

# Media trained health professionals join network, speak out, promote dairy

Health professionals including doctors and dietitians have credibility with their clients, consumers and the media. That's why SUDIA staff is working with health professionals across the Southeast to share key messages about the important health benefits of nutrient-rich foods including low-fat dairy.

In May, seven physicians and six registered dietitians from across the SUDIA region attended a one-day communications training workshop sponsored by SUDIA.

"The media training was the best I've ever attended. I feel empowered," said Dr. M.J. Collier, medical director of the Atlanta West Primary Care Associates.



SUDIA staffer Kristin Brittle speaks about nutrient-rich foods.

Since the training participants have conducted radio and television interviews, written articles and blogged about the benefits of healthful diets including three servings of low-fat dairy foods each day.

"We're excited about the success of this program," said Arlene Murrell, SUDIA's nutrition affairs program manager. "The health professionals who

attended are acting as a positive third-party spokesperson network for the dairy industry."

The workshop was held

in Atlanta and was conducted by noted media trainers and registered dietitians Joan Horbiak and Kathleen Zelman, senior nutrition correspondent and nutrition director for WebMD.



Health professionals Dr. Stewart Gordon and Dr. Douglas Gregory discuss dairy messages shared.



(Left to right) Kristina Callender, Anna Myers and Kelly Callender help promote the 13th Annual Children First event held in Harrisonburg, Va. The event is sponsored by McDonald's and SUDIA together partnering to promote milk and other nutrient-rich foods.

## New research supports flavored milk as nutritious

A new scientific statement from the American Heart Association advocates that flavored milk is just as nutritious as white milk.

The study showed that when sugars are added to otherwise nutrient-rich foods, such as sugar-sweetened dairy foods including flavored milk and yogurts, the quality of children's and adolescents' diets improved.

Soft drinks, sugar and sweets are more likely to have a negative impact on diet quality, whereas dairy foods and milk drinks, have a positive impact.

SUDIA is reaching out to health professionals and school leaders to share this educational information.

To read the entire study please visit [www.americanheart.com](http://www.americanheart.com).