

# strength begins within

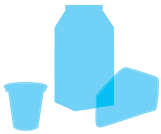
BUILDING BETTER BONE HEALTH

for children

Childhood is the most important time to build strong bones. If kids don't get the nutrients needed-especially calcium and vitamin D- they put their current and future bone health at risk.

Compared to a generation ago, fractures among boys have increased by one-third, and among girls, by one-half. Additionally, in many young girls' diets, other beverages- which don't contain calcium -have replaced milk.

what can kids do to keep bones healthy?



bone up on a healthy diet

Dairy foods are an important source of bone-building nutrients such as calcium, vitamin D, and protein. In fact, research shows that including yogurt, milk, cheese and other dairy foods in a child's diet has a positive influence on bone health. The amount of calcium and vitamin D that your child needs depends on age. Unfortunately, many kids aren't getting their recommended amounts of calcium and vitamin D, particularly as they get older.



include exercise

The more work bones do, the stronger they get. Kids need at least an hour of physical activity every day. Jumping rope, running, walking, playing soccer and basketball, dancing and gymnastics are all examples of activities-called weight-bearing exercises-that benefit bones.

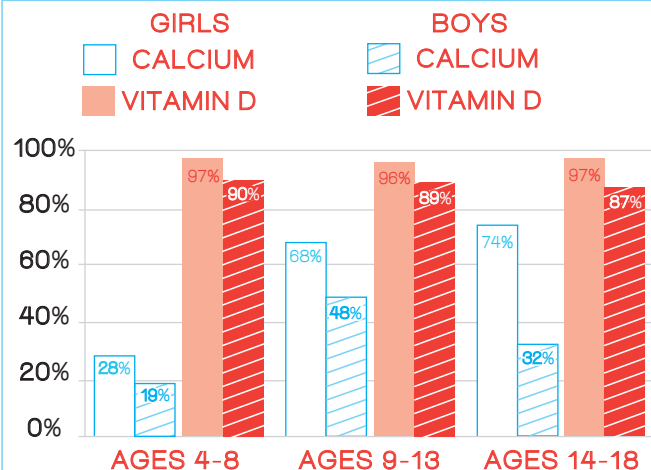
How much calcium and vitamin D is recommended\* for kids daily?

AGE	CALCIUM (mg)	VITAMIN D (IU)
4-8 years	800 mg	400 IU
9-18 years	1100 mg	400 IU

\*Expressed as Estimated Average Requirements (EAR)  
Source: Institute of Medicine. Dietary Reference Intakes for Calcium and Vitamin D, 2010.

The 2010 Dietary Guidelines for Americans recommends that every person over 2 years of age choose low-fat and fat-free dairy most often. They contain bone-building nutrients but with fewer calories and less fat, saturated fat, and cholesterol.

Percent of kids not getting enough calcium and vitamin D from food



Source: NHANES 2009-10 (Day 1 & 2) NCI Usual Intake Method from foods only. Represents percentage below Estimated Average Requirements (EAR).

# easy ways to get bone building nutrients everyday

Looking for ways to add more dairy to your child's day?

## begin at breakfast

- Serve up a cup of yogurt sprinkled with berries
- Use milk to make oatmeal instead of water
- Pour milk over breakfast cereal – and remind kids to drink the extra in the bowl!

## load it in at lunch



- Add a container of yogurt into the lunchbox
- Use milk to make tomato soup
- Enjoy a grilled cheese sandwich

## do more at dinner

- Drink a glass of milk with dinner
- Add a dollop of plain yogurt to a baked potato instead of sour cream
- Melt cheese on broccoli florets

## select super snacks

- Whip up a fruit smoothie with yogurt, frozen fruit, a banana and a splash of orange juice
- Munch on a stick of string cheese
- Dip apple wedges into yogurt

Select foods with calcium and vitamin D		
FOOD	CALCIUM	VITAMIN D
 Milk or soymilk, fat-free with added vitamins A& D (8 fl oz)	300 mg	100 IU
 Yogurt, fat-free and low-fat, fruit variety (6 oz cup)	200-300 mg	0-100 IU
 String cheese, part-skim (1 oz stick)	200 mg	5 IU
 Reduced-fat cheddar cheese (1 oz)	100 mg	0 IU
 Pudding, made with 2% milk (1/2 cup)	100 mg	40 IU
 Orange juice, with added calcium and vitamin D (8 fl oz)	300-500 mg	100-140 IU
 Dark leafy greens (1/2 cup, cooked)	50-130 mg	0 IU
 Fortified ready-to-eat breakfast cereals (1 cup)	100-300 mg	40-50 IU
 Salmon (3 oz, cooked)	10 mg	450 IU

US Department of Agriculture, Agricultural Research Service. 2010. USDA National Nutrient Database for Standard Reference, Release 23.

## help your kids get their daily dairy

Kids should get at least 2 1/2 to 3 cups of dairy each day.

## Yoplait® Original contains:



- 20% Daily Value of calcium (200mg)
- 20% Daily Value of vitamin D (80 IU)

## How much calcium and vitamin D is in my food?

The Nutrition Facts panel on food products lists calcium and sometimes, vitamin D content, as a percentage known as the Daily Value (% DV). Generally, a food with a % DV of 10 percent or greater is a good source of that vitamin or mineral; foods with a % DV of 20 percent or more are excellent sources.

% DV	CALCIUM (mg)	VITAMIN D (IU)
10%	100 mg	40 IU
20%	200 mg	80 IU
50%	500 mg	200 IU
100%	1000 mg	400 IU