

## Obesity PSA Version II

The setting	Kids in kitchen eating junk food
The character	9-12 year olds
The concept	Present ease vs. Future problems

Video graphic	Video text format	Audio
	Kids enter kitchen from being outside. Kitchen is sunny and bright. The kids go directly for cabinets and refrigerator; pulling out chips, soda, ice cream, etc (junk food)	Muffled noise of children heard as they grab bags and boxes of food.
	Take food over to dining table next to kitchen and sit down beginning to “dig in.” One child turns to camera and point to boy across the table.	<b>Child</b> – “That’s Damien, in 10 years, he’s gonna get diagnosed with Diabetes. He’ll have to get insulin injections twice a day and take prescription medications for the rest of his life.”
	Kids continue eating and talking. One child continues to talk to camera and points to a girl next to boy.	<b>Child</b> – “Latisha will have her first open heart surgery at 36 followed immediately by another one due to complications. She will also have two more heart surgeries within the next 15 years.”
	Kids continue eating and talking. One child continues to talk to camera points to boy on opposite side of Damien.	<b>Child</b> – “Carlos will never be able to get his blood sugar under control and will eventually end up in a wheelchair due to diabetic foot complications”
	Kids continue eating and talking. Once child continues to talk to camera and points to boy next to Latisha.	<b>Child</b> – “Jamal will eventually carry his blood pressure meter and tablets everywhere to ensure his safety”
	Kids continue eating and talking. One child continues to talk to camera.	<b>Child</b> – “And me? Well, let’s just say I’ll never make it past 50.”
	Child in front of camera shrugs turns back to junk food and joins friends.	<b>Adult V.O.</b> – “Kids don’t know that what they do today will stay with them for the rest of their lives. That’s your job. According to The National Institute of Medicine of the National Academies approximately 60 percent of obese children aged 5 to 10 years had at least one cardiovascular disease (CVD) risk factor—such as elevated total cholesterol, triglycerides, insulin, or blood pressure—and 25 percent had two or more risk CVD risk factors. Parents and Guardians play a large role in the health attitude of children. The Mayo clinic suggests starting gradually by changing one thing at a time. Switching from keeping soda to milk or water in the house is one way to decrease the sugar accessibility to children when no guardian is available to monitor intake. For more information visit <a href="http://www.fillinthesite.com">www.fillinthesite.com</a> or call the National Obesity Foundation at 888-555-1234” (correct number and website to be inserted)