

EXPERTS URGE SCHOOLS: MAKE BREAKFAST A PRIORITY



Groups challenge schools to offer breakfast, citing better grades, fewer problems

Suggested Date of Use: * Back to School Tie in *

*American Dairy Association
August 2014*

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: bit.ly/1AbsEAj
Package Length: 1:36	Content provided by: American Dairy Association Mideast

SUGGESTED TEASE	STILL TO COME, MOST OF US REMEMBER A TIME WHEN TEACHERS FROWNED ON FOOD IN THE CLASSROOM - BUT NOT ANYMORE. WHY MANY EDUCATORS ARE CHANGING THEIR MINDS, COMING UP NEXT.
ANCHOR LEAD	IT WASN'T LONG AGO THAT HAVING FOOD IN CLASS COULD GET YOU INTO BIG TROUBLE WITH YOUR TEACHER. BUT THAT'S CHANGING. IN FACT, AS CLASSES GETS UNDERWAY THIS FALL, SEVERAL GROUPS ARE URGING SCHOOLS TO NOT ONLY ALLOW FOOD IN CLASS - BUT TO SERVE IT. EXPERTS SAY MORE KIDS ARE SKIPPING BREAKFAST IN THE MORNING AND IT'S HAVING A MAJOR IMPACT ON THEIR PERFORMANCE. WITH DETAILS ON PLANS TO FIX THAT PROBLEM, HERE'S CLARK POWELL.
	(Nats - *knock - "Luke, time to wake up.") :02
CG: Courtesy: American Dairy Assoc. Shots of Luke in bed/ dog jumps up Shots of Luke running downstairs Shots of mom making lunch	LIKE MANY KIDS, LUKE BABNER SLEEPS AS LONG AS POSSIBLE BEFORE SCHOOL, OFTEN ONLY GETTING UP WHEN HIS DOG MAKES HIM. THAT USUALLY MEANS SKIPPING BREAKFAST, SOMETHING HIS MOM DISLIKES BECAUSE, AS A TEACHER, SHE KNOWS HOW IT AFFECTS <i>HER</i> STUDENTS. :12
CG: Jen Babner Mom and 4th grade teacher :12 - :19	"I don't think enough people eat breakfast and I see it with my 4th graders. They'll come in and they're sluggish." :06
Shots of Luke putting on shoes Shots of Luke packing backpack	BUT BEYOND A LACK OF ENERGY, STUDIES SHOW A GLARING DIFFERENCE BETWEEN STUDENTS WHO SKIP BREAKFAST AND THOSE WHO EAT IT. :06
CG: Karen Bakies, RD, LD American Dairy Association Mideast :25 - :35	"There's data and research that shows that kids who eat breakfast // actually perform better academically, they have increased attendance, they're not tardy as often and they don't end up in the school nurses office." :10

<p>Shots of Luke picking up back pack</p> <p>Shots of Luke walking outside</p> <p>Shots of kids eating breakfast</p> <p>Shots of Karen sitting down / working on computer</p> <p>Shots of young kids eating in class</p>	<p>THE PROBLEM IS, MOST KIDS AREN'T EATING BREAKFAST. IN FACT, ONLY 36-PERCENT OF OHIO TEENS EAT BREAKFAST EVERY DAY¹</p> <p>SO THIS FALL, SCHOOLS ARE BEING ASKED TO CHANGE THAT AND TAKE THE OHIO SCHOOL BREAKFAST CHALLENGE</p> <p>KAREN BAKIES (<i>pronounced: BAKE-eez</i>) IS A REGISTERED DIETITIAN WITH THE AMERICAN DAIRY ASSOCIATION MIDEAS SHE SAYS BECAUSE ALL KIDS NEED BREAKFAST, SCHOOLS ARE AN IDEAL PLACE TO SERVE IT - AND IT CAN BE DONE IN WAYS THAT ENCOURAGE STUDENTS TO EAT - LIKE SERVING BREAKFAST IN THE CLASSROOM. :25</p>
<p>Karen Bakies (CG'd earlier)</p>	<p>"Everybody eats together as a class. The teachers can take attendance, they can get the kids started for the day, while the kids are eating breakfast." :08</p>
<p>Shots of older kids with grab-and-go bags</p> <p>Shots of teens at table eating</p>	<p>FOR OLDER STUDENTS, EXPERTS SUGGEST A MORE MOBILE BREAKFAST LIKE THESE GRAB BAGS.</p> <p>AND IN SOME SCHOOLS, THEY'RE SERVING BREAKFAST LATER. :07</p>
<p>Karen Bakies (CG'd earlier)</p>	<p>"Sometimes kids aren't hungry first thing in the morning. So, that second-chance breakfast to get it maybe after first period, or after the school day has started" :10 / 1:26</p>
<p>Close up of teen making parfait</p> <p>Shot of younger kids eating</p> <p>Wide shot of elementary class</p>	<p>THOUGH MANY SCHOOLS HAVE BREAKFAST, IT'S OFTEN SERVED ONLY BEFORE THE BELL RINGS. BUT EXPERTS SAY MORE KIDS COULD EAT BREAKFAST MORE OFTEN, IF IT WAS OFFERED LATER AND OUTSIDE THE CAFETERIA.</p> <p>IN COLUMBUS, OHIO THIS IS CLARK POWELL REPORTING. :12 / 1:38</p>
<p>ANCHOR TAG</p>	<p>STUDIES SHOW STUDENTS WHO EAT BREAKFAST SCORE MORE THAN 17-PERCENT HIGHER ON MATH TESTS AND ARE 20-PERCENT MORE LIKELY TO GRADUATE THAN THOSE WHO DON'T EAT BREAKFAST.³</p> <p>PARENTS SHOULD ASK THEIR SCHOOL IF THEY ARE TAKING THE OHIO SCHOOL BREAKFAST CHALLENGE.</p>
<p> Share it! Suggested tweet:</p>	<p>Breakfast means higher grades, better students. So @ADAMideas asks: why don't more schools offer it? bit.ly/1AbsEAj</p>
<p> Suggested post:</p>	<p>Studies show kids who eat breakfast have higher test scores and are 20% more likely to graduate. The problem is, more kids skip breakfast than any other meal, especially teenagers, and many schools don't offer breakfast. This fall, schools are being challenged to change that. See some novel ideas to help kids get fueled up for the day: bit.ly/1AbsEAj</p>
<p>References -</p>	<p>¹2013 Ohio Youth Risk Behavior Survey, (<i>Nutrition, Weight Control and Dietary Behaviors section</i>), Ohio Department of Health, March 2014. Online: http://www.odh.ohio.gov/odhprograms/chss/ad_hlth/youthrsk/youthrsk1.aspx</p>

	<p>²<i>Ending childhood hunger: A social impact analysis, Share Our Strength</i>, February 2013. Online: http://www.nokidhungry.org/pdfs/school-breakfast-white-paper.pdf</p>
	Extra Bites
<p>CG: Karen Bakies, RD, LD American Dairy Association Mideast</p>	<p><i>Bakies talks about the impact breakfast has on students -</i> “Clearly the research demonstrates that breakfast is critical before school and the closer kids can eat that breakfast to actually starting the school day, the better.” :10</p> <p><i>Bakies talks about guidelines that ensure a healthy breakfast at school -</i> “With the new federal laws over the last several years they’ve been slowly changing what’s been offered for breakfast, increasing the nutritional value to make sure kids are getting that nutrient-dense food that they need in the morning before the school day starts.” :13</p> <p><i>Bakies talks about foods that offer the most nutrition at breakfast -</i> “Fruits, vegetables, whole grains, dairy, great source of protein. Getting that protein in helps with satiety, or helping them to feel full to get them through until lunch.” :11</p>
<p>CG: Jen Babner Mom and 4th grade teacher</p>	<p><i>Jen talks about trying to wake up her teenage in the morning -</i> “I’ll go back in and wake him up again and again, and then finally I get our black lab Mya to go in with me and she will lick his face.” :09</p> <p><i>Jen talks about kids in her class who don’t eat breakfast -</i> “There’s not a snack time or anything like that in my classroom, so if they haven’t eaten breakfast and they’re not getting lunch until noon that’s definitely going to affect their school performance.” :11</p>
<p>CG: Luke Babner Rarely eats breakfast</p>	<p><i>Luke talks about the affect he feels of not eating breakfast -</i> “I just try to get through the first part of the day because, you know, I’ve been hungry and then after lunch, I’m pretty good.” :07</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianewsroom.tv</p>

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