

The Dairy Download

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Fuel Up to Play 60

Students Show off Back-to-School Spirit with Back-to-Football Challenge



Students participating in the Back-to-School, Back-to-Football Challenge.

We've got spirit, how 'bout you? With the 2011-2012 school year in full swing, Fuel Up to Play 60 students have been hard at work creating submissions for the Back-to-School, Back-to-Football Challenge. Students were asked to create a commercial illustrating how they are kicking off the year with Fuel Up to Play 60 and generating Fuel Up to Play 60 spirit among their peers. The winner, set to be announced in October, will receive tickets to Super Bowl XLV!

Head over to Fuel Up to Play 60's [SchoolTube page](#) to check out submissions for the Challenge, which wraps up on October 10.

Are you a Fuel Up to Play 60 Program Advisor? If so, check out the Healthy Tailgate Party Play in your Playbook on [FuelUpToPlay60.com](#). You'll find great ideas for hosting Tailgate Parties to showcase how fun and easy healthy eating and physical activity can be.

Childhood Obesity Month: Fight for Healthier Kids with Fuel Up to Play 60



Approximately 12.5 million. That's the number of American children and adolescents who are obese, according to the [U.S. Centers for Disease Control and Prevention](#). September is Childhood Obesity Awareness Month and there is no better time to join the movement to end childhood obesity by getting involved with [Fuel Up to Play 60](#), which encourages youth to consume nutrient-rich foods and to achieve at least 60 minutes of physical activity every day.

Parents, community leaders, health professionals and businesses can learn more about what they can do to help conquer childhood obesity at [FuelUpToPlay60.com](#). Registered dietitians can also join the [ADA Foundation Kids Eat Right Initiative](#) and sign up to take action with Fuel Up to Play 60 in schools across the country.

NDC Walks a Mile with a Child at the National Medical Association Annual Convention



In an effort to encourage children to be physically active, the Mid-Atlantic Dairy Association recently partnered with the [National Medical Association](#) (NMA) to feature Fuel Up to Play 60 at the annual [Walk a Mile with a Child](#) community event. The event kicked off at [NMA's Annual Convention](#), which was held in Washington, D.C. from July 23-27.

Breaking News and Research

Protein + Exercise = Help with Weight Loss & Muscle Tone



While weight loss is a common health goal for many Americans, they may not realize that it often comes in the form of both fat and muscle loss. Maintaining muscle during weight loss is important and two new studies show the benefits of higher protein diets on muscle during this process. The [first](#) looked at a group of younger,

overweight or obese women and found that during the last eight weeks of the study, daily exercise paired with the reduced-calorie diet – highest in protein and dairy foods – led to the greatest fat loss and lean muscle gain compared to daily exercise paired with the reduced-calorie diet lower in protein and dairy foods.

Another [study](#) of older women participating in a weight loss regimen (exercise and a reduced-calorie diet) had similar results, such that those women receiving a whey protein supplement (45g additional protein per day) were able to maintain more muscle relative to the weight they lost than those women receiving a carbohydrate-based supplement of equal calories.

Want to receive more updates on the latest dairy science? [Subscribe](#) to *Dairy Research Insights*, the Dairy Research Institute's monthly e-newsletter.

More from NDC

New Hispanic Health Education Kit Available on NDC.org!



We know how important it is to take a patient's culture and customs into account when personalizing health or nutrition messages. The Hispanic population is the largest ethnic/racial minority group in the United States, and is impacted by obesity and some health conditions more than non-

Hispanic whites. On average, U.S.-born Hispanics consume only 1.5 – 1.6 servings of dairy a day, potentially missing the important nutrients that dairy foods provide. That's why National Dairy Council has developed a [Hispanic Health Education Kit](#), which offers research, handouts and education resources on health considerations important for Hispanics and the role of dairy foods in a healthful diet.

Flavored Milk...Packed with Nutrition Essential for Kids' Growth



When it comes to flavored milk, it's about perspective – flavored milk hardly moves the needle on added sugar intake, in fact, it contributes only 3 percent of added sugars in children's diets on average. What it does provide is essential nutrients in every 8 oz., in an affordable package. And milk, including flavored milk, is the #1 source of calcium, vitamin D and potassium in children's diets.

This school year, 95 percent of flavored milk in schools across the country is projected to be 150 calories or less per serving, with the average calorie level of 134. There has been a 38 percent reduction in added sugar in flavored milk served in schools since 2006. The average added sugar level today is 10.4 grams per 8-ounce serving, compared to 16.7 grams five years ago. Additionally, studies show that school-aged children who drink flavored milk actually drink more milk overall, consume more nutrients such as calcium, potassium, phosphorus, magnesium and vitamin A than non-milk drinkers, do not have higher intakes of added sugar or total fat, and have comparable or lower BMIs compared to children who do not consume flavored milk.

These innovations in flavored milk are the result of an ongoing commitment by the dairy industry to provide dairy products to meet the health and wellness as well as taste needs of children.

Also, be sure to check out the latest [Dairy Council Digest](#), which features flavored milk.

Upcoming Engagements

Join Us at the American Dietetic Association's Food and Nutrition Conference & Expo (FNCE)



We are excited to be the American Dietetic Association's FNCE! We'll be posting live from the conference using #FNCE. Join in the conversation @NtIDairyCouncil. Also, be sure to attend the following sessions:

- [At Dairy Innovations: Solutions to Achieve the 2010 Dietary Guidelines for Americans](#) (Sunday September 25, 8:00 – 9:30 a.m.), attendees will learn about new consumer research insights, trends and product innovations to help Americans achieve the recommendations of the 2010 Dietary Guidelines.
- Results of Fuel Up to Play 60's efforts to help curb childhood obesity will be communicated during [Making a Difference: Utilizing Evaluation Results to Mobilize Efforts to Curb Childhood Obesity](#) (Sunday September 25, 3:30 – 5:00 p.m.).
- [New Directions in Lactose Intolerance: Moving from Science to Solutions](#) (Monday September 26, 3:30 – 5:00 p.m.) will share conclusions from the National Institutes of Health Consensus Conference on Lactose Intolerance and Health, describe consequences that can result from dairy avoidance and recommend strategies to help clients/patients alleviate symptoms of lactose intolerance to optimize nutrient intakes.

Also, look for us on the expo floor, where we'll have samples, educational tools and the latest news on Fuel Up to Play 60.

Visit NDC at the American Academy of Family Physicians Scientific Assembly



We will also be hosting the following two educational sessions at the [American Academy of Family Physicians Scientific Assembly](#) on September 14 – 17 in Orlando, Fla. Please check them out and swing by our booth if you will be attending:

- [Understanding the Unintended Consequences of Dairy Avoidance for Patients with Lactose Intolerance](#) (Thursday September 15, 11:45 a.m. – 12:15 p.m.)
- [Making Wellness a Part of the Game Plan with Fuel Up to Play 60](#) (Friday, September 16, 12:30 – 1:00 p.m.)

Look for NDC at These Upcoming Meetings
[American Academy of Pediatrics National Conference & Expo \(NCE\)](#)
October 15 – 18, Boston, Mass.

For a full schedule of upcoming engagements, visit [NationalDairyCouncil.org](#).