

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

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164 WORDS, 60 SECONDS

OBESITY

(START ANNOUNCER *SOUND BITE*): **“FROM THE NATIONAL INSTITUTES OF HEALTH IN BETHESDA, MARYLAND, THIS IS HEALTH MATTERS. CALLING OBESITY A PUBLIC HEALTH CRISIS, SURGEON GENERAL DOCTOR RICHARD CARMONA ANNOUNCED THE LAUNCH OF WE CAN: WAYS TO ENHANCE CHILDREN’S ACTIVITY AND NUTRITION. THE NATIONAL EDUCATION PROGRAM IS GEARED TOWARDS PARENTS OF CHILDREN AGED EIGHT THROUGH THIRTEEN. N-I-H DIRECTOR DOCTOR ELIAS ZERHOUNI TALKED ABOUT SOME OF THE GOALS OF THE PROGRAM.”** (END ANNOUNCER

SOUND BITE) (START ZERHOUNI *SOUND BITE*): **“THIS IS WHAT WE NEED THE PARENTS TO DO IS EDUCATE THEMSELVES. UNDERSTAND THE IMPACT OF EATING OUT TOO OFTEN, NOT BEING SELECTIVE IN HOW YOU EAT, NOT COOKING AT HOME WITH THE APPROPRIATE NUTRITIONAL STRATEGY.”**

(END ZERHOUNI *SOUND BITE*) (START ANNOUNCER *SOUND BITE*): **“THE NATIONAL HEART, LUNG AND BLOOD INSTITUTE DEVELOPED THE WE CAN PROGRAM, WHICH IS ALSO BEING PROMOTED BY THE NATIONAL INSTITUTE OF DIABETES AND DIGESTIVE AND KIDNEY DISEASES, THE NATIONAL INSTITUTE OF CHILD HEALTH AND HUMAN DEVELOPMENT, AND THE NATIONAL CANCER INSTITUTE. N-I-H HEALTH MATTERS IS A PRESENTATION OF THE N-I-H RADIO NEWS SERVICE. I’M BILL SMALLFELT.”**

(END ANNOUNCER *SOUND BITE*)

NOTE TO BROADCASTERS: SOUND BITE AVAILABLE ON CD. FOR MORE INFORMATION, PLEASE CALL THE MEDIA RELATIONS DEPARTMENT AT 1-800-222-5551.