

## SAMPLE PRESS RELEASE

### Florida Launches the “Moovve to Lowfat or Fat Free Milk” Nutrition Education Initiative

Florida’s Interagency Food and Nutrition Committee is launching a statewide nutrition education initiative, called “*Moovve to Lowfat or Fat Free Milk*,” during National Nutrition Month®, March 2002. This campaign encourages healthy adults and children two years and older to choose to drink lowfat (1%) or fat free (skim) milk, instead of whole or reduced fat (2%) milk. These modest dietary changes are being encouraged in an effort to promote healthy eating behaviors in order to help 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 make the switch from drinking whole milk or reduced fat milk to drinking lowfat or fat free milk. Lowfat and fat free milk have the same great nutrition as whole and reduced fat milk—just *less* fat! Sample taste tests reveal that most people are unable to tell the difference between lowfat, reduced fat, or whole milk. An easy way to make the switch from whole milk is to do it gradually. Start by using reduced fat (2%) milk. Then, move to lowfat (1%) milk and, finally, try fat free (skim) milk.

The *Moovve* Campaign’s sponsor, the Florida Interagency Food and Nutrition Committee, is a nutrition task force whose mission is to provide effective nutrition, food security, and food safety programs and services to the public. Agencies sponsoring this nutrition education initiative include: the Florida Department of Children and Families; Florida Department of Education; Florida Department of Elder Affairs; Florida Department of Health; University of Florida IFAS Extension; U.S. Food and Drug Administration-Florida District, Southeast Region; and Suwannee River Area Health Education Center. These institutions are equal opportunity providers.

For more information about this campaign, visit the campaign website at <http://www.doh.state.fl.us/family/cvh/nutrition/milk.html>

\*\*\*