

Core Nutrition Messages

Milk Messages: Tips, Advice and Guidance for Moms



HELPING MOMS AND KIDS MAKE HEALTHIER FOOD CHOICES

Use the following tips, advice and guidance with the messages to provide mothers with actionable tips and to build their skills and self-efficacy. You can present this information in a variety of formats, such as posters, handouts, or digital presentations and use during counseling sessions (see communication tools and examples for ideas). The formative research indicated that moms are motivated by information that is new or unique to them and that they found these messages and tips both relevant and realistic.

The tips, advice, and guidance provided below are shown along with suggested messages; however, most of these materials can complement many of the other messages as well. Create the combination that will be most effective for your audience.

Suggestion

Present this information in small, incremental steps rather than all at one time or in a single document. Choose message and tips based on your audience's needs and interests. For example:

For Moms

1. Show the short [milk feeding video](#) to start a group discussion.
2. Listen to the questions and concerns mothers raise during discussion.
3. Provide the relevant tips, advice or guidance that addresses concerns or questions moms discussed.
4. Share the link to the online [milk feeding video](#) and the [rollover](#) and ask moms to view these at home to reinforce other education and promotion activities.
5. Give them a copy of "Give them the milk they need" (see page 5) and ask them to email you actions they plan to take over the next week after review the materials, etc.

For Kids

1. Ask kids to review and complete the "Use the Fuel Up with Milk" activity sheet as part of science or math class.
2. As homework, have them play the "Track & Field Fuel-Up Challenge" game for 30 minutes
3. Follow-up by asking kids what new information they learned by playing the game?

For more ideas on how to use the messages and supporting guidance, download the free implementation guide, [Maximizing the Messages](http://www.fns.usda.gov/fns/corenutritionmessages/Maximizing.htm) (<http://www.fns.usda.gov/fns/corenutritionmessages/Maximizing.htm>).

Potential Message:

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. [Note: This content works well with any core milk message.]

New

Moms often ask:

Q. How much milk does my family need each day?



A: The amount of milk we need each day depends on age. Younger kids need 2 cups, while older kids and adults need 3 cups. Here are daily recommendations by age:

Age	Daily Amount Recommended
Children ages 2-3	2 cups
Children ages 4-8	2 ½ cups
Kids ages 9-18	3 cups
Adults	3 cups

Q. Do my kids get enough milk at school?

A: Probably not. Most kids only get 1 cup (8 ounces) of low-fat milk as part of a school lunch. So, to get the recommended amount of milk each day, many kids need to have some at home, too.

Q. How can I help my family get the milk they need each day?

A: Try to make milk a part of the meals and snacks kids have at home. A cold glass of milk goes great with dinner, and after school or play.

Offer foods made from milk – like low-fat or fat-free yogurt – as snacks and desserts. Eight ounces of yogurt is about the same as a cup of milk.

You can also try small amounts of low-fat cheese as snacks. About 1½ - 2 ounces of most types of hard cheese is about the same as a cup of milk. Try cutting an eight-ounce block of cheese into eight equal, bite-sized pieces— each piece will be approximately 1 ounce. Plus, a block of cheese is usually less costly than pre-sliced cheese. If you buy sliced cheese, count each slice as about 1/3 cup of milk. Here are other ideas – check those you plan to try.



New

Use this table to assess whether moms have or are willing to try something new.

Give Them the Milk They Need		
<i>Check items you have tried or may try over the next week or two.</i>	<i>Tried It!</i>	<i>May try it.</i>
Use fat-free or low-fat milk (1% fat) instead of water to make oatmeal and hot cereal for breakfast.		
Serve fat-free or low-fat yogurt as a snack. Mix it up with fruit and nuts.		
Try a grilled cheese sandwich made with low-fat cheese for breakfast.		
Make a dip for fruits or vegetables from fat-free or low-fat yogurt.		
Try chocolate or butterscotch pudding made from fat-free or low-fat milk.		

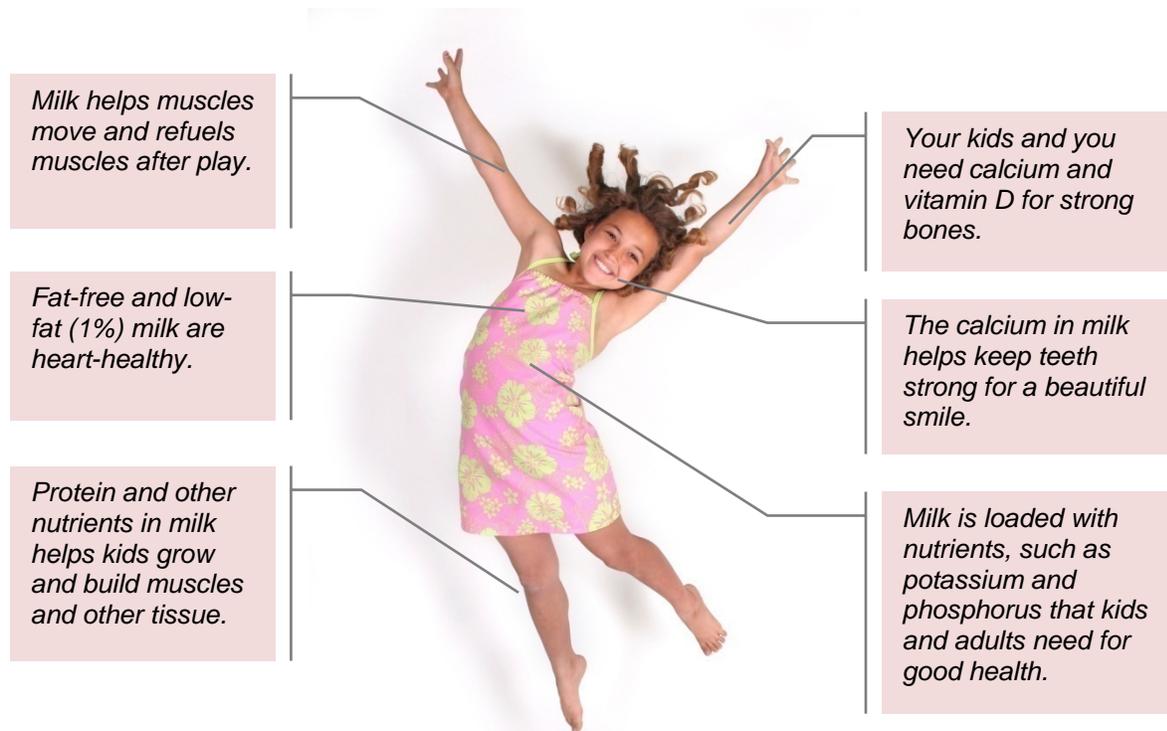
Potential Message:

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. [Note: This content also works well with other core milk messages, including "Milk Matters" and "There's no power like Mom Power."]

New

Fat-Free and Low-Fat (1%) Milk Have Nutrients Everyone Needs

Did you know that milk is loaded with vitamins, minerals and protein, with nine (9) key nutrients? Better yet, fat-free and low-fat (1%) milk still deliver this nutrition, just without the extra fat that is in whole and reduced-fat (2%) milk. But many kids are not getting enough milk to keep their bodies growing strong. Here's what fat-free and low-fat milk and the nutrients they contain can do for your family:



Flex your Mom Power and serve fat-free or low-fat (1%) milk or yogurt to your family for a lifetime of healthy eating. Studies show that adults who drink milk are less likely to have heart disease, type 2 diabetes and high blood pressure.

Potential Messages:

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



**One Mom's Story:
Using "Mom Power" for Good**

As a mom, it's my job to make sure my family gets the foods they need every day – like milk. That's why I serve fat-free or low-fat (1%) milk to my kids. I also keep low-fat or fat-free yogurt and cheese in the house for healthy snacks. This helps my kids eat better, develop healthy habits, and grow strong.

When it comes to keeping it fun, here are some ideas that work for us:

- **Keep fat-free or low-fat (1%) milk in the refrigerator for snacks.** A frosty glass of milk tastes great and is an easy way to refuel kids after play.
- **Make it special:** On cold days, we enjoy hot milk with cinnamon and a touch of vanilla extract.
- **Prepare snacks and meals together:** Once a week, the kids and I make smoothies. We blend together low-fat (1%) milk, their favorite fruits or 100% fruit juice, and fat-free yogurt.
- **Mix milk, cheese, and yogurt with other foods.** I put plain fat-free yogurt on baked potatoes. It tastes like sour cream and my kids don't know the difference. When I make oatmeal, I use low-fat (1%) milk instead of water for great taste and nutrition. Occasionally, I sprinkle low-fat cheese on foods like chicken, whole-grain noodles, and vegetables.



Potential Message:

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

New

Moms often ask:



Q: Does fat-free and low-fat (1%) milk deliver the same good nutrition as whole milk?

A: Yes. Fat-free and low-fat (1%) milk contain the same vitamins and minerals, like calcium, potassium, magnesium, vitamin D and others needed to keep the body growing strong and healthy.

Q: Why should I switch from whole milk to fat-free or low-fat (1%) milk?

A: Fat-free and low-fat (1%) milk are better for the health of you and your children. They deliver the same nutrients as other milk without the saturated fat. The saturated fat in other milk increases the risk of heart disease. Plus, fat-free and low-fat milk have fewer calories. And controlling calorie intake helps manage body weight.

Q: My family has been drinking whole milk for years. How will I get them to switch to low-fat milk?

A: Try these tips to help make the switch to low-fat milk easy for you and your family:

- **Take it slow.** If your young child or family is drinking whole milk, first change to reduced-fat (2%) milk for a few weeks, then switch to low-fat (1%) milk. Later, you can try fat-free milk.
- **Try low-fat yogurt.** If some family members don't like milk, try offering low-fat or fat-free yogurt.
- **Try different forms of low-fat cheese.** There are many kinds you can try. For example, start with low-fat cheddar – it's delicious melted on a whole-wheat bagel with a little jam.



New

**One Mom's Story:
Fat-free and Low-fat (1%) Milk Are Healthier Than Whole Milk.
Who Knew?**

Milk helps kids grow strong. So it's important to me that my kids get the milk they need every day. I used to believe that fat-free and low-fat milk were not as healthy as whole milk. Then I learned that they have the same calcium, protein, vitamin D, and other nutrients, just less fat. The saturated fat in other milk increases the risk of heart disease. So, my pediatrician told me that after age 2, kids don't need that fat. That's why I made the transition to low-fat (1%) milk. First I switched to 2% milk, then after a couple of weeks I switched to 1%. The kids didn't even notice.



New

**One Mom's Story:
Making the Switch to Fat-Free or Low-Fat (1%) Milk**



My little girl is growing up so fast! She just had her second birthday. Last week, her doctor told me I should change her milk to fat-free or low-fat (1%) milk. He said that now that she is 2, the saturated fat in whole milk is no longer recommended, and that saturated fat increases the risk of heart disease. He explained that fat-free and low-fat milk have the same vitamins and minerals as whole milk – just without the fat. It's also the same milk she will get at school when she is older.

Since everyone in my family is 2 or older now, I'm buying 1% fat milk for the whole family. I'll try fat-free milk after we get used to drinking low-fat milk. I like knowing that fat-free and low-fat milk can help keep our hearts healthy. It also feels good to know I'm helping my daughter learn a healthy habit.

Potential Message:

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

New

Moms often ask:



Q. Why is it important for my elementary child to drink milk?

A. Like children of all ages, elementary kids are still growing. So it's important they drink the recommended amount of fat-free or low-fat (1%) milk to grow healthy and strong. For kids ages 9-13, that's about 3 cups of milk each day. And fat-free and low-fat (1%) fat milk contains nine key nutrients like calcium, protein, and vitamin D, just without the extra saturated fat.

Q. How do I increase the amount of milk my child gets?

A. Here are some tips moms can use to get their kids to drink more fat-free or low-fat (1%) milk:

- Serve fat-free or low-fat (1%) milk with meals and snacks.
- Put fat-free or low-fat (1%) milk at eye level in the refrigerator, so kids are more likely to see and ask for a glass or to have it poured over whole-grain cereal.
- Add milk to some of your child's favorite foods, such as soups and oatmeal. For example, make creamy tomato soup instead of classic tomato soup by adding 1% fat milk.
- Occasionally, let your kids have some flavored fat-free or low-fat (1%) milk. Compare nutrition labels at the store and choose flavored milks with the least amount of sugar.
- Enjoy a glass of low-fat milk or yogurt with your child. Or, make a parfait together by layering low-fat yogurt, your favorite fruit, and unsalted nuts or cereal. There are many types of low-fat milk foods, so there is something for everyone to enjoy.



New

Tips and Advice

One Mom's Story: Fat-free and Low-fat (1%) Milk are Healthier than Whole Milk. Who Knew?



Milk helps kids grow strong. So it's important to me that my kids get the milk they need every day. I used to believe that fat-free and low-fat milk were not as healthy as whole milk. Then I learned that they have the same calcium, protein, vitamin D and other nutrients, just less fat. The saturated fat in other milk increases the risk of heart disease.

My pediatrician told me that after age two, kids don't need that fat. That's why I made the transition to low-fat (1%) milk. First I switched to 2% milk, then after a couple of weeks I switched to 1%. The kids didn't even notice.

Fuel Their Day With Milk!



As a mom, I want to make sure my kids get the fuel they need to grow strong, stay healthy, and power their day. That's why I have fat-free or low-fat (1%) milk on hand. It gives everyone in our family the calcium, protein, and vitamin D we need, without the extra fat from whole milk. Sometimes they like to mix it up, so I keep low-fat milk products, like fat-free yogurt and low-fat cheese, in the fridge, too. I like to think of low-fat milk, cheese, and yogurt as healthy fuel for my family.

Here are some ways we use it to fuel our day:

- Keep it quick and easy
 - Pour fat-free or low-fat (1%) milk over whole-grain cereal. Or, melt a slice of low-fat mozzarella cheese on toasted whole-wheat bread for a quick and easy breakfast.
 - Keep fat-free or low-fat (1%) milk in the refrigerator. A cold glass of milk is a tasty way to quench your kids' thirst after play or school. And milk is a healthy way to replace some of the fluids lost during the day.
 - Pair their favorite fruit with low-fat cheese and whole-grain crackers for a quick and easy snack.
- Make it fun

Put out different kinds of low-fat yogurt, fruit, and whole-grain cereal on the table. Let your kids get creative and make their own combination. They'll love the healthy snack they made all by themselves and sharing the recipe with their friends. Cut up and put their favorite fruit in a bowl. Add low-fat milk with a touch of vanilla extract. Then add whole-grain cereal on top for some crunch. Your kids will love this tasty and healthy snack.

