

HEALTHY CAMPAIGN PA SCRIPT TEMPLATES – Fall 2007

NOTE TO HEALTHY FIELD STAFF:

When making HEALTHY program announcements in your school, SPCs should use these script templates as a suggested guideline. SPCs may modify and adapt them as necessary to make them more appropriate for your school. SPCs may even encourage other students to help them write announcements.

Although these script templates are intended for SPC readers, you may have a group of students, a teacher, or staff member read announcements as you see fit. Have fun getting HEALTHY!

Field staff may add site or school-specific PAs to this list, eg. To announce the winners of the Taste Test. Site staff may use a very short (3 second) musical intro if permitted by the school to start the PA and get listeners' attention.

Bracketed words or phrases are designed to be changed by the students, especially. Ask your students for their favorite words to modify the bracketed suggestions.

General –

PA 1 – fine

PA 2- remove “hey”

PA 5 – suggest re “give your taste buds” instead of “ready your taste buds”

PA 6 – suggest remove reference to CLL, Say instead, “This fun activity in the cafeteria will give you the 411...”

Use PA titles instead of numbers to flight – allows sites to flight them without confusion

PA 7 -

Suggest adding a PA to announce results of Taste Test (added to intro remarks)

Suggest a musical opening to start the PA, get kids attention (put in intro remarks)

ANNOUNCEMENT 1 – WELCOME

MESSAGE	Welcome Back to Healthy. Remember it's all about making smart, healthy choices so you can feel and do your best.
SCRIPT	What's active and strong and HEALTHY all over? You are! Hi everyone. I'm here to officially welcome back HEALTHY—the program that gets you off the couch and on the right track to a better you. Summer was great, and back to school with HEALTHY can be even better. So get ready to start moving!
DOUGHNUT	<SCHOOL-SPECIFIC INFO (e.g., name of school, etc.)>
SCRIPT	Only you can move you. Get HEALTHY.

ANNOUNCEMENT 2 – ACTIVITY

- MESSAGE: General activity motivational message and introduction to the program.
- SCRIPT It's time to put the "health" back in HEALTHY. Looking for something to do? See how many times you can jump rope in a minute. Walk your dog to the park. Try to juggle some apples. Whatever you can think up! As long as you're on the move, you're also on target. So start getting HEALTHY today!
- DONUT <SCHOOL-SPECIFIC INFO>
- SCRIPT [Hey 7th graders!] Show us your HEALTHY moves.

ANNOUNCEMENT 3 – WEEK 3 ACTIVITY

- MESSAGE Sure, TV and video games are fun, but they aren't doing the body any good. You can have just as much fun—and get healthy by getting active.
- SCRIPT [Warning, Warning!]
Activity levels are seriously dropping.
- Sure, computer gaming is fun. You get to jump super high, run crazy fast, and jump into sweet new worlds—but that's only on screen. Playing outside can be just as much fun—and is even better for you! So start shooting those hoops and practicing your dance moves and you'll always be a winner.
- DONUT <SCHOOL-SPECIFIC INFO>
- SCRIPT Only you can move you. One hour of activity a day. Every day.

ANNOUNCEMENT 4 – WEEK 4 ACTIVITY CHALLENGE

- MESSAGE It's time to see how HEALTHY you are...
- SCRIPT Running on the [playground, blacktop, or field] is a great way to get your heart pumping, but have you ever wanted to climb a mountain or [practice yoga, play Frisbee, row, or kick box]? They might sound weird, but they're great ways to stay active while having fun. You wouldn't eat the same meal everyday, would you? So why exercise the same way?
- DONUT <SCHOOL-SPECIFIC INFO>
- SCRIPT Get HEALTHY. Try something new today!

ANNOUNCEMENT 5 – TASTE TEST TEASER

MESSAGE Taste Test Invitation

SCRIPT Snacks can be a great energy boost or a giant [drag]. What are your snacks doing for you? Get ready to find out through our new Taste Test. You might just find out that _____ is really [yummy]. Give your taste buds something new.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Remember Date: _____, Time: _____ See you then!

ANNOUNCEMENT 6 – CAFETERIA LEARNING LAB TEASER

MESSAGE Learn how to eat smart and play smart with Snactive—an interactive study of how food affects the body.

SCRIPT Get ready for some fun with your food choices. Introducing “Snactive”—the perfect balance between snacking smart and being active. This fun activity in the cafeteria [gives you the 411] on how your food choices affect your body—like how many jumping jacks do you need to do to burn off one single chocolate chip cookie?

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Curious? Stay tuned to find out!

ANNOUNCEMENT 7 – EVENT IN A BOX TEASER

MESSAGE Now’s the time to expand your exercise regimen and your knowledge all at the same time, with Join the Movement.

SCRIPT The Movement is coming.
What’s it like to climb a mountain in Oregon? Or kickbox in California? Have you ever wondered where the first miniature golf course was built? Or what North Carolina’s state vegetable is?
The answers to all these questions and more—coming soon.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Get ready to Join the Movement!

ANNOUNCEMENT 8 – EVENT IN A BOX DAY 1

- MESSAGE Time to travel to different places to learn activities and fun facts about that region.
- SCRIPT Hey everybody, Join the Movement!
- Ever wondered what HEALTHY schools across the country were like? Well stop wondering and start experiencing it today with the HEALTHY program. Give your mind and body a serious boost while exploring some of the coolest parts of the country.
- DONUT <SCHOOL-SPECIFIC INFO>
- SCRIPT Only you can move you, so [see y'all in Texas]. <Texas would switch out to "...so see you in Pennsylvania.">

ANNOUNCEMENT 9 – EVENT IN A BOX CONGRATULATIONS MESSAGE

- MESSAGE Congratulations on Joining the Movement. Now you've learned how to stay active in new and exciting ways.
- SCRIPT [Woo hoo!] You've successfully explored the country, experienced a whole lot of exercises, and learned some pretty [fascinating] facts to quiz your family with. Remember, just 'cause the activities are complete doesn't mean that you have to stop moving!
- DONUT <SCHOOL-SPECIFIC INFO>
- SCRIPT Congratulations on joining the movement. You did it!

ANNOUNCEMENT 10 – FLASH SESSION

- MESSAGE Radio Healthy
- SCRIPT "There once was a class named FLASH
Where all the kids involved had a blast
Writing scripts and songs
Essays and poems
About eating right and the 100-yard dash."

Now it's your turn to create a cool radio announcement.
- DONUT <SCHOOL-SPECIFIC INFO>
- SCRIPT This message brought to you by your friends at Radio HEALTHY.
I'll be listening for you in FLASH!

ANNOUNCEMENT 11 – ACTIVITY CONGRATULATIONS

MESSAGE Congratulations! Our school has successfully completed the HEALTHY Program.
Thanks for your hard work and keep making HEALTHY activity choices.

SCRIPT You did it!

Give yourselves props for getting off the couch and getting HEALTHY.
Remember to be active an hour a day every day.

DONUT <SCHOOL-SPECIFIC INFO>

SCRIPT Stay tuned for more HEALTHY fun this spring

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