Giving back doesn't just help those in need, but also has lifelong benefits for kids

Allowing children to decide where and how to focus their generosity boosts self-esteem, instills empathy and builds a sense of community

Nationwide Children's Hospital		
Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: <u>https://bit.ly/3UXKsN9</u> Content provided by:	
Package Length: 1:45	Nationwide Children's Hospital	

NEWS PACKAGE

NEWS FACKAGE		
SUGGESTED TEASE	GIVING BACK THIS HOLIDAY SEASON DOESN'T JUST HELP THE MANY WORTHY CAUSES IN NEED, BUT ALSO HAS HEALTH BENEFITS FOR OUR KIDS. COMING UP, HOW TO ENCOURAGE A SPIRIT OF GENEROSITY THAT WILL GROW WITH THEM.	
ANCHOR LEAD	THE HOLIDAYS ARE A TIME FOR GIVING BACK, BUT MAKING A DONATION OF TIME, ITEMS OR MONEY DOESN'T JUST BENEFIT THOSE IN NEED, IT CAN ALSO HELP CHILDREN DEVELOP CONNECTIONS WITH THEIR COMMUNITY. BARB CONSIGLIO HAS THE DETAILS ON HOW INVOLVING YOUR KIDS IN THE DECISION FOR WHERE AND HOW TO GIVE CAN HELP FOSTER THEIR HOLIDAY SPIRIT ALL YEAR LONG AND FOR YEARS TO COME.	
(PACKAGE START)		
CG: Courtesy: Nationwide Children's Hospital	(Nats of Jocelyn at football game) "Let's go!" :03	
:00 - :03	AFTER BEING DIAGNOSED WITH LEUKEMIA,	
Shots of Jocelyn at football game	JOCELYN GREEN HAS BEEN THROUGH A LOT THIS PAST YEAR.	
Shot of signing check	BUT WHEN THE MAKE-A-WISH FOUNDATION	
Shot of donating check	OFFERED TO GRANT HER WISH, SHE THOUGHT ABOUT THE KIDS GOING THROUGH TREATMENT BESIDE HER AT NATIONWIDE CHILDREN'S HOSPITAL. :12	
CG: Charlie Green Jocelyn's dad	"She could have basically done anything with that wish. And for her to think of others and put others before herself, you know, it was emotional, but we were really proud as parents as well." :12	
Photo of Jocelyn in treatment Shot of Jocelyn discussing her gift with with her parents	HER GIFT WILL BE PUT TOWARD ENTERTAINMENT TECHNOLOGY FOR KIDS RECEIVING LENGTHY OUTPATIENT TREATMENTS. JOCELYN SAYS MAKING THEIR DAYS IN THE HOSPITAL A LITTLE EASIER FEELS BETTER THAN ANYTHING ELSE SHE COULD HAVE WISHED FOR. :10	

CG: Jocelyn Green Leukemia patient	<i>"It feels really good because I know that I'm helping people like me." :15</i>
Shots of kids donating food	IT'S SOMETHING THAT CAN BE BENEFICIAL TO ALL KIDS ¹ . GIVING BACK HELPS BOOST KIDS' SELF-ESTEEM, INSTILLS A SENSE OF EMPATHY AND ESTABLISHES A LIFE-LONG COMMITMENT TO BEING A POSITIVE FORCE IN THEIR COMMUNITIES. :10
CG: Tammi Young-Saleme, PhD Nationwide Children's Hospital	<i>"It empowers them to be like, 'Oh, I'm a part of this world too. I can do something and make an impact."</i> :08
Shots of child making a card	EXPERTS AT NATIONWIDE CHILDREN'S HOSPITAL RECOMMEND STARTING EARLY WITH TANGIBLE GIFT GIVING FOR YOUNG KIDS TO PARTICIPATE IN, LIKE MAKING AN ENCOURAGING CARD FOR PATIENTS IN THE HOSPITAL OR DONATING TO A
Shots of teen making a donation	FOOD BANK. FOR OLDER KIDS, IT'S IMPORTANT TO ENCOURAGE THEM TO GET INVOLVED WITH CAUSES THEY CONNECT WITH. :14
Tammi Young-Saleme (CG'd earlier)	"The most important thing is that they find purpose and intent for why they're giving. What's meaningful to them?" :06
Shots of Jocelyn's friends gathered around her	JOCELYN'S GENEROSITY INSPIRED OTHER KIDS TO GIVE BACK AS WELL, RALLYING BEHIND HER TO RAISE MONEY AT SCHOOL AND MATCH HER GIFT. :07
	(nats of Jocelyn with her cheering friends) :01
Jocelyn Green (CG'd earlier)	<i>"It felt amazing. It showed how kind people can be and how many people are supporting me."</i> :07
Shot of girls walking with "Team Jocelyn" jerseys on (PACKAGE END)	AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS BARB CONSIGLIO REPORTING. :03
ANCHOR TAG	NATIONWIDE CHILDREN'S HOSPITAL IS HELPING FAMILIES TO LITERALLY BRIGHTEN THE DAYS OF CHILDREN IN THE HOSPITAL THIS HOLIDAY SEASON. AN EXTENSIVE BUTTERFLY-THEMED LIGHT DISPLAY OUTSIDE OF THE HOSPITAL ILLUMINATES WITH EACH DONATION OF TEN DOLLARS OR MORE MADE AT NATIONWIDE-CHILDREN'S-DOT-ORG-SLASH-GIVE (nationwidechildrens.org/give) THROUGH THE END OF
	THE YEAR. (B-roll of butterfly display available at bitly_link)

SOCIAL MEDIA

Share it! Suggested tweet:	Giving back this holiday season doesn't just help those in need, but also has benefits for kids. Experts at <u>@NationwideKids</u> explain how to foster a spirit of generosity in kids of all ages that will last all year long and for years to come. <u>https://bit.ly/3UXKsN9</u>
Suggested post:	The holidays are a time for giving back, but making a donation of time, items or money doesn't just benefit those in need. Experts at <u>Nationwide Children's Hospital</u> say involving your kids in the decision on where and how to focus their generosity can boost their self-esteem, instill empathy and build a connection to their community that will grow with them for years to come. <u>https://bit.ly/3UXKsN9</u>

EXTRA BITES

	Young-Saleme explains how to encourage kids of different ages to give: "Like, 'I'm giving a can of food. That food's going to be served on someone's table,' makes a lot of sense. When you're a teenager you conceptually understand that giving financially is also important and it's a different way I can give broader. It doesn't have to be an item that I'm giving." :17
CG: Tammi Young-Saleme, PhD Nationwide Children's Hospital	Young-Saleme says it's important to talk to your kids about how giving makes them feel: "Being able to share where that goes, why it's important, and maybe referencing, 'When you get a gift that makes you feel what?' Labeling feelings. 'How does that make you feel? Oh great, It makes you feel good. What do you think it would be like to give to someone else, what that would feel like to them?'" :17
	Young-Saleme says kids who have gone through something difficult find meaning in giving: <i>"When you have a story of your own that you're</i> <i>experiencing, such as the one Jocelyn experienced</i> <i>having cancer, one of the important aspects of coping</i> <i>with that is being able to find meaning in it and being able</i> <i>to find a space where you can give back." :16</i>
CG: Jocelyn Green Leukemia patient	Jocelyn says she's glad to give back to kids going through what she's going through: <i>"When those kids are going into the hospital, they probably felt the same as me. They didn't wanna be there and they knew it would be super boring and painful, like physically and emotionally. So I'm really glad they get to have a little something to enjoy." :17</i>

CG: Jocelyn Green Leukemia patient	Jocelyn says she hopes other kids are inspired to give this holiday season: "When people see me donating my wish it inspires them to do something for others. It doesn't have to be anything big, but just inspire them to help others during the Christmas season like donating toys or food so that others can have a good holiday season." :17
	Charlie says Jocelyn's classmates raised money to match her gift: "They all knew the story. They all got involved throughout the week, and raised funds as well to give to Children's, to help match the donation that Make-A- Wish had given, um, I definitely think it was an inspiration to a lot of - a lot of kids throughout the area." :15
CG: Charlie Green Jocelyn's dad	Charlie says he's proud of Jocelyn for deciding to donate her wish: "As a parent makes me feel like, you know, maybe we did something right in raising her. But you know, she came to the conclusion on her own, and that's what makes it even that much better." :10
	Charlie says it's emotional to think about the impact Jocelyn's gift will have: "Obviously, in that moment, it's emotional. But also thinking about the impact that that money will have for other kids who are on the same cancer journey that Jocelyn has been on also is very emotional." :12

References

¹8 Ways To Teach Kids About Giving and Sharing During the Holidays, **On Our Sleeves**, **2022.** Online: <u>https://www.onoursleeves.org/mental-wellness-tools-guides/mental-health-holidays/teach-kids-giving</u>

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