

College Students Promise Mom and Dad to Drink...Milk, That is! New Survey Shows Worried Parents Want it in Writing

(NAPS)—What parting words did many parents have for their children when they left home for college this fall? Drink your milk!

According to a recent national survey of more than 1,000 parents with college-bound children, their greatest wish was for their future freshmen to drink their milk. Regular milk consumption was even more important to parents than being nice to their teachers, buttoning their coats in cold weather and making their beds in the morning.

The fact is parents may have a real reason to worry. The survey found that eight out of 10 incoming college students are leaving behind their primary meal providers for the first time—Mom and Dad. “College is all about young people making decisions without their parents around,” says Ann S. Litt, M.S., R.D., L.D., author of “The College Student’s Guide to Eating Well on Campus” (Tulip Hill Press, 2000). “So it’s a critical time to educate students on good nutrition so they can make healthy decisions in the dorm dining room and beyond,” says Litt.

Students Put Their Milk Where Their Mouths Are

This year, students had an opportunity to put their milk where their mouths are during milk mustache events nationwide. The got milk? campaign traveled to 40 university campuses to encourage students to relieve their parents’ angst and take control of their dietary destiny. Students signed the “Drink 3 Pledge” and set a goal to make their health a priority in college by drinking at least three 8-ounce glasses of milk each day. Parents



and students also had a chance to capture the moment and pose for milk mustache photos together.

College Students’ Food Choices are Parents’ Top Concern

Parents surveyed said their top health concern for their college-bound student was that they would choose junk food rather than vitamin and nutrient-rich foods. For college students, that often means choosing nutrient-vacant beverages over calcium-rich milk.

“Students leaving home for the first time are faced with a lot of tough decisions. Making the right nutritional choices is key,” says Litt. “College is a critical time not to miss out on calcium. When students pack their bags and go away to college, we want to make sure they don’t forget to keep packing in at least three daily servings of milk’s nine essential nutrients.”

Not Drinking Enough in College?

Of the parents surveyed, 80 percent thought their child would likely drink one or fewer glasses of milk a day while away from

home attending college. That’s a major cause for concern for parents and nutrition professionals, such as Litt. The National Academy of Sciences recommends college-age men and women consume at least 1,000 mg of calcium a day, which can be met by drinking at least three 8-ounce glasses of milk each day.

“College is a time when students are making choices that may stick with them through adulthood,” says Litt. “Drinking three glasses of milk a day is an easy and great-tasting way to help keep their diets balanced and calcium-rich.”

Since Mom and Dad are not stocking the refrigerator with milk anymore, Litt suggests students grab a milk single serve during lunch in the cafeteria, a carton at the drive-thru window and a café latte while studying in the afternoon to work three glasses of milk into a busy day.

Cliff Notes on Calcium

The ‘got milk?’ Milk Mustache marketing campaign is jointly funded by the nation’s fluid milk processors and America’s dairy farmers. The multi-faceted campaign was initiated to educate consumers and correct misconceptions about milk.

College students can learn more about milk and its health benefits by visiting the milk Web site at www.whymilk.com. Web site visitors can also receive a customized diet analysis from a “personal trainer.” To receive a free “Milk 101: Meeting Core Requirements” brochure that offers nutrition facts and easy tips on how to fit milk into a student’s busy schedule, log onto www.whymilk.com.