

PSAs – City of North Little Rock

:30 PSA 1 (text for a “parent”)

I tell my kids all the time to EAT healthy so they can BE healthy. Now, it’s time I told someone else.

When kids spend their school lunch money, too many of them buy a sugary soda and French fries. The ONLY way to make SURE our kids will be able to choose from healthy foods and drinks and plenty of water in schools is to voice our support.

So JOIN me! TOGETHER let’s ask our school boards and principals about what they are serving our kids. By reducing access to unhealthy junk foods and sugary drinks, our kids can have healthier lives.

Brought to you by the City of North Little Rock’s Fit 2 Live Campaign

:30 PSA 2 (text for a “parent”)

I talk to my kids about eating healthy. Then I saw the junk food available in their school’s vending machines and the cafeteria and I thought..... “MAYBE my kids aren’t the only ones I should be telling this!”

The ONLY way to make SURE our kids will have more healthy foods, drinks and plenty of water in schools is to voice our support.

So JOIN me! TOGETHER let’s talk to our school boards and principals about what they are serving our kids. By reducing access to unhealthy junk foods and sugary drinks, our kids can have healthier lives.

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:30 PSA 3 (text for a "parent")

These days, with all the reports about childhood obesity, most of us parents are more focused on trying to get our kids to eat healthy. But who makes sure they can eat healthy when they're at school?

The **ONLY** way we can make **SURE** our kids have more access to healthy foods, drinks and plenty of water in schools is for all of us to join together and voice our support.

If **YOU** have any questions about what **YOUR** child's school is serving, talk to your school board and principal. By reducing access to unhealthy junk foods and sugary drinks, our kids can have healthier lives.

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:30 PSA 3 (text for a "parent" in Spanish)

Hoy en día, con todos los reportes sobre la obesidad infantil, la mayoría de nosotros estamos más enfocados en tratar que nuestros niños coman saludable. Pero ¿quién se asegura de que ellos coman saludables cuando están en la escuela?

La única manera de asegurarnos de que nuestros niños tengan más acceso a las comidas saludables, bebidas y suficiente agua en las escuelas es que nos unamos juntos y expresemos nuestro apoyo.

Si usted tiene alguna pregunta acerca de lo que la escuela de su hijo está sirviendo, hable con el consejo escolar y el director de la escuela. Mediante la reducción del acceso de la comida chatarra y las bebidas azucaradas, nuestros niños pueden tener una vida más saludable.

*Presentado por la ciudad del Norte de Little Rock por la campana de **Fit 2 Live**.*

:30 PSA 4 (text for 8-15 year old child)

A while back, my family started trying to eat a lot healthier. My parents keep telling me not to eat junk food when I'm at school. I actually **LIKE** many fruits and vegetables, especially when they're fresh. But sometimes it's hard for me to find **HEALTHY** things to eat when I'm at school and other places.

Why does it have to be so hard on us kids to figure out how to eat healthy?

Voiceover: The **ONLY** way we can make **SURE** our kids have more access to healthy foods and beverages in schools and other child-serving venues is for all of us to join together and voice our support.

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:30 PSA 5 (text for 8-15 year old child)

Sometimes it's just too much pressure being a kid. I mean, I want to try to find healthy foods to eat when I'm at school, but sometimes I end up spending my lunch money on cookies and a soda. My parents keep telling me that if I don't eat healthy at school, I won't be able to focus and make good grades.

Why can't our school just make sure we have healthier foods to eat while we're there?

Voiceover: The **ONLY** way we can make **SURE** our kids have more access to healthy foods and beverages in schools and other child-serving venues is for all of us to join together and voice our support.

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