



# Milk Matters Order Form

## Free Campaign Materials

The Milk Matters calcium education campaign is coordinated by the National Institute of Child Health and Human Development (NICHD).

### Why Milk Matters Now for Children and Teens

QUANTITY  
  
0171



(January 2001)  
This 8-panel fact sheet describes the importance of milk and calcium for children and teens. It is designed for the general public, as well as for health professionals, teachers, and other educators.

### Why Milk Matters for Your Child's Health

QUANTITY  
  
0105



(May 2000)  
This 12-page booklet explains to parents why kids need enough milk and calcium. It explains why calcium is important for growing bones, how much kids need at different ages, and suggests foods that are high in calcium.

### Milk Matters Sticker

QUANTITY  
  
(ENGLISH)  
0075  
CANTIDAD  
  
(ESPAÑOL)  
0152



Logo stickers are 3 1/4" square and contain contact information.

### La Importancia de la Leche

CANTIDAD  
  
0198



(agosto de 2001)  
Esta guía de ocho paneles describe la importancia que tiene la leche y el calcio entre los niños y los adolescentes. Ha sido diseñada para el público en general como también para los profesionales en salud, maestros y cualquier otro educador.

### La Leche Para la Salud de Sus Hijos

CUANTO  
  
0108



(Febrero de 2000)  
Este cuadernillo de 12 paginas explica a los padres el porque los pequeños necesitan suficiente leche y calcio. También explica porque el calcio es importante para el crecimiento de los huesos, y cuanto calcio es necesario en diferentes etapas del crecimiento. El cuadernillo también sugiere alimentos que contienen altas cantidades de calcio.

### Bone Up on Bone Loss!

QUANTITY  
  
0138



(March 2000)  
This fact sheet discusses the importance of physical activity for building strong and healthy bones. It also explains the role of calcium for good bone health.

### Public Service Announcements (PSAs)

QUANTITY  
  
NEWSPAPER  
0077



QUANTITY  
  
MAGAZINE  
0078

PSAs are designed to be reproduced in newspapers, newsletters, magazines, and other printed materials. Each package comes with 2 designs in a variety of sizes. Limit 1 package each.

### Milk Matters with Buddy Brush Coloring Book

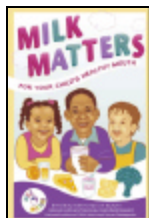
QUANTITY  
  
0115



(August 1999)  
This 12-page coloring book is designed to teach kids ages 4-8 about the importance of milk for building strong teeth and a healthy body.

### Milk Matters for Your Child's Healthy Mouth

QUANTITY  
  
0188



(March 2001)  
This 8-page booklet explains to parents why calcium is important for keeping teeth and gums strong and healthy. It also provides ways to help children get and keep strong teeth and healthy gums.

### Milk Matters Poster

QUANTITY  
  
(ENGLISH)  
0074  
CANTIDAD  
  
(ESPAÑOL)  
0198



Logo posters are 22 3/4" square and contain contact information.

### Questions and Answers for Health Care Professionals: Why Milk Matters

(ONLINE ONLY) This online fact sheet provides information for health care professionals about: lactose intolerance vs. lactose maldigestion; calcium and bone-building; and other calcium facts. To view the fact sheet, go to the Milk Matters Web site, [www.nichd.nih.gov/milk/healthresearch/fact\\_sheet.cfm](http://www.nichd.nih.gov/milk/healthresearch/fact_sheet.cfm).

NAME: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

HOW DID YOU HEAR ABOUT MILK MATTERS?: \_\_\_\_\_

To order materials:

Contact the **NICHD Information Resource Center**

PHONE: 1-800-370-2943

MAIL: P.O. Box 3006, Rockville, MD 20847

FAX: 301-984-1473

E-MAIL: [NICHDInformationResourceCenter@mail.nih.gov](mailto:NICHDInformationResourceCenter@mail.nih.gov)

To learn more about Milk Matters:

Visit the Milk Matters Web site, at <http://www.nichd.nih.gov/milk>.