



# *News Release*

## *United Dairymen of Idaho*

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*For Immediate Release*

May – 2006

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### **Reduce Your Risk of Osteoporosis and Be Bone Healthy at Every Age**

*Families Encouraged to Know and Live the BONE Basics*

**Boise, ID – June 2007** – Brittle bones... frail physique... poor posture... These words are most often associated with a person who has osteoporosis, a disease that makes bones become weak and more likely to break. What many people don't realize is the risk for osteoporosis is determined by lifestyle factors throughout life, and especially in childhood, adolescence and young adulthood when the majority of bone mass is formed. To help families live bone-healthy lifestyles and reduce their osteoporosis risk, the National Dairy Council and Idaho Dairy Council are encouraging parents and children to be Bone Healthy at Every Age and know the BONE Basics, including being physically active and eating three daily servings of nutrient-rich, low-fat or fat-free dairy foods as part of a healthy diet.

Even though it's important to nourish the body with essential nutrients and exercise, few people, especially children, get enough of either. A report from the U.S. Surgeon General states that if Americans don't improve their approach to bone health today, more than half the population over age 50 will be at increased risk for fractures and low bone mass by 2020.<sup>1</sup> Additionally, research shows that adolescents and children in the United States aren't getting enough bone-building nutrients in their daily diets, putting them at risk for fractures now and osteoporosis later in life.<sup>2</sup>

“Osteoporosis doesn't sneak up on you; the nutrition choices you make early in life determine your bone health later,” says Kristin Ritzenthaler, PhD, Nutrition and Health Executive Director with the

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Idaho Dairy Council. “It’s important for parents to recognize that osteoporosis is a pediatric disease that shows itself in the geriatric stage of life, and that they can take steps now to help their families be Bone Healthy at Every Age by knowing and practicing the BONE Basics.”

According to the recent *American Academy of Pediatrics Report on Bone Health*, eating nutrient-rich foods such as low-fat and fat-free milk, cheese or yogurt during childhood and adolescence may help reduce the risk of osteoporosis and fractures later in life. *The U.S. Surgeon General’s Report on Bone Health and Osteoporosis* also recognizes the role of nutrients in dairy foods, including calcium, magnesium, phosphorus, potassium, protein and vitamin D, that work together to help protect bones.

It’s never too early, or too late to make bone health a priority. Even though the causes of osteoporosis are complex, the National Dairy Council and Idaho Dairy Council suggest the following BONE Basics so the entire family can be Bone Healthy at Every Age:

1. **Be Active.** Participating in weight-bearing and cardiovascular activities daily or at least several times a week.
2. **Own Your Diet.** Adopt a lifestyle of proper nutrition that reflects the 2005 Dietary Guidelines for Americans and includes three servings a day of low-fat or fat-free milk, cheese or yogurt.
3. **Nourish your bones.** For stronger bones, there’s no better source than dairy foods, which provide essential bone-building nutrients, including calcium, magnesium, phosphorus, potassium, protein and vitamin D.
4. **Encourage others.** Be a role model by setting a good example. Children follow the lead of parents and older siblings.

For more information on the BONE Basics and to find 3-A-Day of Dairy™ tips to live Bone Healthy at Every Age, visit [3aday.org](http://3aday.org).

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*United Dairymen of Idaho (UDI) is the local planning and management organization responsible for increasing demand for U.S. produced dairy products on behalf of Idaho’s dairy farm families. Idaho Dairy Council is a non-profit nutrition education organization providing science-based materials to health professionals, schools and consumers throughout the state of Idaho.*

#### ***About 3-A-Day™ of Dairy***

*The 3-A-Day™ of Dairy nutrition education and marketing program was launched by the American Dairy Association®/National Dairy Council® (ADA/NDC) in January 2003. 3-A-Day™ of Dairy is supported by integrated marketing efforts including retail promotions, public relations, online marketing and advertising. The ADA/NDC is managed by Dairy Management Inc., the nonprofit domestic and international marketing, planning and management organization for U.S.-produced dairy products on behalf of America’s dairy farmers. The 3-A-Day™ of Dairy logo is a mark owned by Dairy Management Inc. For more information, visit [www.3aday.org](http://www.3aday.org).*

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<sup>1</sup> U.S. Department of Health and Human Services. *Bone Health and Osteoporosis: A Report of the Surgeon General*. Rockville, MD: U.S. Department of Health and Human Services, Office of the Surgeon General, 2004.

<sup>2</sup> American Academy of Pediatrics, Optimizing bone health and calcium intakes of infants, children, and adolescents. *Pediatrics*. 2006; 117 (2):578-686.