Eric Zeitlin

PR Writing

Final Project

12/13/14

Topic and Non-Profit Organization

 The topic is, ‘Should chocolate milk be allowed as a choice at lunch time in public schools.’ As the public relations director for a fictional organization called, Youth Health Association, I will be representing the organization as the voice to support public schools to continue offering chocolate milk as a lunchtime option.

Position Paper

The recent increase in childhood obesity has become a serious issue over the last decade and people are beginning to question what is at the core of this problem. Many suggestions to this problem have been brought up, yet the number of over weight children still seems to be growing. One of the suggested ideas to stop children being over weight is to eliminate chocolate milk as an option in public schools.

“Federal assistance in providing milk for school children has been in operation since June 4, 1940, when a federally subsidized program was begun in Chicago. It was limited to 15 elementary schools with a total enrollment of 13,256 children. The schools selected were located in low-income areas of the city. The price to the children was 1 cent per one-half pint, and children who could not pay were given milk free, the cost being paid through donations by interested persons."(ProCon.org)

The National School Lunch Act went into law in 1946, after president Harry Truman signed it with the intention of providing nutritious lunches to the nations children. "It is hereby declared to be the policy of Congress, as a measure of national security, to safeguard the health and well-being of the Nation's children and to encourage the domestic consumption of nutritious agricultural commodities and other food, by assisting the States, through grants-in aid and other means, in providing an adequate supply of food and other facilities for the establishment, maintenance, operation and expansion of nonprofit school lunch programs."(ProCon.org)

Three lunch options would be available under the act: lunch A, Lunch B, and lunch C. It was also required that each lunch include between ½ to 2 pints of whole milk. (PorCon.org)

In 1966, President Lyndon B. Johnson, authorized the Special Milk Program (SMP), and signed the Child Nutrition Act into law. "The SMP provides milk free of charge or at a low cost to children in schools and child care institutions that do not participate in other Federal child nutrition meal service programs. The federally assisted program reimburses schools for the milk they serve."(ProCon.org)

When it comes to the issue of whether or not chocolate milk should be provided to children at lunchtime in school, the Youth Health Association (YHA) stands behind the belief chocolate milk provides nutritional benefits to children and should be served in public schools at lunchtime across the nation.

Both white milk and flavored milk, most notably chocolate milk, contain several key nutrients that support growth and development in children, and prevent disease as well as support optimal health in adults. (Dairy Council of California. Healthy eating Made Easier)

According to the 2010 Dietary Guidelines for Americans, the number one food source for calcium, vitamin D, and potassium, is milk. It is also recommended that everyone 9 years and older have three servings of low-fat or fat-free dairy foods everyday, and 2-1/2 servings for children ages 2 to 8. (Dairy Council of California)

People always say milk provides for strong bones, and most people are right, however most people don’t know that the body works with more that just one nutrient at a time when processing food put into the human body. All milk products provide the right amounts of calcium, vitamin D, protein, phosphorus, magnesium, potassium, vitamin B12, and zinc. (Dairy Council of California)

The DASH (Dietary Approaches to Stop Hypertension) diet, uses milk as one of the key components, and is structured to stop heart diseases and reduce the risk of high blood pressure by ingesting three servings a day of low-fat and fat free milk, yogurt and cheese, as well as eating 8 to 10 servings of fruits and vegetables a day. (Dairy Council of California)

Opposing viewpoints to this argument will bring up several reasons why drinking milk at a young age is harmful. One of those reasons is that the consumption of milk causes an early onset of puberty. The logic behind this thought has to do with girls entering puberty at a much earlier age than ever before in history. Supporters of this idea back it up by adding that early age in puberty is caused by an increase in weight that has to do with consuming food products that are high in hormones, such as milk. Another opposing viewpoint is that chocolate milk is ‘soda in disguise.’ The added sugar tends to cause a debate over whether or not chocolate milk really has all the benefits that white milk has. The other thought that non-milk drinking believers share is ‘drinking milk causes kidney stones.’ (Dairy Council of California)

Milk most likely does not play a role in early onset to puberty since the body weight of children who drink milk is lower, not higher than those children who do not drink milk. The chances that milk is responsible for young girls entering puberty sooner than ever before is slim due to the simple fact that today’s adolescent girls drink less than their mothers did. Milk is an unlikely factor for girls beginning puberty sooner. “Milk is a significant source of calcium and should not be eliminated during the adolescent years. Preteen and teenager girls (age 9 -18) need 1,300 mg of calcium a day since this is the "window of opportunity" when calcium is deposited in bones. The 2010 U.S. Dietary Guidelines recommend that adolescent girls consume three cups of milk or milk products per day.”(Dairy Council of California)

Chocolate milk only contains about 60 more calories than unflavored milk but still contains all the same key nutrients that are important for bone health, such as: protein, calcium, magnesium, potassium, ribofavain, niacin, vitamins B12, A and K. (Dairy Council of California)

Children are prone to accepting chocolate milk which helps them get there three servings a day, an average recommended by the 2010 Dietary Guidelines for Americans. “A recent study found that children who drink milk—either flavored or plain—consume more nutrients and have a lower or comparable body mass index (BMI) than children who don’t drink milk—a testament to the importance of milk in the diets of children.” (Dairy Council of California)

The recent idea to eliminate chocolate milk from schools to help stop obesity has backfired. Schools that decided to eliminate chocolate milk as a lunchtime option saw a 35 percent decrease in total milk consumption due to the fact that students were either throwing away the white milk, or choosing soda instead of milk all together.

“Many dairy manufacturers are working hard to reformulate flavored milk to lower-fat and lower-sugar versions. This solution should maintain taste appeal to children and meet the needs of public health advocates concerned about obesity. The best long-term approach is a balanced one in which flavored milk is offered as one of many varieties of milk available to the consumer.” (Dairy Council of California) “A four-year study in men aged 40 to 75 found that those who consumed a calcium-rich diet (1,326 mg calcium/day) had a 34 percent lower risk of kidney stones than men who consumed only 516 mg calcium per day.” (Dairy Council of California) After an eight-year period studying women, they too had a less likely chance of developing kidney stones.

The YHA strongly agrees with all opposing parties that the increasing epidemic of child obesity stop, however when it comes to eliminating chocolate milk as a drink choice in lunch rooms across the nation we strongly disagree. Some other healthy alternative options that we feel would serve just as well if not better are to increase the length in time required for physical activity at all schools, put a limitation on electronic device usage such as iPhones and iPods, and finally, to remove all unhealthy food from vending machines inside public schools. As a nation this is something that we need to work on together, not separate. Solving child obesity is not easy, but it is necessary.

Works Cited

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Print Press Release

**NEWS Youth Health Association**

December 13, 2014

Eric Zeitlin/ Public Relations Director

Phone: 708-988-0909 / email: elzeit11@smumn.edu

[www.youthhealthassociation.com/press/org /](http://www.youthhealthassociation.com/press/org%20/)fake event

**Youth Health Association makes moves by walking in Washington.**

Bountiful, Utah- The president of the YHA has decided to send a number of employees to Washington, DC, to protest in front of the National Education Association.

The president of YHA, Tom Smith, announced that a few members from the organization are going be protesting from 9 a.m.-11 a.m., in front of the National Education Association building in Wash. DC, Monday, March 2, 2015.

“We hope this rally will have an impact on the powerful people who make choices that effect our nations young people,” said Tom Smith. The goal of protesting is not to start any altercations but to make a change for the better and ultimately influence the members of the NEA to rethink the decision to take chocolate milk out of public schools in this country.

As the statistics constantly increase for the number of obese children, the YHA plans to take whatever action necessary to stop this terrible reality. “It pains me to see children at such young ages being diagnosed with things like diabetes and other illnesses that are all very avoidable.” Tom Smith said.

Each member of the YHA has voluntary decided to attend the rally in March at the NEA’s headquarters in Wash, DC. A long time member of the YHA feels very strongly about the issue and even stronger about the YHA as a whole. “I have worked for the YHA for 12 years because it’s a great organization with great people doing great things for a great country.” said Gina Williams.

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**About the Youth Health Association**

The Youth Health Association is a non-profit organization with the goal keeping our nations youth healthy by providing creative ways for all children to stay healthy and active despite their financial situations. There are about 1,000 employees and the headquarters is located in Bountiful, Utah.

Pitch Letter

Pat Collins

NBC4 Washington

4001 Nebraska Avenue NW

Washington, DC 20016

Dear Mr. Collins:

The Youth Health Association is a non-profit organization with one common goal in mind, to keep our nations youth healthy. Several members from the organization are going to be attending a rally in Washington, DC, on March 2, 2015, from 9 a.m.-11 a.m. The rally will be held on the front steps of the National Education Building, also located in Washington, DC.

The exact location for the NEA building is 1201 16th Street, NW, Washington, DC 20036-3290. The purpose for several members of the YHA attending this event is to protest and hopefully persuade the NEA not to eliminate chocolate milk as a lunchtime option for children in the nations public schools.

Since you have personally worked as an investigative, general assignment, and feature reporter for NBC and have many years of experience covering stories such as this one it would be greatly appreciated if you could cover this story.

The audience in the Washington, DC area would find this issue interesting for several reasons.

* Child obesity levels are increasing every year and removing chocolate milk from schools is not the answer to this problem.
* Washington, DC is the political capital of the word and our nations leaders should be just as concerned, if not more with this issue.
* The goal of this is not to get milk into the schools; it’s to get healthy live styles into the schools.

Gina Williams will be leading the group of YHA members for the protest on March 2, 2015. She is more than willing to answer any questions you or any other NBC reporters might have. I will be sure to follow up with you in a few days to confirm receipt of this email, but in the meantime feel free to further investigate at [www.YouthHealth](http://www.YouthHealth)Association.com.

Sincerely,

Eric Zeitlin

Director of Public Relations

Email: ez7@yha.com

Phone: 708-098-890