Three Great Reasons for 3-A-Day of Dairy

Why 3-A-Day?

- Recent survey demonstrates need for campaign
- Over 800 moms surveyed nationwide
- Three key findings include:
Key Finding #1

- Nearly half of moms think they’re getting enough calcium each day (48%)

- 76% of these same moms think their children are getting enough calcium

- USDA confirms that 75% of Americans are not meeting calcium recommendations

Key Finding #2

- Nearly all moms are aware that milk is a good source of calcium (93%)

- Far fewer are aware that cheese and yogurt are good calcium sources too
  - Cheese – only 48% aware
  - Yogurt – only 23% aware
Key Finding #3

- Only 1 out of 3 moms drink milk daily
- They average less than one serving a day

Top Health Organizations Support 3-A-Day of Dairy

- “Parents are role models for the entire family and with 3-A-Day of Dairy they can help establish healthy diets and positive eating behaviors for the entire family.”

- James C. Martin, M.D., President, American Academy of Family Physicians
Top Health Organizations Support 3-A-Day of Dairy

- “3-A-Day of Dairy is an important health message. The AAP supports this effort to educate families and children that calcium is a significant part of a daily diet and that it may be lacking. Along with an active lifestyle, eating right is vital to maintaining good health.”

  - E. Stephen Edwards, M.D., President, American Academy of Pediatrics

Top Health Organizations Support 3-A-Day of Dairy

- “Most Americans are getting only half the recommended calcium they need. Having three servings of milk, cheese or yogurt every day provides a full nutrient package of calcium and eight other essential nutrients.”

  - L. Natalie Carroll, M.D., President, National Medical Association
Health experts recommend:

- For daily milligrams of calcium, the National Academy of Sciences believes:
  - **Kids ages 1 - 3 need**
    - 2 Dairy servings
    - 500 mg of calcium
  - **Kids ages 4 - 8 need**
    - 3 Dairy servings
    - 800 mg of calcium
  - **Kids ages 9 - 18 need**
    - 3 Dairy servings
    - 1,300 mg of calcium

Health experts recommend:

- For daily milligrams of calcium, the National Academy of Sciences believes:
  - **Adults 19 - 50 need**
    - 3 Dairy servings
    - 1,000 mg of calcium
  - **Adults over 50 need**
    - 4 Dairy servings
    - 1,200 mg of calcium
What is a serving?

- **Milk**
  - 8 oz or 1 cup
  - ¾ size of soup can
- **Cheese**
  - 1 - 1.5 oz
  - Size of a matchbox
- **Yogurt**
  - 8 oz or 1 cup

The 3-A-Day logo only appears on...

- **Milk**
- **Cheese**
- **Yogurt**

- Products with 20% or more of the Daily Value of calcium
DFI 3-A-Day Extensions

- Partnering with 93 stations in 10 FL markets
- Interviews on 36 stations
- 4,020 promos written by DFI staff that mentioned www.3aday.org and other dairy-related health messages

DFI 3-A-Day Extensions

- 43 radio stations conducting 3-A-Day contests with DFI providing more than 250 dairy gift baskets for prizes
- 38 radio stations featuring links to www.3aday.org from their home sites
- More than $160,000 total added value from this endeavor
Get 3!

- 3-A-Day website www.3aday.org

Get 3!

- 3-A-Day e-mail newsletter