

Spring, 6th grade – First Intervention Half-Year

PA scripts as designated in the Flying Plan, November, 2006

PA Scripts – all

OPTION 1—WELCOME (week before Launch)

MESSAGE A new program has arrived at our school. It's called HEALTHY and it's all about making smart health choices, so you can feel and do your best. We want to welcome you to the program.

SCRIPT Hey everybody! I'm here to officially invite you to an exciting new program that's happening in our school. You may have heard about it. It's called HEALTHY. It's about performing at your best. It's about feeling your most fabulous. It's about respecting your body and yourself.

How can you get in the mix? I'll tell you. Try drinking more water. 4 to 6 glasses is all it takes. Start today!

DONUT <SCHOOL-SPECIFIC INFO (e.g. lunch event details)>

SCRIPT Join the program. Get HEALTHY.

OPTION 2a—GENERIC TEASER (day of Launch – Launch specific)

MESSAGE The HEALTHY program is starting in our school this week. This is your chance to make better health choices so you feel and do your best. Here's how you can participate.

SCRIPT Hey 6th graders!

Today's the day! It's time to start getting HEALTHY in this school. I'm not talking about going crazy over diets and exercise. I'm talking about getting HEALTHY. Living HEALTHY. Feeling HEALTHY. Say it with me now:

CHANT <Suggestion: Have multiple students chant together>
Getting HEALTHY. Living HEALTHY. Feeling HEALTHY.

SCRIPT If you're feeling what I'm talking about, then you're ready to join the program. We're kicking it off right here – today! Here's how you can get in on the action:

DONUT <SCHOOL-SPECIFIC INFO eg. 6th graders – meet me in the auditorium at 2 pm. Be ready to have some fun.>

SCRIPT Join the program. Let's get HEALTHY!

OPTION 2 WEEK 2 Beverage (week after Launch)

MESSAGE The HEALTHY program started last week with a pep rally and a great kick-off. But what is being HEALTHY every day really like? Let's start by thinking about drinking.

SCRIPT Hey 6th graders!

We had a big rally last week to start getting HEALTHY. This week, we get to start our FLASH classes. In FLASH, in PE and in the cafeteria, we'll be thinking about what we

drink. Like water. We get to think like detectives and act like scientists and artists and even athletes – all to be HEALTHY!

DONUT: <Our FLASH classes will be <location and day of week, eg. during science or math or homeroom, every Wednesday>
SCRIPT It's time to live HEALTHY – every day.

OPTION 3—WEEK THREE BEVERAGE

MESSAGE There are lots of good reasons to drink more water and fewer drinks with added sugar. Not only is water HEALTHY, but it can also help you feel better and perform better.

SCRIPT This is a special announcement brought to you by HEALTHY.

Are you drinking more and more sugary drinks like soda and fruit juice instead of water? If you are, then check this out. Some sugary drinks make you burp. A lot. Sugary drinks also affect your appearance. They can cause cavities, tooth decay, and even weight gain. Water helps you get HEALTHY, feel good, and stay in shape. Now that's a way to stand up and get noticed.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Let water be your life force. 4 to 6 glasses a day, every day.

OPTION 4—FLASH SESSION #7 [THIS HAS TO BE USED DURING WEEK 6 OF THE FLIGHTING PLAN – cn]

MESSAGE It's time to see how HEALTHY you are. Join me in the HEALTHY Challenge. It's our pledge to drink 5 glasses of water and stay away from regular soda for one whole day!

SCRIPT What's up <SCHOOL>? I've heard a lot of HEALTHY talk going around, but now I want to see what you've got. The HEALTHY Challenge is hitting the halls this week <OR APPROPRIATE TIME PERIOD>. It's our pledge to drink at least 5 glasses of water—and zero soda—for ONE whole day.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Are you up for the HEALTHY Challenge? Show me what you've got <SCHOOL>!

OPTION 5—HYDRATE

MESSAGE Make water your first choice whenever you're thirsty. It will make you feel better, perform better, and live a healthier life.

SCRIPT Hey 6th grade—it's time for a HEALTHY update.

What's the coolest thing to hit your school this spring? Your water bottle. Check it out. It's your VIP pass to feeling fabulous and living HEALTHY. Going to the mall? Bring your water bottle. Hitting the basketball courts? Bring your water bottle. Trust me—you don't want to be seen without it.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Show off your water bottle and remember: 4 to 6 glasses of water a day, every day. Everyone's doing it. Are you?

OPTION 6A—TASTE TEST (sites may use in conjunction with Taste Test, in place of OPTION 6B—Water Generic)

MESSAGE Water is the best drink choice out there. See for yourself at our Taste Test, happening today in your cafeteria. Sample a number of different beverages, then you can make the call.

SCRIPT It's time for a HEALTHY break.

If you ask me, water is the best drink out there. It's ice cold, super pure, and always refreshing. Not to mention it makes you feel awesome. But hey—don't take my work for it. See for yourself at the HEALTHY Taste Test, happening today in the cafeteria.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT It's your turn to make the call. Try water—today and every day—and see the goodness for yourself.

OPTION 6B—WATER GENERIC – MAKE this one #4 – Switch the previous #4 to support FLASH unit 7

MESSAGE Water is the best drink choice out there. Sample a number of different beverage, then you make the call.

SCRIPT It's time for a HEALTHY break.

If you ask me, water is the best drink out there. It's ice cold, super pure, and always refreshing. Not to mention it makes you feel awesome. But hey—don't take my work for it. See for yourself.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT It's your turn to make the call. Try water—today and every day—and see the goodness for yourself.

OPTION 7—CAFETERIA LEARNING LAB

MESSAGE Learn the not-so-sweet truth about sweetened beverage and get a chance to win great prizes in today's cafeteria learning lab, a hands-on activity for all students during lunch time.

SCRIPT HEALTHY's back in action <this week/today> with a cool new event you won't want to miss. It's called The Not So Sweet Truth and it's happening in the cafeteria during your lunch period. Get the facts on your favorite beverages and enter to win some awesome prizes.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT I'm telling you the straight truth—this is the lunch period you won't want to miss. See you there!

OPTION 8—SUGAR-ADDED BEVERAGES FOLLOW-UP

MESSAGE Sugar-added beverages can have some not-so-pretty effects on your health. But sometimes it can be hard to tell what beverages are good for you—even the most HEALTHY looking drinks can have surprising amounts of sugar. Stick with water—it won't pull any surprises on you or your health.

SCRIPT It's time for another reality check, brought to you by HEALTHY.

You've heard that soda can have some pretty nasty effects on your body. But guess what: so can a lot of so-called healthy drinks, like sports drinks and fruit juices. These drinks may look healthy, but they're not! They're sneaking lots of extra sugar into your body—and that can mean extra pounds, cavities, and tooth decay. Water helps you get HEALTHY, feel good, and stay in shape.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Don't get played by these so-called healthy drinks. Let water be your life force. 4 to 6 glasses a day, every day.

OPTION 9—CHOOSING HEALTHY FOODS

MESSAGE If you want to be HEALTHY, it means more than just drinking water. You also have to watch what you eat. Watch out for sneaky added sugars in your snacks too!

SCRIPT Now it's time for a HEALTHY minute.

If you've been drinking more water like I have, then you've probably noticed some really cool things. Like you're feeling better. Maybe your game has gotten better. And I bet you have a higher energy level. So listen up—here's another way you can keep this goodness going. Ditch the sugary snacks. They're loaded with fake flavors and shady amounts of sugar. Try something real, like an apple or <STUDENT'S FAVORITE HEALTHY SNACK>. You're real—shouldn't your food be real too?

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Keep it real< SCHOOL>. Drink HEALTHY. Snack HEALTHY.

OPTION 10—BEVERAGE CONGRATULATIONS

MESSAGE Congratulations! Our school has passed the HEALTHY program with flying colors. Thanks for all your hard work—and keep making HEALTHY beverage and snack choices.

SCRIPT What's up <SCHOOL>? This phase of the HEALTHY program has been a complete success so we are moving long, but not without leaving our mark. Let water be your life force? We did it! Get HEALTHY? We did that too!

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Way to represent. Now the question is: how do you live? For me, it's water for life. 4 to 6 glasses a day, every day. How about you? Stay HEALTHY <SCHOOL>, and I'll see you later.