



Florida's Nutrition Education Initiative: "Moove to Lowfat or Fat Free Milk"

Dear Nutrition Advocate:

The Florida Interagency Food and Nutrition Committee is excited to share with you its "Moove to Lowfat or Fat Free Milk" campaign kit, which is being distributed to key program staff in public schools, health departments, WIC clinics, Cooperative Extension offices, child and adult day care centers, area aging agencies, and food stamp offices throughout the state. This kit was created as one component of a statewide nutrition education initiative called "Moove to Lowfat or Fat Free Milk," that is being launched during National Nutrition Month®, March 2002. Florida citizens (ages two years and older) are being encouraged to make the "*moove*" and choose lowfat (1%) or fat free (skim) milk, instead of whole milk or reduced fat (2%) milk, in an effort to promote healthy eating behaviors in order to reduce the incidence of overweight and obesity in Florida.

Today, nearly 1 in 5 Florida adults is obese. Just a few years ago, only 1 in 10 Florida adults was obese. The statistics for children are equally alarming. Such a large increase in obesity in such a short period of time constitutes an epidemic. Obesity can increase the risk for developing chronic diseases like diabetes, heart disease, high blood pressure, high cholesterol, arthritis, and some cancers.

One easy way to reduce fat consumption and reduce calories is to switch from drinking whole or reduced fat (2%) milk to lowfat (1%) or fat free (skim) milk. Lowfat and fat free milk have the same great nutrition as whole and reduced fat milk—just less fat!

Please take a moment to familiarize yourself with the nutrition education materials contained in this kit, and determine which materials you can use to effectively promote the "Moove to Lowfat or Fat Free Milk" message to your clients and customers. Your plans should include how you can sustain this important message throughout the entire year!

Members of the Florida Interagency Food and Nutrition Committee¹ developed the majority of these materials—by-lines appear at the end of documents that were developed by committee members. Some of these materials include valuable information that was adapted, with permission, from The Center for Science in the Public Interest's *The 1% Or Less* campaign, 1996. The materials in this “Mooove to Lowfat or Fat Free Milk” campaign kit may be duplicated for educational purposes only; they may not be reproduced or sold for commercial purposes. If you wish to adapt an item, please give the originator the proper credit (e.g., this article was adapted from [title of document], developed by [author's name]).

Please join us as we work to promote the important message “Mooove to Lowfat or Fat Free Milk.” Thank you for your support! If you would like more information about this initiative or would like to view PDF files of all the materials that are contained in the campaign kit, please visit our Mooove to Lowfat or Fat Free Milk website at: www.doh.state.fl.us/family/cvh/nutrition/milk.html

Best regards,
The Florida Interagency Food and Nutrition Committee

¹This campaign is brought to you by the following agencies of The Florida Interagency Food and Nutrition Committee:

Florida Department of Education
Florida Department of Elder Affairs
Florida Department of Health
Florida Department of Children &
Families

University of Florida IFAS Extension
U.S. Food and Drug Administration—
Florida District, Southeast Region
Suwannee River Area Health Education
Center

These institutions are equal opportunity providers.