

## **Celebration of the 15<sup>th</sup> World School Milk Day at Adama, Oromia Region, Ethiopia**

The 15<sup>th</sup> World School Milk Day (WSMD) was celebrated on the 27<sup>th</sup> of November 2014 in Adama city, the capital of east Shoa zone of Oromia Region State of Ethiopia in a playful way. Adama is one of the cities with high human population in Ethiopia (91,859 males and 88,851 females). The event was celebrated in the compound of Adama no. 3 school in the presence of school children, teachers, parents, representatives from offices of Adama city education, health, agricultural, livestock agency and non-government organizations. The objectives of the celebration were:

- △To increase awareness of the nutritional benefits of consuming milk for children
- △To increase awareness of health benefits of good nutrition
- △To increase awareness of the need to boil or pasteurize milk for health reasons
- △To expose children to milk and new milk products so they can express preferences for these products in the future
- △To encourage government, school officials to develop school milk programs
- △To increase the demand for dairy products in Ethiopia

The Agricultural Growth Program-Livestock Market Development (AGP-LMD) Project, the Livestock and Irrigation Value Chain for Ethiopian Smallholders (LIVES) Project of ILRI and government partners in Adama city took the lead in organizing the event. A day before the actual celebration, awareness creation about the importance of drinking milk especially for children and the need to celebrate the WSMD was announced to the public in the roads of Adama city using vehicle. In the morning of the 27<sup>th</sup> of November 2014, T-shirts and packed milk were distributed to students in their respective classrooms. After wearing the T-shirts, the students moved to the celebration place. The program started with traditional variety and Circus shows followed by a welcome speech. Representatives from USAID, LIVES, and offices of health, education, agriculture and students made speech regarding the WSMD and benefits of consuming milk. Brochures about the WSMD, yoghurt and cheese were distributed to the participants of the event. Poem competition among students in two local languages and singing of different songs about the importance of milk attracted the attention of the participants. The heights of the celebration were the milk drinking, rope pulling and drawing competitions among students. About 1135 students (514 M and 621 F), 40 teachers and other invited guests attended the meeting and the program ended by giving awards to winners of the different competitions.



**Picture 1. Participants of the celebration**



**Picture 2. Traditional variety show**



**Picture 3. Poem reading**



**Picture 4. Rope pulling competition**





**Picture 5. Drawings by students**





**Picture 6. Surprised by the award she is given after winning the fast milk drinking competition**



**Picture 7. Some participants of the event**

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