

Messages for Mothers of Elementary School-Aged Children

There are four core messages for mothers of elementary school-aged children. These messages address: accessibility/availability of fruits and vegetables and increasing consumption of fat-free and low-fat milk and milk products. These messages may be used alone, or with other messages and with the consumer-tested supporting content (e.g., bulleted tips, stories, or recipes).

Availability/Accessibility Messages

1. Want your kids to reach for a healthy snack? Make sure fruits and veggies are in reach.*
2. When they come home hungry, have fruits and veggies ready to eat.*
3. Let your kids be “produce pickers.” Help them pick fruits and veggies at the store.
4. They’re still growing. Help your kids grow strong. Serve fat-free or low-fat milk at meals.



Consumer-tested supporting content is available for these messages.