



DEPARTMENT OF HEALTH

News Release

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DOH MILK CAMPAIGN PROMOTES 1% OR LESS FOR BETTER HEALTH

The Hawaii State Department of Health today kicked off its "1% or Less is Best" nutrition education campaign at Jarrett Middle School with a blind taste test challenge for 7th graders.

"1% or Less is Best" is a follow-up to the highly successful state-wide media campaign conducted in 2004, which urged Hawaii residents to make the switch to lower fat milk. Last year, as a result of the campaign, an estimated 65,000 people switched to 1% and non-fat milk. A majority of those who switched to low-fat milk were from Hawaiian and Filipino populations, which have high incidences of heart disease.

"This campaign supports our Administration's efforts to improve the health and well-being of our residents," said Governor Linda Lingle. "Doing something as simple as drinking low-fat milk can make a difference in a person's long-term health."

"We hope that by educating the public about the facts and giving them an opportunity to taste the healthier options, they will make informed, healthy choices when they buy milk," said Health Director Chiyome Fukino, M.D. "Making the healthy choice doesn't cost any extra money or require extra effort, but it can do so much for your heart and your health."

In an era where middle schools have the option to leave health education out of the curriculum, Jarrett Middle School has decided to make the teaching of health education standards a priority.

(more)

Health Teacher Cathy Kaho'ohanohano teaches sixth and seventh graders, and encourages her students to take responsibility for making healthy choices.

“At a time when personal habits are developing, I think it is especially important to teach students about the value of regular physical activity, living tobacco and drug free, and eating healthy,” said Kaho'ohanohano.

Both 1% and skim milk have the calcium, protein, vitamins A and D in whole milk, but with more than three times less saturated fat. The saturated fat in an 8 oz. serving of whole milk is equal to the saturated fat in 5 slices of bacon. A serving of 2% milk has the saturated fat of 3 pieces of bacon. In comparison, 1% milk has the saturated fat of 1 and half pieces of bacon, while skim milk has no saturated fat at all.

According to the Centers for Disease Control and Prevention, “Diets rich in saturated fat are linked to high cholesterol, obesity, and heart disease, and contribute to thousands of deaths each year.” Switching to low-fat milk is one way Hawaii's residents can reduce their intake of saturated fat without spending any extra money.

When making the switch to low-fat milk, gradual change is recommended. For instance, if you drink whole milk, try 2% milk. After two weeks, switch to 1% milk. Then, you can choose to drink low-fat milk or opt to switch to fat-free skim milk.

For more information about ways to start living healthy, visit www.healthyhawaii.com.

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