

# Milk Matters

## Part 1

Findings from the Texas Child Feeding Study<sup>1</sup>

## How much milk do Texas children drink?

### Background

The USDA recommends: Children over age one should consume two 8oz. servings of milk daily.<sup>2</sup>

### What did we ask?

- Does your child drink milk daily?
- About how many cups of milk does your child drink each day?
- How much milk is recommended for a child (ages 1-5) to drink daily?

### What did we learn?

In this sample, how much milk did WIC and non-WIC children drink? See Figure 1.

- Most children drink milk daily. Seven percent of children don't drink milk daily or at all.
- Average daily milk intake was 2.8 cups per day.
- There were no significant differences in milk intake between WIC and non-WIC kids, or by income.

How was knowledge about how much milk children should drink associated with behavior? See Figure 2.

- 27% of respondents knew the recommended amount of milk for children.
  - No differences between WIC and non-WIC respondents.
- Parents who answered correctly reported that their children drink slightly more milk than those who don't know.

### Implications for WIC Nutrition Educators

- These findings support the need to reduce the amount of milk in the WIC food package for children.
- Awareness of the recommended amount of milk (16 oz.) for children was not associated with intake of the recommended amount.
- Nutrition educators can support this change by handing out visual cues (such as Zobey magnets) to remind parents of recommended liquid recommendations.
- Encourage parents to offer children water when they are thirsty.

For more information about this study series, please visit:

[www.dshs.state.tx.us/wichd/nut/riskreport-nut.shtm](http://www.dshs.state.tx.us/wichd/nut/riskreport-nut.shtm)

Figure 1.  
PERCENT OF CHILDREN (AGES 1-5)  
WHO DRINK MILK DAILY  
n=721

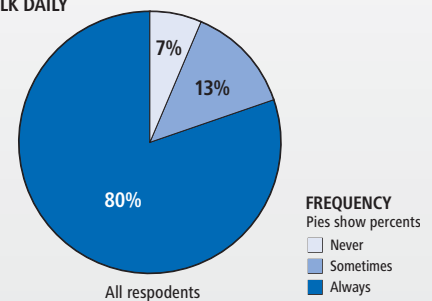
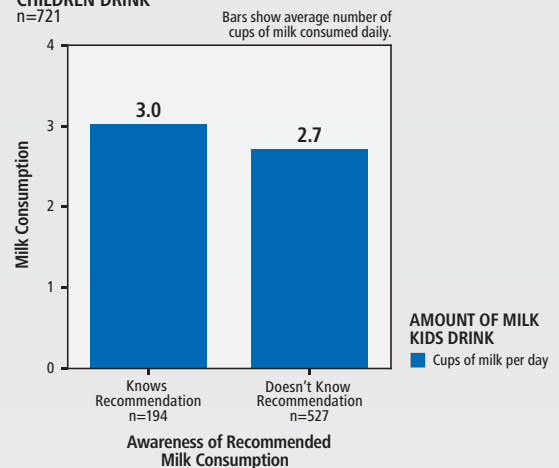


Figure 2.  
KNOWLEDGE VS. BEHAVIOR: AMOUNT OF MILK  
CHILDREN DRINK  
n=721



<sup>1</sup> Results from the Texas Child Feeding Study, conducted by the University of Texas at Austin Nutrition Education Team, in conjunction with the Texas Dept. of State Health Service. Seven hundred and twenty-one (721) Texas households were surveyed. Households had at least one child between the ages of 1 and 5 years and were grouped into the following categories WIC households (n=241); low-income, non-WIC households (n=274); middle to high-income households (n=203). For more information on the study, contact Shellie Shores at: shellie.shores@dshs.state.tx.us.

<sup>2</sup>Source: www.MyPyramid.gov

# Milk Matters

## Part 2

Findings from the Texas Child Feeding Study<sup>1</sup>

## What kind of milk do Texas children drink?

### Background

The USDA recommends: Whole milk for 1 year-olds, low-fat or fat-free milk for children ages 2 and older.<sup>2</sup>

### What did we ask?

- What kind of milk does your child usually drink?
- At what age should a child switch from whole milk to low-fat or fat free milk?

### What did we learn?

**In this sample, what type of milk do children drink?** See Figure 3.

- Controlling for age of child, the type of milk consumed was the same for WIC clients, low-income, and higher-income respondents.
- Over half of children (52%) ages 2-5 drink whole milk; one third (33%) drink reduced fat milk; and 10% drink either low-fat or fat free milk. A small percentage of parents reported that their children drink either soy milk (2%), formula (2%) or breast milk (< 1%).

**How was knowledge about what type of milk children should drink associated with behavior?** See Figure 4.

- **Less than 1/3 of respondents** with children age 2 or older knew that their children should switch from whole milk to low fat or fat free milk at age 2.
  - No differences between WIC and non-WIC respondents.
  - Over 1/3 of parents with children age 2 or older who knew the correct age to switch to low-fat or fat free milk reported that their children drink whole milk.

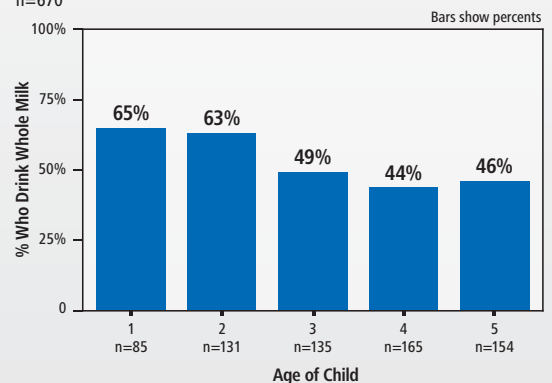
### Implications for WIC Nutrition Educators

- The findings support the change to the WIC package mandating low-fat milk for WIC children ages 2 and older.
- Nutrition educators can support this change by helping clients understand that low-fat milk is healthy for their children.
- Gram for gram, low-fat milk has fewer calories and less fat, but the same protein and calcium. See Figure 5.
- Do a blindfolded milk taste test challenge to encourage clients to try low-fat milk.

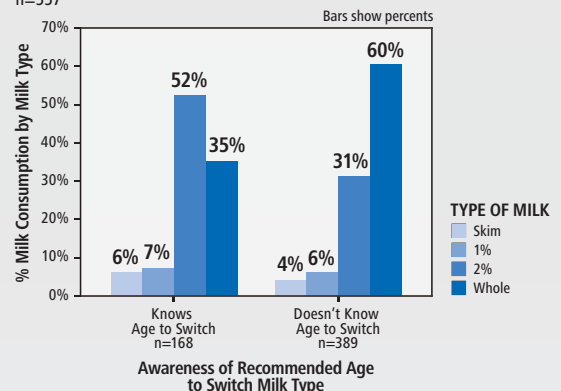
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**Figure 3.**  
PERCENT OF CHILDREN WHO DRINK WHOLE MILK  
BY AGE OF CHILD  
n=670



**Figure 4.**  
KNOWLEDGE VS. BEHAVIOR: TYPE OF MILK  
n=557



**Figure 5.**  
MILK NUTRIENT CONTENT IN 1 CUP BY TYPE OF MILK<sup>3</sup>

Nutrients	Whole	Reduced Fat (2%)	Low-fat (1%)	Nonfat
Energy (Kcal)	150	121	104	90
Protein (g)	8	8	9	9
Fat (g)	8	5	2	<1
Carbohydrate (g)	11	12	12	12
Calcium (mg)	291	297	313	316
Cholesterol (mg)	33	18	10	5

Source: 2000 National Dairy Council<sup>®</sup> available at: <http://www.nationaldairyCouncil.org/nationaldairyCouncil/nutrition/products/table13.pdf>

