

Flavored Milk Helps Give Kids Nutrients they Often Lack

Giving kids choices is a proven way to get them to drink more milk

American Dairy Association Mideast

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NEWS PACKAGE

SUGGESTED TEASE	ARE YOUR CHILDREN COMING UP SHORT ON THEIR DAILY NUTRIENTS? COMING UP, AN EASY AND TASTY WAY TO ENSURE THEY'RE GETTING THE VITAMINS THEY NEED.
ANCHOR LEAD	IT CAN BE A STRUGGLE TO GET KIDS TO EAT HEALTHY FOOD. BUT CAN A CHOCOLATEY TREAT BE THE KEY TO GETTING THEM THE NUTRIENTS THEY MOST OFTEN FALL SHORT OF? CLARK POWELL HAS MORE ON WHY FLAVORED MILK IS A HEALTHIER CHOICE FOR KIDS THAN YOU MAY THINK, AND HOW IT CAN EVEN BE CRITICAL TO THEIR GROWTH AND DEVELOPMENT.
(PACKAGE START) -----	
CG: Courtesy: American Dairy Association :00 - :03 Shots of Andrew pouring white milk	(Nats - Sound) :02
CG: Andrew Leitch Drinks milk at home and school	EVERY DAY AFTER SCHOOL TEN-YEAR-OLD ANDREW LEITCH HAS A GLASS OF MILK, BUT HIS LITTLE SISTER KATHERINE IS NOT A BIG FAN. :05 <i>I usually get a glass of white milk, but Katherine doesn't like it as much.</i> :04
Shots of Andrew pouring chocolate milk	WHICH IS SOMETHING EXPERTS SAY CAN BE A PROBLEM. SKIPPING MILK ALTOGETHER DEPRIVES KIDS OF THE NUTRIENTS THEY NEED DURING CRITICAL BONE-GROWING YEARS, AND MOST CHILDREN BECOME DEFICIENT IN CALCIUM AND VITAMIN D BY THE TIME THEY'RE SIX YEARS OLD.
Shots of Katherine drinking chocolate milk	BUT KATHERINE DOES LIKE CHOCOLATE MILK, WHICH CONTAINS THE SAME NINE ESSENTIAL NUTRIENTS AS WHITE MILK. :17
CG: Karen Bakies RD, LD American Dairy Association Mideast	<i>"It tastes great. They enjoy drinking the milk, and then they're going to get all of the nutritional value that's going to follow."</i> :06



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<p>Shots of kids going through lunch line (blur for graphic)</p> <p>Graphic: In schools that removed flavored milk, 37% of students didn't drink milk at all</p> <p>CG: Karen Bakies (CG'd earlier)</p>	<p>A BENEFIT THAT EXPERTS SAY HELPS KIDS CHOOSE MILK MORE OFTEN AND DRINK MORE OF IT.</p> <p>IN FACT, IN SCHOOLS, THOSE THAT REMOVED FLAVORED OPTIONS, ABOUT THIRTY-SEVEN PERCENT OF STUDENTS DIDN'T DRINK MILK AT ALL². :10</p> <p><i>"What we would like to see is kids drinking the milk and not throwing it into the trash cans. So by offering the flavors, by offering choice, kids are more likely to drink the milk they're served."</i> :09</p>
<p>Shots of kids in lunchline</p> <p>Shots of kids at school drinking milk</p> <p>Graphic: Flavored milk only contributes 4% of added sugar to kids' diets</p> <p>Karen Bakies (CG'd earlier)</p>	<p>KAREN BAKIES IS A REGISTERED DIETICIAN WITH THE AMERICAN DAIRY ASSOCIATION MIDEAST. SHE SAYS THE SMALL AMOUNT OF ADDED SUGAR IN FLAVORED MILK IS WELL WORTH THE NUTRITIONAL TRADEOFF.</p> <p>AND THOUGH PARENTS SHOULD MONITOR THEIR CHILDREN'S SUGAR INTAKE, FLAVORED MILK ONLY CONTRIBUTES ABOUT FOUR PERCENT¹ OF ADDED SUGAR TO KIDS' DIETS. :14</p> <p><i>"That's very small if you compare that to the 46% that they might get if they choose a sugar-sweetened beverage such as a soda or an energy drink or a fruit drink instead."</i> :10</p>
<p>Shots of kids drinking chocolate milk in cafeteria</p> <p>Shots of athletes drinking chocolate milk</p> <p>Karen Bakies (CG'd earlier)</p>	<p>AND BECAUSE IT'S MORE NUTRITIOUS THAN OTHER OPTIONS, SCHOOLS NOT ONLY CHOOSE TO SERVE IT IN THEIR LUNCHROOMS, BUT ALSO ON THE SIDELINES TO STUDENT ATHLETES. :06</p> <p><i>"It has fluids so it's going to help to rehydrate them. It has a perfect mix of carbohydrate and protein to help refuel them, and then the vitamins and minerals are going to build strong bodies and strong bones."</i> :11</p>
<p>Shots of Andrew and Katherine drinking milk</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>BUT EVEN IF YOUR CHILD ISN'T TRAINING ON THE FIELD EVERY DAY, FOR A LOT OF KIDS, IT'S A TASTIER WAY TO GET THE NUTRITION THEY NEED.</p> <p>IN COLUMBUS, OHIO, THIS IS CLARK POWELL REPORTING. :08</p> <hr/> <p>THE PROVEN BENEFITS OF FLAVORED MILK HAS PROMPTED THE HIGH SCHOOL ATHLETIC ASSOCIATIONS IN BOTH OHIO AND WEST VIRGINIA TO ADOPT CHOCOLATE MILK AS THE OFFICIAL</p>

	BEVERAGE FOR THEIR STUDENT ATHLETES.
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SOCIAL MEDIA

 Share it! Suggested tweet:	<p>Experts @adamideast urge schools to offer the choice of flavored milk in lunch lines - and on the sidelines. http://bit.ly/2hgyBMK</p>
 Suggested post:	<p>Studies show that if white milk is the only option, a lot of kids won't drink it. Experts at the American Dairy Association Mideast say flavored options like chocolate and strawberry can help kids get the nutrients they need for healthy growth and development, while only adding about 4% of added sugar to their diets. http://bit.ly/2hgyBMK</p>

EXTRA BITES

<p>CG: Karen Bakies, RD, LD American Dairy Association</p>	<p>Bakies says flavored milk provides nutrients kids may lack: <i>"The dietary guidelines even identifies calcium and vitamin D as nutrients we don't get enough of, so milk is going to supply both of those two nutrients on a regular basis."</i></p> <p>Bakies says milk is a dense form of nutrition: <i>"It's a very dense form of nutrition that's in that eight-ounce cup of milk or that eight-ounce carton of milk that kids get."</i></p> <p>Bakies says the added sugar is worth the nutritional value: <i>"It only contributes about 4% of their total added sugars for the day, but the nutritional value that they get is well beyond that for the day."</i></p> <p>Bakies says flavored milk has the same nutrients as white milk: <i>"Chocolate milk has all of the same nutrient benefits as white milk would have, so it's going to have the calcium; it's going to have the vitamin D, and kids love the taste."</i></p> <p>Bakies says chocolate milk is the official beverage for athletes: <i>"Chocolate milk is the official beverage of student athletes in both Ohio and West Virginia. It's a perfect beverage because it helps to rehydrate, refuel and gives them the vitamins and minerals to build strong bodies."</i></p>
<p>CG: Andrew Leitch Drinks milk at home and school</p>	<p>Andrew lists the choices of milk available at school: <i>"We have white milk, strawberry milk and chocolate milk."</i></p> <p>Andrew says why he likes chocolate milk: <i>"I like chocolate milk because it tastes good."</i></p>

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CG: Katherine Leitch
Likes chocolate milk

Katherine says what milk she chooses at school:
"I like to choose chocolate and strawberry milk, not white milk."

References

¹*Flavored Milk*, **The American Dairy Association Mideast**. Online:

<https://www.drink-milk.com/health/dairy-nutrition/flavored-milk-2/>

²*Impact on Milk Consumption and Nutrient Intakes From Eliminating Flavored Milk in Elementary Schools*, **Nutrition Today**. Volume 48, Number 3, June 2013. Online:

<https://westerndairyassociation.org/wp-content/uploads/2016/02/2013-Impact-on-Milk-Consumption.pdf>

2015 – 2020 Dietary Guidelines for Americans, **U.S. Department of Health and Human Services. and U.S. Department of Agriculture**. 8th Edition, December 2015. Online:

<https://health.gov/dietaryguidelines/2015/guidelines/>

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