

# Obesity PSA Version I

The setting	Grammar school cafeteria lunch line
The character	9-12 year old boy
The concept	Price vs. Health

Video graphic format	Video text format	Audio
	Pan over line of students waiting in cafeteria lunch. Zoom in on overweight boy [age 9-12 of Hispanic or African American decent]. Boy approaches counter sees array of options [standard cafeteria food options- **must include several different packaged salads, and fries under warming light]	Muffled noise of children talking to one another. Normal school cafeteria noise <b>V.O.</b> "This boy knows all about ...an apple a day... He's heard of the importance of food pyramid. He even got the highest grade in his class on the "Why I Should Be Healthy" essay.
	Boy picks up salad and puts it on his tray. Then sees that the salad is \$4.95 and puts it back. Looks at fruit, price tags are \$2 each.	Cafeteria background noise continues.
	Boy puts hand in pocket and digs for something. Takes out hand to examine findings. There's misc pocket stuff and some loose change. He sees he doesn't even have enough for the fruit.	<b>Boy:</b> "sigh" <b>Misc kids:</b> "Come on, man! Hurry up!"
	Boy sees fries with \$.99 sticker on them. Looks at his friends waiting impatiently at end of line, grabs fries, puts change next to the register for the lunch-lady and runs off with his friends.	<b>V.O.</b> "Around here though, the recommended 3-5 servings of fruits and vegetables a day don't have much impact."