

3-A-Day of Dairy Nutrition Education Grant Program Fact Sheet

What

America's low calcium intake is recognized as a major public health problem. To address this concern, the Dairy Council of Florida will award one \$5,000 grant to an organization or individual proposing innovative, community-based nutrition education programs aimed at empowering kids to become advocates for healthy eating, including three servings of dairy a day, and an active lifestyle, which contribute to a healthy weight.

Who

Grants are open to all groups or individuals in the U.S., including those self-employed, commissioned by or employed by organizations of local government, state and local health departments, regional and state agencies and schools, medical facilities and extension specialists.

Nutrition Education

The 3-A-Day of Dairy nutrition education program is designed to improve overall diet, by including three servings a day of milk, cheese or yogurt to help children adopt a healthy, active lifestyle.

Grant Program Guidelines

All program proposals/applications must:

- include specific educational/behavioral objectives targeting children (ages 9-18, or a subgroup within this range) with measurable results that have the potential to be replicated. Consideration will also be given to the methods used (validated, v. non-validated) and the ability to leverage and communicate the results to a wider audience.
- be original/creative in design and program implementation.
- empower kids to be advocates for healthy eating, including three servings of dairy a day, and an active lifestyle, which contribute to a healthy weight.
- aim at improving knowledge of 3-A-Day of Dairy nutrition through design and implementation of one or more educational activities.
- focus on increasing dairy product consumption (milk, cheese or yogurt) to at least three servings per day with emphasis on lowfat and fat free products to be consistent with the USDA food guidance system, dietary guidelines for Americans, and the 3-A-Day of Dairy nutrition education program.

How to Apply

To access submission guidelines and to download a sample application, please visit www.nationaldairycouncil.org. If you don't have Internet access, please contact Stephanie Norris at 407-647-8899.

Note: Applications must be postmarked by May 13, 2005

