

WRMC Receives Dairy Grant

May, 2007 - Batesville, Ark. –The Midwest Dairy Association has awarded \$5,000 to White River Medical Center (WRMC) to implement the I Love Dairy health education program in the Batesville and Southside School Districts, as part of the Health in the Classroom initiative supported by the Partner's in Community Health.

The program kicks off in June with National Dairy Month and continues through the 2007-2008 school year. Students entering the 4th grade at Batesville and Southside Schools are eligible to participate in the "Mystery Moostache" contest during National Dairy month. Students who correctly identify the school official wearing the "Mystery Moostache" will win a prize. Watch for the "Mystery Moostache" contest rules and instructions in local newspapers.

"Healthy children are better prepared to learn. We feel a great responsibility to build our students bodies as well as their minds. The partnership between our schools, the Midwest Dairy Council and WRMC is a great example of teamwork and cooperation to benefit families." stated Susan Parker, Physical Education/Coordinated School Health Coordinator for Batesville School District.

During the school year Jennifer Coleman, R.D.L.D of WRMC will conduct educational presentations promoting the 3-A-Day dairy program to all 4th grade students at Batesville and Southside. The program also includes a field trip to Wal-Mart or Kroger to demonstrate how to shop for healthy dairy snacks.

"I Love Dairy is a step in the right direction to help our children develop lifelong healthy eating habits," said Jennifer Coleman, R.D.L.D. at WRMC and I Love Dairy project leader.

According to the Dietary Guidelines for Americans 2005 and the new MyPyramid, families need 3 servings of milk, cheese, or yogurt a day to build strong bones and maintain healthy bodies.

"Children have a big impact on what their parents purchase at the grocery store. If we can reach children and encourage a healthier life style, I'm convinced the whole family will benefit." said Kristi Jenkins, Physical Education Instructor at Southside School.

WRMC is a 200-bed regional referral center and the flagship facility of White River Health System (WRHS). WRHS is a not-for-profit healthcare system serving residents throughout North Central Arkansas. The system includes hospitals, outpatient facilities, primary care and specialty physician office practices, home health and hospice care, long-term care facilities and a medical equipment company. White River Health System is a member of the Premier Alliance, the American Hospital Association, and the Arkansas Hospital Association and licensed by the Arkansas Department of Health.