

HOW GOING BACK TO SCHOOL GETS KIDS BACK IN SHAPE

Structure, nutrition & exercise programs help students shed summer weight

Suggested Date of Use: * Tie in to back-to-school stories *

*American Dairy Association
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SUGGESTED TEASE	STILL TO COME, HOW GOING BACK TO SCHOOL COULD HELP KIDS GET BACK IN SHAPE. DETAILS NEXT IN HEALTH NEWS.
ANCHOR LEAD	IF YOU ARE ONE OF THE MILLIONS OF PARENTS SENDING A CHILD BACK TO SCHOOL THIS FALL, YOU'LL BE GLAD TO KNOW THAT YOUR KID MAY NOT ONLY BE GETTING SMARTER AT SCHOOL, BUT HEALTHIER TOO. STUDIES SHOW MANY KIDS ACTUALLY GAIN WEIGHT DURING THE SUMMER MONTHS - AND IN MANY WAYS, IT'S SCHOOL THAT HELPS GET THEM BACK ON A HEALTHY TRACK. WITH DETAILS, HERE'S CLARK POWELL.
	(Nats - Student packing bag for school) :02
CG: Courtesy: American Dairy Association Shots of Marie getting ready Shots of Marie watching TV	LIKE MOST KIDS, IT TAKES MARIE CHACE A WHILE TO GET BACK INTO THE ROUTINE OF SCHOOL. HER MOM SAYS A SUMMER FULL OF GOOD TIMES MAY HAVE LEAD TO A FEW BAD HABITS. :08
CG: Mary Chace Marie's mom	"It's real easy to slip into sleeping in late and not getting outside because it is too hot or maybe eating junk food." :10 /:18
Shots of kids watching TV Shots of kid in classroom	THEY CAN BE TOUGH HABITS TO BREAK - IN FACT, STUDIES SHOW THAT YOUNG CHILDREN, ESPECIALLY, GAIN WEIGHT TWICE AS FAST DURING THE SUMMER MONTHS. ¹ BUT WHEN SCHOOL STARTS, THAT STARTS TO CHANGE. :10 / :28
CG: Karen Bakies, RD LD American Dairy Association	"The key is to get kids on a schedule. When you get kids on a schedule, they're more likely to eat and sleep and get physical activity on a regular basis." :09 / :37
Shots of Karen working in office Shots of kids in line for lunch	KAREN BAKIES IS REGISTERED DIETITIAN WITH THE AMERICAN DAIRY ASSOCIATION. SHE SAYS THE STRUCTURE THAT COMES WITH SCHOOL PROVIDES BENEFITS MOST KIDS AND PARENTS DON'T REALIZE. FIRST IN THE CAFETERIA - NEW GUIDELINES THIS FALL

Shots of kids eating	REQUIRE SCHOOLS TO OFFER HEALTHIER FOODS. :14/ :51
Karen (CG'd earlier)	“The focus really will be on those nutrient-rich foods that kids need to grow strong, grow tall, and perform in the classroom, including low fat/fat-free dairy products, more fresh fruits, more fresh vegetables.” :12 / 1:03
Shots of kid going to bed	GETTING TO BED EARLIER IS ANOTHER WAY SCHOOL KEEPS KIDS HEALTHY. STUDIES SHOW THE MORE YOU SLEEP, THE LESS LIKELY YOU ARE TO OVEREAT. ² :06 / 1:09
	(Nats - students playing) :01 / 1:10
Shots of high school sports Shots of kids at FUTP-60 event	THEN THERE'S EXERCISE. ONLY ABOUT HALF OF ALL HIGH SCHOOLERS PLAY ORGANIZED SPORTS. ³ BUT THROUGH FREE EVENTS LIKE THE FUEL UP TO PLAY -60 PROGRAM, 36-MILLION KIDS NOT ONLY LEARN PROPER NUTRITION, BUT NOW GET DAILY EXERCISE THEY MIGHT NOT OTHERWISE GET. :15 / 1:25
Mary (CG'd earlier)	“Getting a couple of kids excited about something, and it can take off and excite a whole classroom. And I think this a great time to use the <i>positive</i> effect of peer pressure.” :12 / 1:37
Shots of kids at FUTP-60 event	IN COLUMBUS, OHIO, THIS IS CLARK POWELL REPORTING. :02 / 1:39
ANCHOR TAG	EXPERTS SAY ANOTHER WAY SCHOOL CAN KEEP KIDS HEALTHY IS THAT THEY ARE MORE LIKELY TO EAT BREAKFAST DURING THE SCHOOL YEAR THAN IN THE SUMMER. EATING BREAKFAST HELPS CONTROL APPETITES AND REGULATE METABOLISM. IF YOU'D LIKE YOUR CHILD TO TAKE PART IN THE FUEL UP TO PLAY 60 PROGRAM, CALL YOU SCHOOL TO SEE IF THEY OFFER IT - OR GO ONLINE TO DRINK-MILK.COM FOR MORE INFORMATION.
References -	¹ <i>The Effect of School on Overweight in Childhood: Gain in Body Mass Index During the School Year and During Summer Vacation</i> , American Journal of Public Health, Volume 97, Number 4 , April 2007. Retrieved from: http://ajph.aphapublications.org/doi/full/10.2105/AJPH.2005.080754? ² <i>Lack of sleep may increase calorie consumption</i> , American Heart Association Meeting Report , Abstract MP030, Mayo Clinic, March 14, 2012. Online: http://newsroom.heart.org/pr/aha/_prv-lack-of-sleep-may-increase-calorie-230068.aspx ³ National Federation of State High School Associations , August 2011. Online: http://www.nfhs.org/content.aspx?id=5752

	Extra Bites
CG: Karen Bakies, RD LD American Dairy Association	<p><i>Karen talks about the importance of making the right food choices -</i> “We know that breakfast and lunch really fuels a child’s day in terms of their academic performance, so absolutely important that you get those nutrient-rich foods including low-fat and fat-free dairy, fruits, vegetables, whole grains, and low-fat or lean protein sources as well.” :15</p> <p><i>Karen talks about the parents role in their child’s health -</i> “When it comes to physical activity and nutrition, really looking at parents as well because parents are key, they’re role models. What is the routine that’s established at home? Because that will carry over to the rest of their day.” :10</p>
CG: Mary Chace Marie’s mom	<p><i>Mary talks about parents and school stressing the same message -</i> “I think its crucial that schools kind of echo the same messages that we parents are trying to give. We’re always trying to get our kids to eat more fruits and vegetables. We’re always trying to get our kids outside and active and so the more of us on that are on that same page, the better.” :15</p> <p><i>Mary talks about the positive influences of the program-</i> “This is the positive part of peer influence and just in terms of getting kids on a walking track. You know, seeing a couple kids laughing and doing it, you’ll have a whole crowd before you know it so that’s the beauty of Fuel up to play at the school level.” :17</p>
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