year data was collected from 48 participating schools:

- Schools provided data for enrollment, breakfast ADP and lunch ADP for February 2023 and 2024.
 - Breakfast ADP is the primary focus of analysis, with Lunch ADP providing additional insights.
 - To factor for shifts in enrollment, ADP results are looking at changes in the percentage of the student body that participated in meals.
- Chartwells provided purchasing data for liquid milk (all sizes and flavors) for February 2023 and 2024.

Results were analyzed for:

- All 48 schools
- 32 schools that served hot chocolate milk (HCM) at breakfast 3-5 times/week
- 12 schools that served at lunch 3-5 times/week
- 11 schools that served at breakfast and lunch 3-5 times/week



Results for all 48 Participating Schools

February 2023 compared to February 2024

Percent ADP

32 schools (67%) saw an increase in percent Breakfast ADP

- On average, schools saw an increase of 5.6%
- The median change was 8.0%

31 schools (65%) saw an increase in percent Lunch ADP

- On average, schools saw an increase of 3.4%
- The median change was 2.7%

Milk Purchases

37 schools (77%) saw an increase in 8oz servings of milk (flavored and white milk).

There was a total increase of 54,575 8oz servings.

- On average, schools saw an increase of 1,137 servings
- The median increase was 1,015 servings
- On average, schools saw an increase from 19 to 21 servings per student.

Enrollment decreased .8% on average from 2023 to 2024.







Percent ADP

21 schools (65%) saw an increase in percent Breakfast ADP

- On average, schools saw an increase of 2.4%
- The median change was 6.9%

Milk Purchases

26 schools (81%) saw an increase in 8oz servings of milk (flavored and white milk).

There was a total increase of 35,819 8oz. servings.

- Average increase per school was 1,119 servings
- Median was 768 servings







Frequency of serving Hot Chocolate Milk at Breakfast	Average % change in Enrollment	Average change in % Breakfast ADP*	Total incremental 8oz servings	Average incremental 8oz servings
1-2 times/week (14 schools, 29%)	-1.0%	9.3%	13,454	961
3-5 times/week (32 schools, 67%)	-1.2%	2.4%	35,819	1,119
Did Not Offer at Breakfast (2 schools, 4%)	4.1%	30.8%	5,302	2,651
Grand Total (48 schools)	-0.9%	5.6%	54,575	1,137

^{*} Percent ADP measures participation as a percentage of total enrollment, to factor for enrollment changes.







Frequency of serving Hot Chocolate Milk at Lunch	Average % change in Enrollment	Average change in % Lunch ADP*	Total incremental 8oz servings	Average incremental 8oz servings
1-2 times/week (11 schools, 23%)	-0.6%	1.3%	17,378	1,580
3-5 times/week (12 schools, 25%)	0.2%	7.4%	9,316	776
Did Not Offer at Lunch (25 schools, 52%)	-1.6%	2.5%	27,881	1,115
Grand Total (48 schools)	-0.9	3.4%	54,575	1,137

^{*} Percent ADP measures participation as a percentage of total enrollment, to factor for enrollment changes.





Success Factors: Analysis and Insights



Hot chocolate Milk

Identify success stories based on impact to school breakfast and lunch meals and/or increase in incremental 8 oz servings of milk.

APPROACH:

The data set was limited to just those schools who served hot chocolate milk (HCM) at least 3 days a week to ensure that there was a potential to connect success to scale of the pilot. A filter was then applied to look closely at those schools where both milk purchases and percent breakfast ADP increased or decreased.

- 32 schools served at breakfast 3-5 times/week
- 16 schools had both indicators as positive
- 1 schools had both indicators as negative

CONSIDERATIONS:

- Milk purchasing data does not account for enrollment changes, although there did not seem to be a clear connection between enrollment changes and milk purchases.
- The following insights are qualitative and do not account for any unknown factors.









Program/Setup/Implementation

Success schools:

- Were more likely to have the staff serve HCM
- Served HCM more frequently (average of 4.3 times/wk vs. 3.75)
- Offered toppings and more of them (most offered 2)
- Less likely to report issues with the various aspects of running the pilot

Promotion and Popularity

Success schools were:

- More likely to do more of a variety of promotions beyond just school announcements
- More likely to feel HCM was popular with the students
- Equally likely to think it had no impact on meals
- Equally likely to have students feel the same way about HCM



Key Findings – Schools with Negative Results

Despite serving HCM 3-5 times/week, 4 schools had negative results in both breakfast ADP and milk purchases. Those schools reported more issues with implementation.

Comments on implementation challenges:

"This is certainly a good concept in theory. However, we just did not have a good space for the product. We also would not have the staff to support it if it was consumed at a higher rate. We only served 5-10 servings total (Breakfast and Lunch) each day. Most students who tried it thought it was 'weird'. It also slowed down the line when a student stopped to get a hot milk. Overall, it is a good concept, but it did NOT help participation at all and the challenges were not worth the hassle. Our staff here at SASHS would prefer to NOT continue with the program. We certainly appreciate that you trusted us to test it during this pilot phase."

"Because of the popularity of the hot chocolate it backed up the serving line."

"Due to staffing shortages, preparation, along with marketing, were both challenges. Hopefully, with a few new staff, we will be more successful next year."







Appendix





This analysis is based on the 48 staff and 39 student surveys completed from the 58 schools participating in the pilot.

The goals for this analysis were:

- Identify success stories based on impact to school breakfast and lunch meals and/or increase in incremental 8 oz servings of milk.*
- The data set was limited to just those schools who served hot chocolate milk (HCM) at least 3 days a week in order to ensure that there was a potential to connect success to scale of the pilot.
 - o 32 schools served at breakfast 3-5 times/week
 - o 12 schools served at lunch 3-5 times/week
 - o 11 schools served at breakfast and lunch 3-5 times/week

All Schools

Description	Data	
Number of schools	48	
Incremental 8 oz milk servings	Total: 54,575	
	Mean: 1,137	
	Median: 1,015	
Schools with positive milk servings	37 out of 48 (77%)	
impact		
Change in Percent Breakfast ADP	Mean: 5.6%	
	Median: 8.0%	
Schools with positive percent breakfast	32 out of 48 (67%)	
ADP change		
Change in Percent Lunch ADP	Mean: 3.4%	
	Median: 2.7%	
Schools with positive lunch ADP change	31 out of 48 (65%)	







Schools That Served HCM 3-5 Days a Week for Breakfast

Description	Data	
Number of schools	32	
Incremental 8 oz milk servings	Total: 35,819	
	Mean: 1,119	
	Median: 768	
Schools with positive milk servings impact	26 out of 32 (81%)	
Change in Percent Breakfast ADP	Mean: 1.4%	
	Median: 6.1%	
Schools with positive breakfast ADP change	21 out of 32 (66%)	
Schools looking at both milk sales and breakfast ADP	Positive for both: 16	
	Negative for both: 1	
	Mixed: 15	









Schools That Served HCM 3-5 Days a Week for Breakfast and Lunch

Description	Data
Number of schools	11
Incremental 8 oz milk servings	Total: 5,214
	Mean: 474
	Median: 473
Schools with positive servings impact	8 out of 11 (73%)
Change in Percent Breakfast ADP	Mean: 1.5%
	Median: 4.6%
Schools with positive breakfast ADP change	6 out of 11 (55%)
Change in Percent Lunch ADP	Mean: 7.1%
	Median: 5.9%
Schools with positive change in percent lunch ADP	7 out of 11 (64%)
Schools with positive change in both percent breakfast and	4 out of 11 (36%)
percent lunch ADP change	









The analysis compared positive results to negative ones for the schools who had a consistent set of results, meaning milk purchasing and breakfast ADP both went up or both went down.

Schools with Positive Results

School Name	Level	Incremental 8 oz servings (Jan-Feb)	% Breakfast ADP % Change (Feb only)	Student Survey?
Stamford High	High School	900	7.7%	No
Hockinson HS	High School	1,466	2.2%	Yes
Gladwin High School	High School	3,220	34.9%	Yes
Robinson Middle School	Middle School	1,250	6.1%	No
Cazenovia Middle-High School	Combo HS and MS	6,538	19.7%	No
Poplar Bluff High School	High School	4,106	4.8%	Yes
Poplar Bluff Junior High	Middle School	3,698	15.2%	Yes
Hazel Park High School	High School	2,092	12.9%	Yes
Mills High	High School	1,100	33.0%	No
Roton MS	Middle School	830	9.6%	No



