







the.News

White House Campaign on Childhood Obesity

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1.		Animated Open	
2.	Antonio Neves On Camera: 	One Camera Open: Hi, I'm Antonio Neves for the dot News. Obesity has become increasingly common in the United States among young and older Americans. The epidemic prompted First Lady Michelle Obama to launch an initiative to combat childhood obesity. It involves diet, exercise, and living a healthy lifestyle – things that can benefit all of us.	:10
3.	Kids Exercise 	(SOT Burst of Kids in the Gym)	:32
4.	Mickey Gulati, Piney Branch Elementary PE Teacher on Camera: 	SOT: Mickey Gulati Fitness is a lifetime habit we're trying to form as early as we can.	:37

5.	PE Class 	Narration: Mickey Gulati teaches physical education at Piney Branch Elementary School in Montgomery County Maryland – just outside Washington DC.	:40
6.	Gulati on Camera	SOT: Gulati Staying up late, eating the wrong foods – it's hard to break a habit. So if we can get them to eat right, you know, exercise, get the proper amount of sleep, hopefully that habit is going to carry on all the way throughout adulthood	:48
7.	Letsmove.gov 	Narration: Building those habits is one of the main goals of First Lady Michelle Obama's initiative. She's asking parents, teachers, coaches, doctors and kids to get involved. The anti-obesity campaign has many different targets. These include school lunches, food labels, and exercise.	1:01
8.	Michelle Obama, First Lady of the United States of America, on Camera: 	SOT: Michelle Obama This isn't about looks. And it's not about weight. It's about how our kids feel. And those are really the implications of the problem and the words that tell a fuller picture of the challenges that we face; you know, kids struggling in ways that they didn't a generation ago.	1:19
9.	Interview with Jim Lehrer 	Narration: The First Lady spoke with Jim Lehrer of the PBS NewsHour at the White House.	1:38
10.	Michelle Obama on Camera	SOT: Michelle Obama We have to give them the tools and the information that they need to make better decisions. We can't just point a finger.	1:42

11.	Problems of obesity	Narration: There are many different causes of obesity – genetics, medical problems, even body type.	1:49
12.	Chiatogu Onyewu, Researcher, Children's National Medical Center, on Camera: 	SOT: Chiatogu Onyewu Different people are shaped differently obviously. And sometimes the outside can tell you a little about the inside but not all the time. And so the concept of fitness is kind of more of an attitude and behavior as opposed to what you physically look like.	1:56
13.	Onyewu on Camera	Narration: Doctor Chiatogu Onyewu studies obesity at the Children's National Medical Center in Washington DC. She says regardless of the cause, eating right helps.	2:10
14.	Examples of a healthy diet 	SOT: Chiatogu Onyewu A healthy diet would include eating fruits and vegetables, always eating breakfast. // Breakfast is really important for maintaining that energy balance you need to get through the day.	2:21
15.	Jean Gutierrez, Sports Nutritionist/Asst. Professor, GWU on Camera: 	SOT: Jean Gutierrez With dietary changes, even with one more serving of fruits and vegetables a day is good. So if you're new goal is to eat one more apple everyday, its one more apple than before, so it's great.	2:31

16.	Exercising 	Narration: Jean Guiterrrtez researches diet and exercise. She says that individuals have different needs, but that there are some things everyone should watch.	2:42
17.	Gutierrez on Camera	SOT: Gutierrez Increased calorie intake, increased saturated fat intake, increased salt intake—so those are all components of diet that are good to limit	2:53
18.	Sugar cubes 	Narration: And watch out for sugar. Too much can cause problems now, and later.	3:02
19.	Syrup 	SOT: Gutierrez Research at the Harvard School of Public Health has shown that eating refined carbohydrates—and what I mean that is processed sugars like table sugar, high fructose corn syrup, even maple syrup and molasses and honey // significantly increase the risk of cardiovascular disease and also diabetes in the long term.	3:07
20.	Mypyramid.gov 	Narration: One place to start following a healthy diet is to check the Department of Agriculture's food pyramid. It's a guideline to what you should eat every day.	3:25
21.	Antonio Neves on Camera: 	On Camera: The best way to find out what's in your food is to read the label. The package gives information on such things as calories, carbohydrates, and serving sizes.	3:36

22.	Food Label Graphic 	Narration: Making sure the label is accurate is the job of the Food and Drug Administration. Crystal Rasnake is a nutritionist at the FDA.	3:44
23.	Crystal Rasnake, FDA Nutritionist, on Camera: 	SOT: Crystal Rasnake Labeling has a lot of really good information to help you plan a healthful diet in addition to serving size, there's information on calories, there's information on total fat-saturated fat, trans fat, cholesterol, sodium. We also have nutrients that you should get more of-Vitamin C, calcium, iron, Vitamin A.	3:53
24.	Nutrition Label Facts	Narration: Nutritionists...and the First Lady highlight the importance of easy to read labels that list recommended serving sizes.	4:13
25.	Rasnake on Camera	SOT: Crystal Rasnake The serving size on the label, that's important because all the information that's there, is based on that reference. So if you're looking at serving size, a container may have more than one, it may have two.	4:20
26.	Soda Bottle	Narration: Meaning that a bottle of soda may have two or three servings – and two or three times the calories.	4:32
27.	Rasnake on Camera	SOT: Rasnake The thing with sodas and jucies is that those can have a lot of calories and so you can very quickly consume a lot of calories and not be as satisfied.	4:41
28.	Playing Basketball: 	(SOT Burst Exercise from NewsHour)	4:52

29.	Softball Players 	Narration: As important as diet is, it is only one of the important anti-obesity lifestyle choices. Two others are sleep and exercise. Doctors recommend teens sleep seven to eight hours a night. And that they exercise each day.	4:53
30.	Onyewu on Camera	SOT: Chiatogu Onyewu You want to be active for an hour each day at least. And sometimes on what state the individual is in. // We tend to be more active when we're active in groups. And there's more socialization and there's more fun. Group activities are always encouraged.	5:08
31.	Gutierrez on camera	Narration: Jean Guiterre of George Washington University admits she wasn't very active as a child. Today she competes as a power lifter.	5:24
32.	Healthy Activities: 	SOT: Gutierrez I didn't start sports until I was in tenth grade and starting sports is a great thing but there are many other ways to get activity into your lifestyle and the important thing is to do activities that you can do in the long-term for life long fitness. So that might be something like yoga, that might be something like running, //riding you bike around town, all of that //are great activities.	5:34
33.	Hula Hoop	Narration: The targets of the anti-Obesity effort are choice of foods...diet....sleep....and exercise. The First Lady's anti-Obesity campaign aims to teach students that a combination of life-style choices is needed to reduce obesity and improve the health of the nation. I'm Antonio Neves for the Dot News.	5:58