

Three Great Reasons for 3-A-Day of Dairy



**Micelle Cooper
Dairy Farmers Inc.**

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
 - $\frac{3}{4}$ 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

The screenshot shows the 3-A-Day website homepage. At the top left, there's a 'Featured Recipe' section with an image of a pizza and a bowl of dip. Below it is a 'Recipes & Snacks' section with the text 'Great-tasting, nutritious and easy-to-prepare recipes and snack solutions.' To the right, there's a 'Why 3-A-Day?' section with a 'Learn more about 3-A-Day!' link and the 3-A-Day logo which says 'For stronger bones'. Further right is a 'Tell Us...' survey section titled 'Survey requires the [Flash plugin](#)'. The survey asks 'What's your favorite lowfat dairy snack?' and lists several options: Reduced Fat Cheddar, Lowfat chocolate milk, Fat free flavored yogurt, String cheese, Part-skim Mozzarella, Drinkable or tube yogurt, Fat free milk, and Lowfat fruit yogurt. There are 'Submit Choice' and 'View Results' buttons. At the bottom right, there's a 'WIN \$333' promotion with a 'Click here for a chance to win \$333' link. A 'Health Professionals' section is also visible, asking if users are looking for dairy data or scientific studies.

Get 3!

- 3-A-Day e-mail newsletter

The screenshot shows an email newsletter from 3-A-Day. The header includes the 3-A-Day logo and the text 'Get 3! March 2007 Newsletter'. The main content is divided into several sections:

- Star Notice:** A message about the 3-A-Day website being on the top 100 list of family-friendly websites.
- FREE STUFF FOR MOM:** A promotion for a 'FREE 3-A-Day Cookbook' available for a limited time.
- Ask the Expert: Deanna Ross, R.D.:** A Q&A section where a dietitian answers a question about feeding a family.
- Recipe Spotlight:** A featured recipe for 'Muffin Madness'.
- News Bits:** A section titled 'Please Pick Eat' with information about a contest.