

# Messages for 8-10 Year-Old Children

*There are five core messages for 8-10 year old children. These messages address: food preferences, beliefs and asking behaviors.*

*These messages may be used alone, or with the messages for mothers of elementary school-aged kids. This approach communicates similar and supporting information to parents and children.*

## Food Preference, Beliefs, and Asking Behavior Messages

**Note:** Milk and yogurt messages must be paired with image depicting low-fat or fat-free milk or yogurt.

1. Eat smart to play hard. Drink milk at meals.
2. Fuel up with milk at meals. And soar through your day like a rocket ship.
3. Snack like a super hero. Power up with fruit and yogurt.
4. Eat smart to play hard. Eat fruits and veggies at meals and snacks.
5. Fuel up with fruits and veggies. And soar through your day like a rocket ship.



*Consumer-tested supporting content is available for these messages.*