

What's In Your Child's Glass? It May Make A Difference.

CHILDHOOD OBESITY IS AT AN ALL-TIME HIGH!

Did you know that nearly a quarter of the total calories consumed by children and teens come from beverages? With childhood obesity at an all-time high, you may be thinking a lot about what your children eat. But are you thinking enough about what they drink?



EVERY SIP COUNTS

In the last two decades, the percentage of overweight American children and teens has tripled. *What America Drinks*, a comprehensive study of U.S. beverage habits, suggests that our beverage choices are related to our body weight and the overall quality of our diet.

According to the study:

- The largest calorie contributors for children aged 8-13 are nutrient-poor sweetened beverages including soft drinks, fruit drinks, and presweetened teas.
- On average, teen boys consumed 32 ounces of sweetened beverages a day contributing 13% of total daily calories. Teen girls drank 22 ounces — an average of 12% of total daily calories.
- The average teen girl consumed only 7 ounces of milk a day — while teen boys consumed 12 ounces each day.

RE-THINK YOUR DRINK

The message is clear: What's in your glass can make a big difference.

- The unique mix of essential nutrients found in milk—including calcium and protein—play a key role in maintaining a healthy weight.
- Teens who drank higher amounts of milk and lower amounts of sweetened beverages tended to weigh less than those who consumed more sweetened beverages and less milk.
- Their diets were notably higher in essential nutrients like calcium, vitamin A, magnesium and potassium.

Encourage kids and grown-ups alike to drink 24 ounces of lowfat or fat free milk every 24 hours. This simple step can get your family on track for a healthier weight.

SIZING UP WHAT THEY SIP

Is your child's glass full of essential nutrients—or nearly empty aside from calories and sugar?

How Milk Measures Up	8 oz. low-fat milk	8 oz. regular carbonated cola
Calories	102	101
Sugars (g)	13	26
Vitamin A (IU)	478	0
Vitamin D (IU)	127	0
Protein (g)	8	0

USDA National Nutrient Database, Standard Release 19

What America Drinks is based on a comprehensive study conducted by ENVIRON International Corporation. The report analyzed data from more than 10,000 Americans ages 4 and older who participated in the government's National Health and Nutrition Examination Survey (NHANES) 1999-2000 and 2001-2002 and provided reasonable dietary reports of food/beverage intakes.

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Information sources: Centers for Disease Control and Prevention, US Census Bureau, Current Population Survey, Annual Social and Economic Supplement, 2006



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