

# EXPERTS URGE PARENTS: BREAK BAD BREAKFAST HABITS!

*Poor or no breakfast can impact weight & grades\* - 3 fast "FIT" tips can help*

**Suggested Date of Use:** \*\*\* Tie in to Back-to-School stories \*\*\*

*American Dairy Association  
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<b>SUGGESTED TEASE</b>	STILL TO COME, MOST AGREE IT'S THE MOST IMPORTANT MEAL OF THE DAY - BUT MANY SKIP IT ANYWAY. BREAKING BAD BREAKFAST HABITS IN TIME FOR BACK-TO-SCHOOL, NEXT.
<b>ANCHOR LEAD</b>	IF YOUR CHILD DOESN'T TAKE TIME TO EAT BREAKFAST IN THE MORNING, YOU MAY START SEEING THE AFFECTS AS THE SCHOOL YEAR GOES ON. EXPERTS SAY SKIPPING BREAKFAST OR MAKING POOR CHOICES CAN NOT ONLY PACK ON THE POUNDS, IT CAN IMPACT THEIR GRADES.* BUT IT DOESN'T HAVE TO BE THAT WAY. WITH SOME SIMPLE STEPS TO MAKING MORNINGS HEALTHIER, HERE'S CLARK POWELL.
	(Nats - Olivia running down the stairs to go to school) :02
<b>CG: Courtesy: American Dairy Association</b> Shot of Olivia walking into kitchen Grabbing donut, closing box	MORNINGS CAN BE MANIC FOR STEPHANIE GOLDBERG AND HER DAUGHTER OLIVIA. FOR THEM, GETTING OUT THE DOOR CAN TAKE PRIORITY OVER GETTING A GOOD BREAKFAST. :07
<b>CG: Stefanie Goldberg</b> <b>Busy single mother</b> :09 - :15	"We usually grab a pastry, a muffin or a piece of fruit. Whatever we can get in and get out with quickly." :06
Shots of Olivia packing books  Both walking out the door	BUT STUDIES SHOW WALKING OUT THE DOOR WITH LITTLE OR NO NUTRITION CAN NOT ONLY LEAD TO WEIGHT GAIN, IT CAN IMPAIR CONCENTRATION - AFFECTING EVERYTHING FROM YOUR CHILD'S B-M-I - TO THEIR G-P-A*. :10
<b>CG: Robert Murray, MD</b> <b>Professor, Department of Human Nutrition</b> <b>The Ohio State University</b> :26 - :34	"Your blood sugar is mainly used to fire the brain, so if you're trying to get the brain to work full tilt, you really want to be sure that the kid's well-nourished." :08
Shots of healthy food display	WHICH CAN BE EASIER SAID THAN DONE - BUT EXPERTS SAY IT DOESN'T HAVE TO BE THAT WAY. :04

<p><b>CG: Karen Bakies, RD LD American Dairy Association :39 - :45</b></p>	<p>“I think you need to think outside of the box. Breakfast can be fast, if you work ahead of time and you plan ahead.” :06</p>
<p>Shots of Karen on computer</p> <p><b>Graphic</b> (spelling out acronym) Fuel them up with complex carbs and good proteins <i>I T</i></p>	<p>KAREN BAKIES (<i>pronounced: BAY-kees</i>) IS A DIETICIAN WITH THE AMERICAN DAIRY ASSOCIATION WHO HAS THREE EASY TIPS TO KEEP KIDS “FIT.” FIRST - FUEL THEM UP WITH WITH COMPLEX CARBS - LIKE FRUIT AND WHOLE GRAINS - AND GOOD PROTEINS. :12</p>
<p><b>Karen Bakies (CG'd earlier) :57 - 1:07</b></p>	<p>“Such as peanut butter, egg, cheese, yogurt, a glass of milk - will all get you a great protein source that will help you feel fuller, longer and stick with you until lunch time.” :10</p>
<p><b>Graphic</b> (spelling out acronym) Fuel them up with complex carbs and good proteins Invent ways to make breakfast fun Shots of “banana dog” display</p>	<p>NEXT, INVENT NEW WAYS TO MAKE BREAKFAST FUN. CHALLENGE YOUR KIDS TO HELP COME UP WITH THINGS.... LIKE THE BANANA DOG. : 07</p>
<p>Shots of Banana Dog</p> <p><b>Karen Bakies (CG'd earlier) 1:14 - 1:24</b></p>	<p>“Take a whole wheat bun, like a hot dog bun, put some peanut butter on it, put a banana down the middle, pair it with a glass of chocolate milk or white milk and you have 4 out of the 5 food groups.” :10</p>
<p><b>Graphic</b> (spelling out acronym) Fuel them up with complex carbs and good proteins Invent new ways to make breakfast fun Take time to eat breakfast at home or at school</p> <p>Kids eating breakfast at school</p> <p>Kids exercising with NFL players</p>	<p>FINALLY - TAKE TIME TO EAT BREAKFAST AT HOME - OR AT SCHOOL. MANY SCHOOLS OFFER BREAKFAST - AND SOME EVEN DELIVER IT TO KIDS IN CLASS - WHICH BOOSTS ATTENDANCE AND TEST PERFORMANCE. AND CHECK TO SEE IF YOUR SCHOOL IS PART OF THE FUEL UP TO PLAY 60 PROGRAM FROM THE N-F-L AND NATIONAL DAIRY COUNCIL. IT NOT ONLY ENCOURAGES A HEALTHY BREAKFAST - BUT DAILY EXERCISE AS WELL. IN COLUMBUS, OHIO THIS IS CLARK POWELL REPORTING. :24</p>
<p><b>ANCHOR TAG</b></p>	<p>FOR MORE HEALTHY BREAKFAST IDEAS AND RECIPES, YOU CAN GO TO DRINK-MILK.COM. YOU CAN ALSO LEARN HOW THE FUEL UP TO PLAY 60 PROGRAM CAN HELP YOUR SCHOOL OFFER OR EXPAND THEIR BREAKFAST OPTIONS.</p>
<p><b>VIEWER INFORMATION</b></p>	<p>IF YOU'D LIKE MORE INFORMATION GO TO <a href="http://www.drink-milk.com">www.drink-milk.com</a></p>
<p><b>References -</b></p>	<p><i>*Nutrition and the Health of Young People, Centers for Disease Control and Prevention.</i> Retrieved August 2011 from: <a href="http://www.cdc.gov/healthyyouth/nutrition/facts.htm">www.cdc.gov/healthyyouth/nutrition/facts.htm</a></p>
<p><b>References -</b></p>	<p><i>**Skipping breakfast: longitudinal associations with cardiometabolic risk factors in the Childhood Determinants of Adult Health Study, The American Journal of Clinical Nutrition, Volume 92, Number 6, October 2010. Online: <a href="http://www.ajcn.org/content/92/6/1316.abstract">http://www.ajcn.org/content/92/6/1316.abstract</a></i></p>

	<b>Extra Bites</b>
<b>CG: Karen Bakies American Dairy Association</b>	<p>1.04.43 “The 2010 dietary guidelines that just came out they have 4 nutrients of concern that they identified. Calcium, potassium, vitamin D and fiber. And, actually, in milk, you get three of those.” 1.04.54</p> <p>1.06.58 “We also know that they score academically better and are ready to sit down and concentrate. So sending a child to school without breakfast is like sending them to school without their books, it really goes hand in hand in terms of their school performance.” 1.07.11</p> <p>1.07.13 “Check and see if your school offers school breakfast. Many schools do. They may serve it in the cafeteria, they may serve it in a style called grab and go where the kids grab a bag and they go to their classroom and sit down and eat or at the cafeteria.” 1.07.25</p>
<b>CG: Stefanie Goldberg Busy single mother</b>	<p>1.04.53 “I’d really like to make healthy, good choices for my child in the morning and give her a good breakfast to start her day but it’s just so stressful and it’s just so difficult when you’re trying to get out the door, that we don’t always make the best choices.” 1.05.05</p> <p>1.06.14 “When I was a kid it was very similar, it was just difficult to get something good to eat and get out the door on time, so I think a lot of those habits have carried over into my adulthood.” 1.06.23</p>
<b>CG: Robert Murray, MD Retired Pediatrician</b>	<p>1.03.10 “The way parents should think about sugar is, use sugar to drive nutrients. Breakfast is a classic example, there’s a lot of opportunities - you have 100% fruit juice that you can take, you have all the dairy products you can take.” 1.03.23</p> <p>1.03.24 “Flavored milk is one of the ones that can be helpful. If that’s all you can get into a child for breakfast because they’re racing out the door, that’s a great thing. Yogurt’s another good example.” 1.03.34</p>
<b>Producers:</b>	<p><b>Extra b-roll is included. To download scripts, video and support material visit us at:</b>  <a href="http://www.msmediacenter.tv">http://www.msmediacenter.tv</a></p>

**For viewer information on this story contact:**

Produced by:



MEDIASOURCE

1800 West 5th Ave.  
Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920  
[www.mediasourcetv.com](http://www.mediasourcetv.com)

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