

## **MILK MATTERS FOR BONE HEALTH & OSTEOPOROSIS PREVENTION**

*Partnership increases school milk vending, replacing less healthy beverages*

### **Public Health Problem**

- Osteoporosis is a disease that makes bones weak and more likely to break.
- An important prevention step is eating a diet rich in calcium and vitamin D.
- Many teenage boys and girls don't drink recommended amounts of milk, a great source of calcium and vitamin D.
- Making healthy foods like milk more available and decreasing the availability of sugar-sweetened beverages like soda makes it more likely that teenagers will get the nutrients they need for good health.

### **Program**

- The West Virginia Osteoporosis and Arthritis Program formed a partnership with the American Dairy Association Mideast to provide grants to schools for the placement of milk vending machines in schools serving students in grades six through twelve.
- Sixty-four milk vending machines were installed in twenty-six districts.
- An additional forty-five districts have committed to selling only more-healthy beverages during the school day - including low-fat milk - but less than half of these districts had milk vending machines at the time of this commitment.

### **Impact**

- This partnership effort is providing milk as a better beverage choice for middle and high school students in about half the state's school districts throughout the school day, not just at mealtime.
- Making milk more available in attractive packaging and flavors is increasing student's consumption of milk, supplying an important health benefit.
- This partnership helps reach a state plan objective to "increase bone health resources for children in grades seven through twelve in the school environment."
- The partners are working to place milk vending machines in the counties that don't yet have these machines but have committed to a healthy beverage policy.
- Milk vending supports wellness goals mandated by federal legislation and generates revenue for schools in a socially responsible manner.

### **Contacts**

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