

# »»» **IMPORTANT NOTICE**

## **KEEP W.I.C. PARTICIPANTS DRINKING MILK**

**Changes to W.I.C. guidelines will make only reduced fat versions of milk available to W.I.C. participants in most new food packages.**



- **W.I.C. participants who currently drink whole milk could stop drinking milk all together due to a perceived lesser nutritional value and taste difference**
- **With this recent change in regulations, make sure participants don't negatively impact their diet quality by not drinking milk**
  - » Research suggests that milk drinkers have an overall healthier diet, with higher intakes of calcium and other important nutrients compared to non-milk drinkers.<sup>1,2</sup>
  - » Milk provides 3 of the nutrients of concern outlined by the Dietary Guidelines for Americans (calcium, potassium and Vitamin A)
  - » Milk is a good source of high-quality protein and provides 8 other essential nutrients per serving

**We're making educational materials available to help educate W.I.C. participants about the nutritional benefits of lowfat and fat free milk.**

- Informing them that lowfat and fat free milk contain the same nine essential nutrients as whole milk, with less fat
- Reinforcing to moms the importance of taking full advantage of the program and their vouchers to get the milk they and their children need
- Helping participants learn more about the nutrients in milk and providing tips on how to switch from whole milk to a lower fat version like lowfat or fat free milk

### **How we can help you:**

- Educational materials provided in both English and Spanish will be available for local W.I.C. offices
  - » 1 kit will ship to each key state office for delivery mid-November (2 posters, 300 brochures)
  - » If you do not receive a kit or want to request an additional kit, call **800-945-MILK**

Questions? **800-945-MILK**

For more nutrition information visit [whymilk.com](http://whymilk.com) or [eligeleche.com](http://eligeleche.com)

**Merchandising kits to promote lowfat and fat free milk's nutritional benefits will be available to local retailers through their milk processors. These materials may be posted where participants shop.**

<sup>1</sup> Weinberg LG, Berner LA, Groves JE. Nutrient contributions of dairy foods in the United States, Continuing Survey of Food Intakes by Individuals, 1994-1996, 1998. *Journal of the American Dietetic Association*. 2004;104:895-902.

<sup>2</sup> Fulgoni V, Nicholls J, Reed A, Buckley R, Kafer K, Huth P, DiRienzo D, Miller GD. Dairy consumption and related nutrient intake in African-American adults and children in the United States: continuing survey of food intakes by individuals 1994-1996, 1998, and the National Health and Nutrition Examination Survey 1999-2000. *Journal of the American Dietetic Association*. 2007; 107:256-264.

