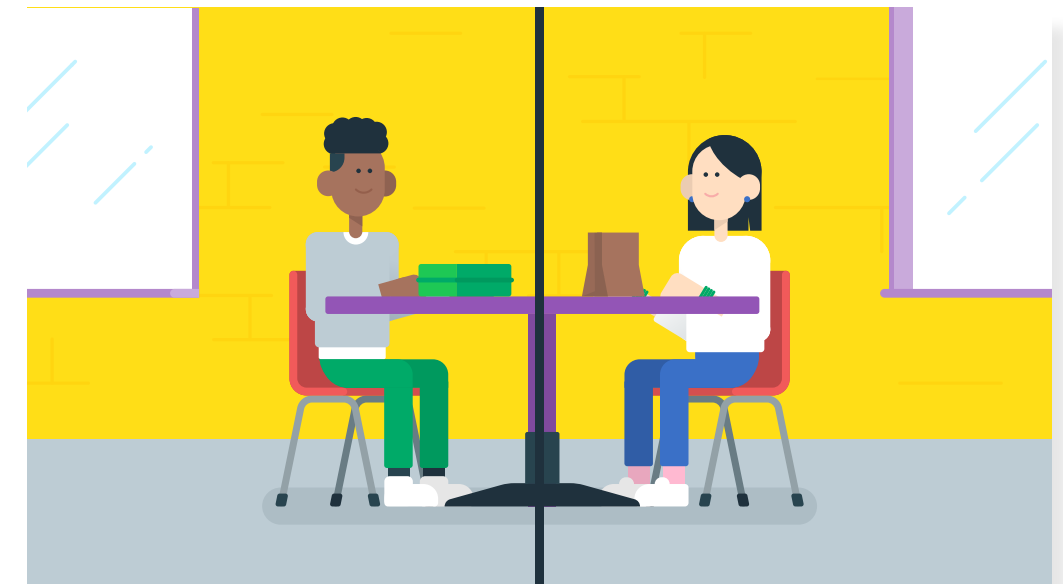
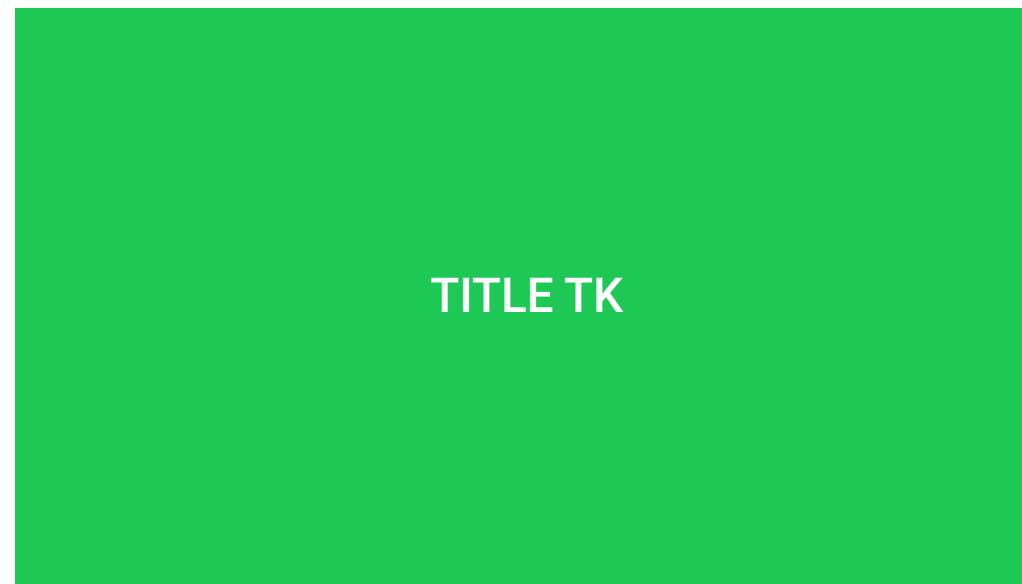


USDA logo.

Title screen.

We open on the BOY and GIRL having just sat down for lunch in the cafeteria.

VISUAL NOTES



(Music)

VOICE OVER

(Music)

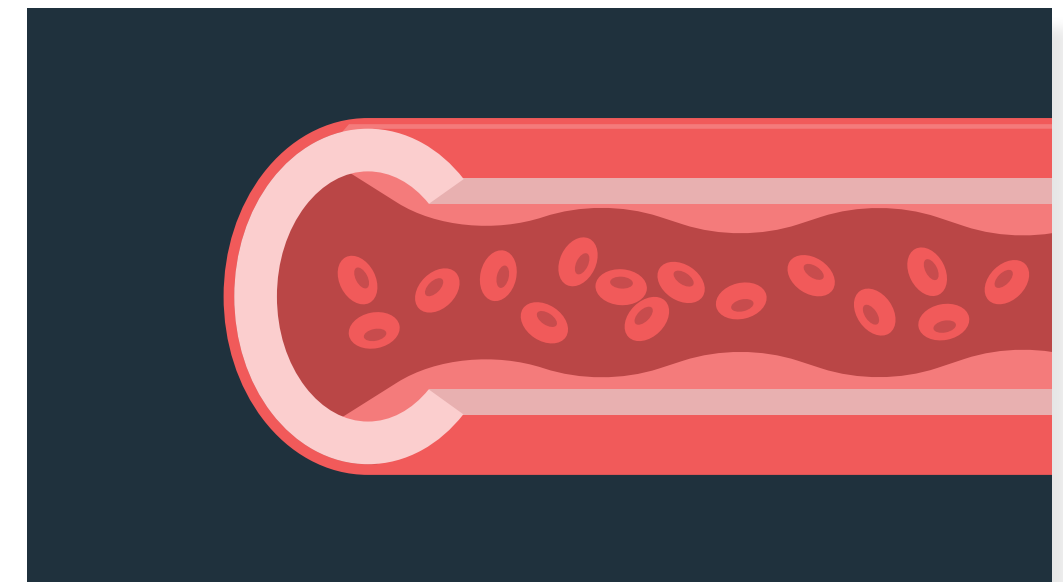
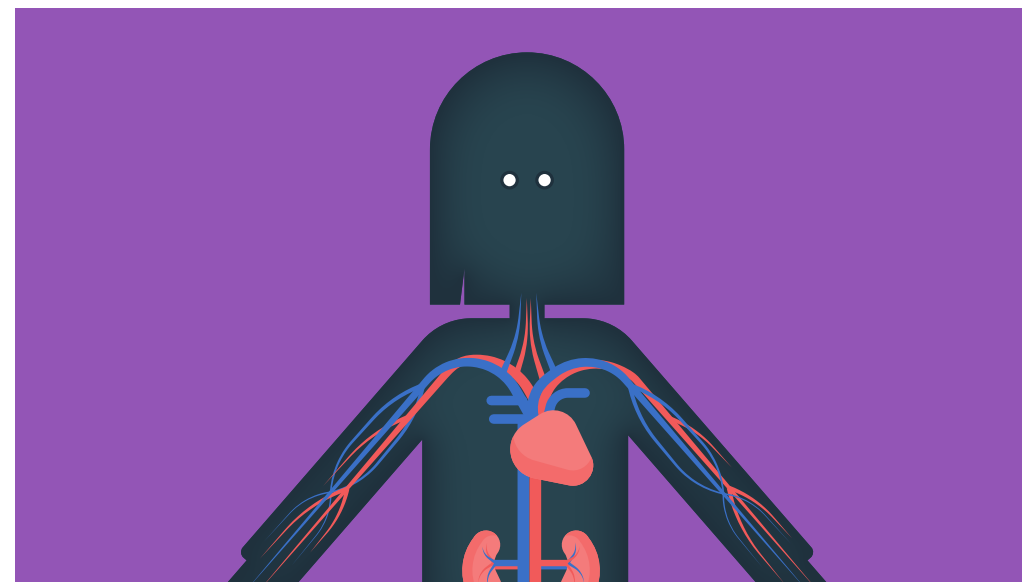
*Some foods are high in sodium, even if you don't add any salt.*

We cut to an overhead shot of their lunches.  
The BOY has a low sodium lunch and the  
GIRL has a high sodium lunch. BAR CHARTS  
showing the amount of sodium in each lunch  
appear above the food.

We cut to a medical silhouette of the GIRL  
showing her circulatory system.

We zoom in to see a microscopic view of a  
blood vessel operating normally.

VISUAL NOTES



VOICE OVER

*That's because of the way they are processed  
or prepared before they even reach your plate.*

*Our bodies need small amounts  
of sodium to work properly.*

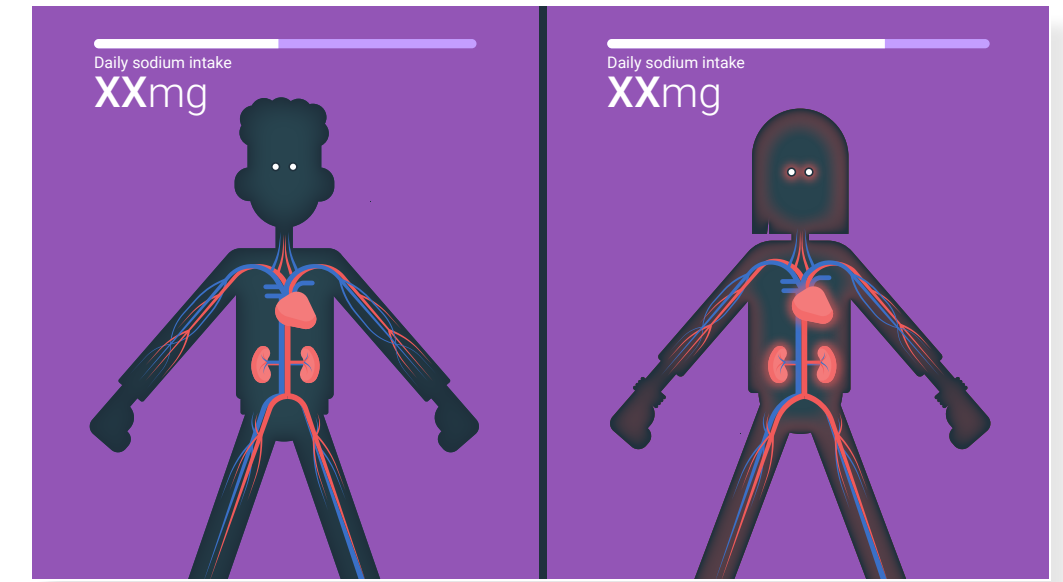
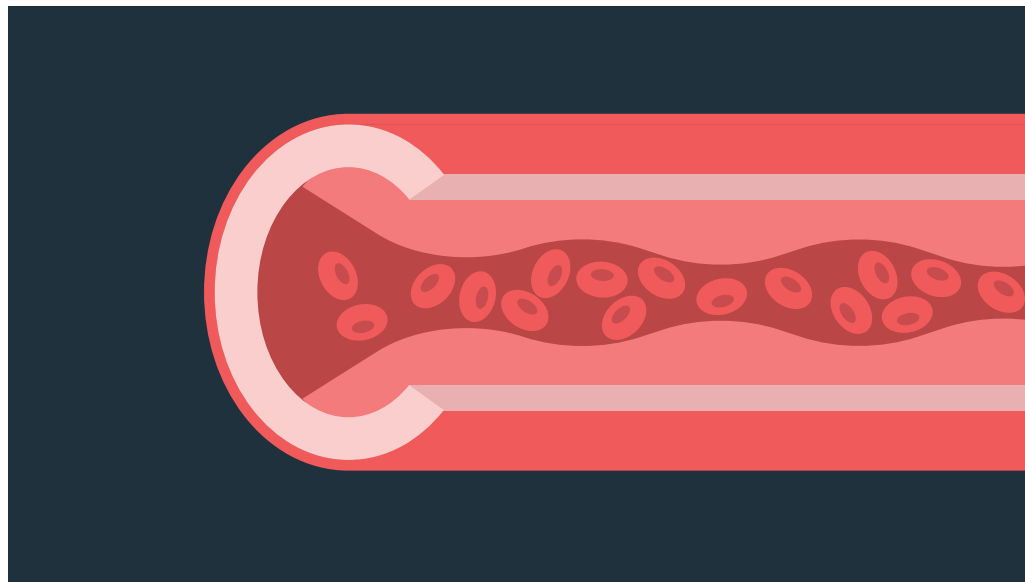
But consuming too much sodium may lead to  
high blood pressure, also called hypertension.

The blood vessel begins to contract to illustrate hypertension.

We cut to circulatory system illustrations of the BOY and GIRL side by side. The BAR CHARTS illustrating their sodium intake reappear.

The GIRL's organs pulse red to illustrate the health risks high sodium can cause.

VISUAL NOTES



VOICE OVER

High blood pressure is when your blood pushes against your arteries with too much force.

*Over time, high blood pressure can damage your blood vessels, and increase the risk of heart disease, stroke, blindness, and kidney problems.*

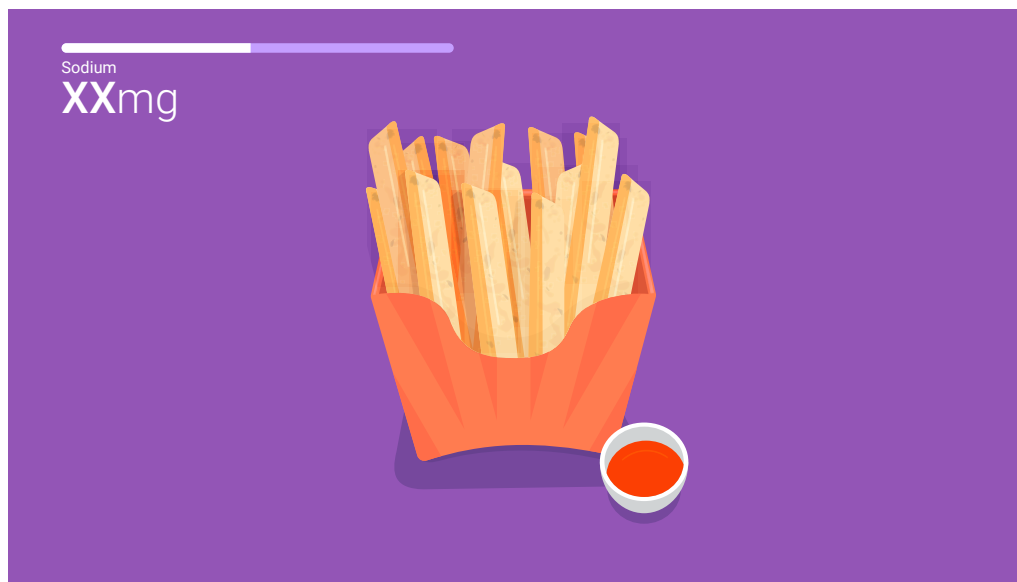
To reduce the risk of high blood pressure, make healthy choices.

French fries.

Baby carrots.

Greasy, microwave popcorn.

VISUAL NOTES



VOICE OVER

*Instead of fast food french fries...*

*choose baby carrots.*

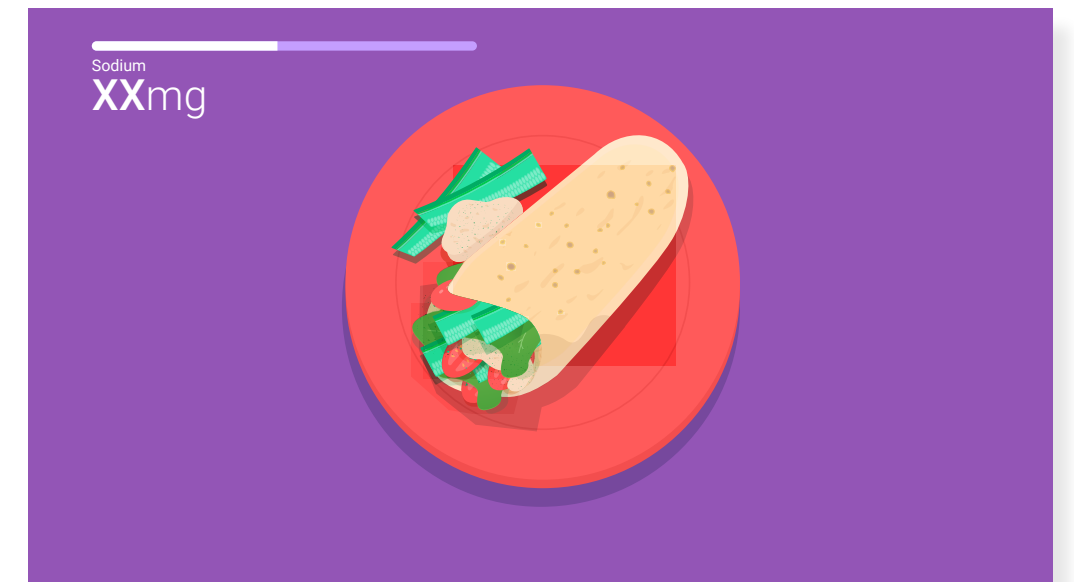
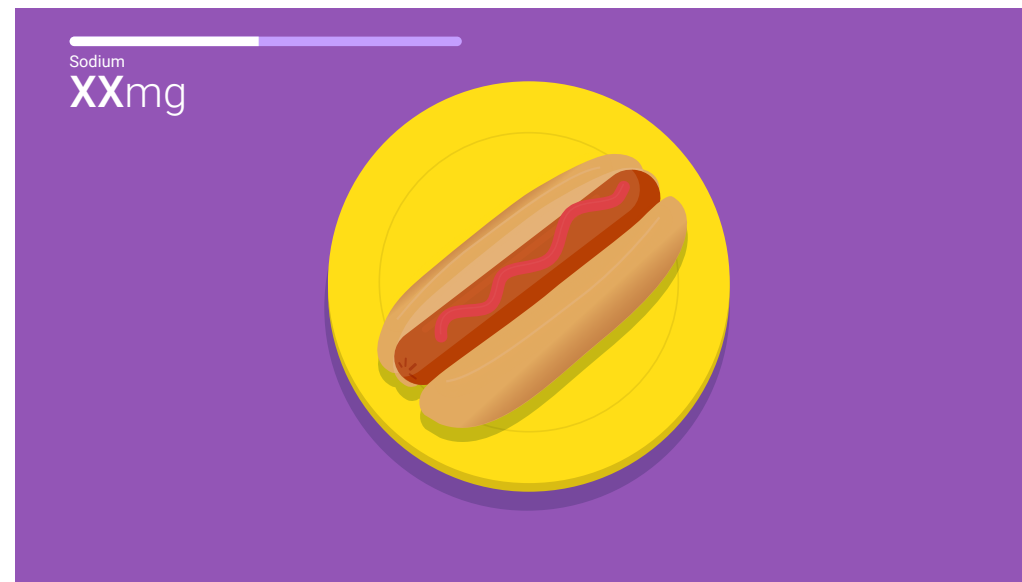
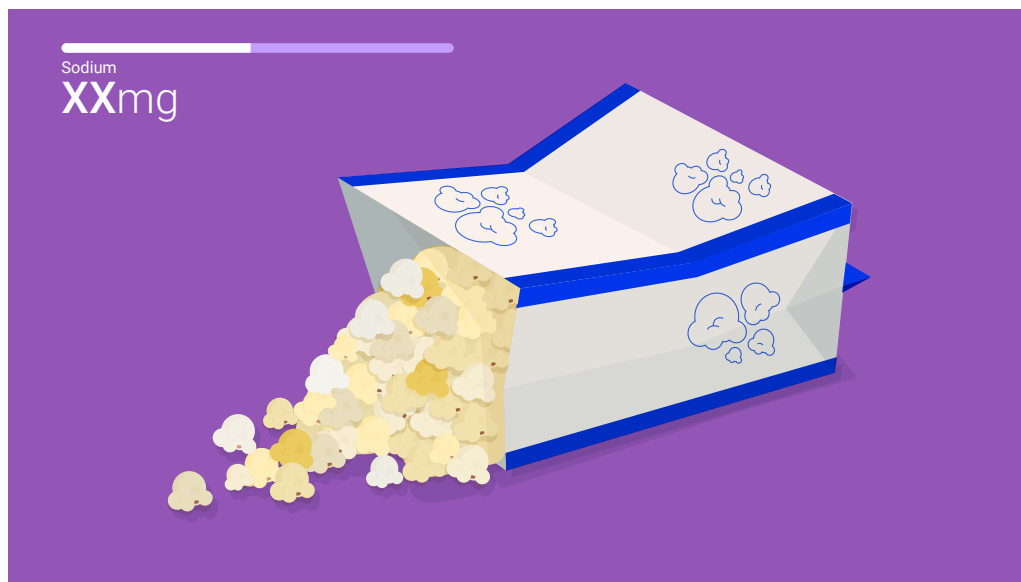
*Instead of regular microwave popcorn...*

Healthier, light popcorn.

Hot dog.

Grilled veggie wrap.

VISUAL NOTES



VOICE OVER

... choose light microwave popcorn unsalted.

Instead of a hot dog w/ ketchup...

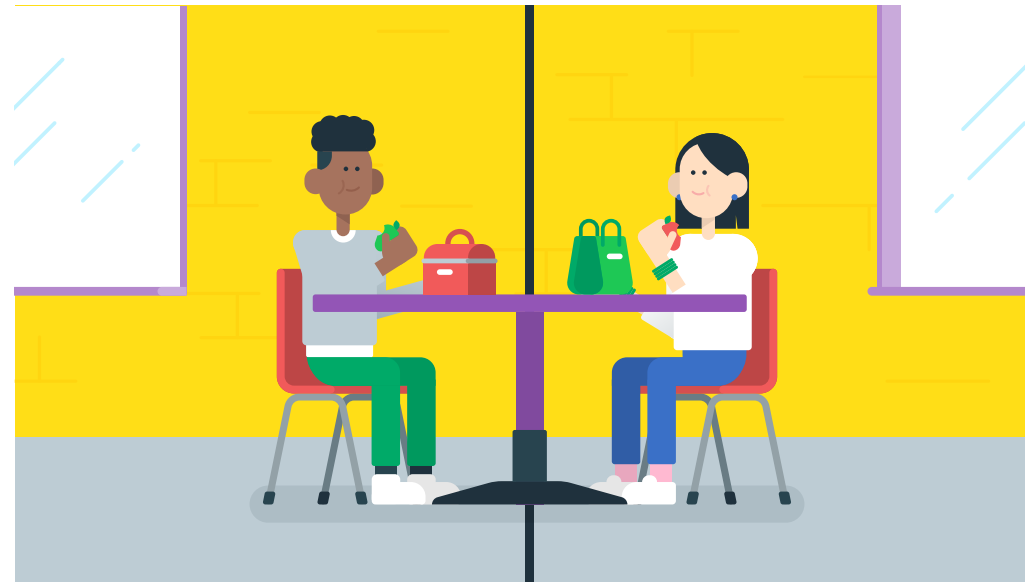
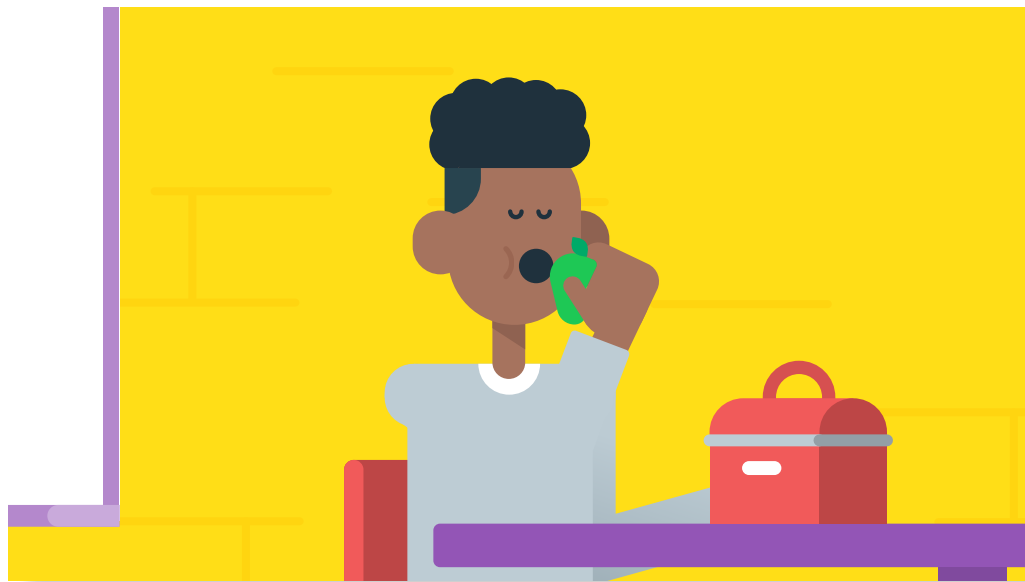
choose a grilled veggie wrap with hummus on whole grain bread.

Cut back to the BOY in the cafeteria, taking a big bite out of an apple.

Zoom out to see the BOY and GIRL both enjoying apples, a healthy low-sodium snack.

Team Nutrition logo.

VISUAL NOTES



VOICE OVER

*Choosing foods that are lower in sodium -- within an overall healthy eating pattern...*

*..is one step toward keeping your body healthy now and in years to come.*

(Music)

USDA logo and legal copy.

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VISUAL NOTES



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VOICE OVER

(Music)