

Core Nutrition Messages

Milk Messages



HELPING MOMS AND KIDS MAKE HEALTHIER FOOD CHOICES

Integrate these messages into ongoing educational and promotion activities to engage participants and remind them of the many benefits of low-fat milk (1% or less fat). These consumer-tested messages use motivators and reinforcements that moms and kids found personally relevant. They provide important information about the health benefits of low-fat milk and can help motivate moms to make the switch to fat-free and low fat milk, yogurt and cheeses and make these foods part of family meals and snacks.

The photos shown with the messages and tips were tested with consumers and are available from online sources. Email us at nutritionmessages@fns.usda.gov, if you are interested in using the photos, or if you have questions or suggestions.

For ideas on how to incorporate these messages and tips into your program, download the guidebook “**Maximizing the Message...**” at <http://www.fns.usda.gov/fns/corenutritionmessages/Maximizing.htm>.



All Milk Messages

NEW!

Milk Message for All Mothers



There’s no power like Mom Power. You are a positive influence in your children’s lives. Help them develop healthy eating habits for life. Offer them fat-free or low-fat (1%) milk and yogurt at meals and snacks.

NEW!

Messages for Mothers for Preschool-Aged Children



Mom is a child’s first teacher. You teach by doing. Every time you drink fat-free or low-fat (1%) milk, or eat low-fat yogurt, you’re giving your kids a lesson in how to eat for better health. It’s a lesson they can use for all their lives.



Strong bodies need strong bones. Give your preschooler fat-free or low-fat (1%) milk or yogurt at meals and snacks. They're packed with vitamins, minerals, and protein for strong, healthy bones.

Messages for Mothers of Elementary-School-Aged Children

NEW!



Milk Matters. Children of every age, and adults too, need the calcium, protein and vitamin D found in milk for strong bones, teeth and muscles. Serve fat-free or low-fat (1%) milk or yogurt at meals and snacks.



They're still growing. Help your kids grow strong. Serve fat-free or low-fat (1%) milk at meals.

Messages for Kids (age 8-10 years)



Fuel up with milk at meals. And soar through your day like a rocket ship.

Eat smart to play hard. Drink milk at meals.



Snack like a super hero. Power up with fruit and yogurt.