

60 Second Radio Script  
Milk Social Marketing Campaign

Momma, why do you keep buying whole milk?

Because son, milk does a body good.

But I heard that whole milk has more fat.

Where did you hear that from?

The people at the health department told me that. They said that we should drink 1% or fat-free milk because it's low in fat.

Oh really? What else did they say?

That it's got all the other good stuff that milk has. Why don't we try it?

I don't know son, we've always had this kind.

But momma... Please? You said that we need to be as healthy as we can be.

Alright, we'll give fat-free milk a try.

While milk is good for your body, not all types of milk are good for your health.

Try gradually switching from whole or 2% milk to 1% or fat-free milk. This will help reduce fat intake, calories, and risk of diabetes and heart disease.

For a healthier you, "Get Low" with 1% or Fat-Free Milk.

Brought to you by the Escambia County Health Department.

Tradition-Service-Leadership

Protecting you since 1821.