

NIH's Institute of Child Health and Human Development "Milk Matters" Program - \$175,000 per year



Milk Matters

NICHD Director Dr. Duane Alexander, as quoted in press release: "We want children to have fun while they learn about the importance of calcium, and these games are fun."

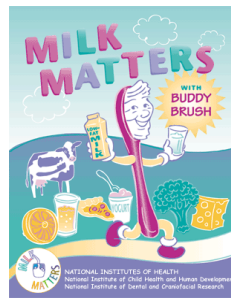
"The games and activities feature the campaign's new "spokescow," Bo Vine, an energetic Holstein who loves milk.

"Bo is featured in "The Great Escape," an animated game in which players must help Bo avoid obstacles around the farm while they help her grab food high in calcium to get enough points to go to The Calcium Fair. Bo also appears in the five other new games: The Great Escape Mazes, Word Decoder, Puzzle, Coloring pages, and Cow Bop."

http://www.nichd.nih.gov/new/releases/MM_webgames.cfm?from=milk

FREE TAXPAYER-FUNDED COLORING BOOKS & STICKERS

"In addition to games, the Milk Matters Web site offers a variety of free materials on the importance of calcium in the diets of children and teens. These items include brochures, booklets, fact sheets, coloring books, stickers, and posters, most available in both English and Spanish. These materials can be viewed online and ordered at no charge from the NICHD." <http://www.nichd.nih.gov/publications/pubskey.cfm?from=milk>



Coloring Book with "Buddy Brush" (left), Sticker (above)

HISTORY OF "MILK MATTERS"

"Milk Matters," a long-term NICHD education campaign, was first announced on November 12, 1997, by President Clinton's Secretary of Health and Human Services Donna E. Shalala.

<http://www.nichd.nih.gov/new/releases/milkpr.cfm?from=milk#whymilk>

NICHD BUDGET:

FY04 Appropriation: **\$1.25 Billion**
FY04 full-time employees: 591
FY05 Appropriation: **\$1.28 Billion**
FY06 Appropriation: **\$1.27 Billion**

<http://www.nichd.nih.gov/about/FY2005Budget.pdf>

RESEARCH AREAS UNDER NICHD INCLUDE:

- SIDS
- Spina bifida
- Down syndrome
- Autism
- Duchenne Muscular Dystrophy
- Fragile X
- Birth defects
- Genetic disorders
- Mental retardation
- Pediatric, adolescent, and female HIV/AIDS
- Vaccines
- Pediatric infectious disease

http://www.nichd.nih.gov/about/health_topics.cfm

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