

# MINI HEALTH NITE

## JPCHS Script

### 1. INTRODUCTION

Example: "Hi! My name is Cynthia Smith. I would like to thank you all for coming here tonight (or today). It's wonderful to see so many people interested in better health for our children. We are here to talk about how we can improve their health -- and ours -- through better nutrition."

### 2. TELL YOUR STORY (ABOUT HOW YOU GOT INTERESTED IN IMPROVED NUTRITION)

This can be your story or someone else's.

### 3. SHOW POSTER BOARD #1

"Americans aren't very healthy!"

Read statistics

### 4. SHOW POSTER BOARD #2

"Our children are unhealthy, too!"

Read statistics

### 5. SHOW POSTER BOARD #3

"Why we are so unhealthy"

Read list of reasons

### 6. SHOW POSTER BOARD #4

"FACT! Conclusion! Recommendation! Problem!"

Read board

### 7. SHOW VIDEO: "Making A Difference"

"Now we're going to watch a 10 minute video "Making A Difference" featuring Dr. William Sears." (Read Dr. Sears' bio.) Dr. Sears explains why good nutrition is so important to our children . . . and about a special opportunity you have to do something about it." (SHOW VIDEO.)

## **8. SHOW POSTER BOARD #5**

Read what Juice Plus+® is.

Read list of Juice Plus+• ingredients.

## **9. EXPLAIN THE JUICE PLUS+® CHILDREN'S HEALTH STUDY**

Designed for children ages 6-15.

Child gets juice Plus+® for FREE so long as parent (or other adult) is on the product, too.

Fill out Enrollment Questionnaire and three Follow-up Questionnaires

One year comitment

## **10. SHOW POSTER BOARD #6**

Read Conclusion Board

## **11. CONCLUSION**

"Isn't it wonderful to know that you can get your children started on the road to better health for absolutely free?"

## **12. QUESTION AND ANSWER**

"At this point I'd like to open the meeting up for questions."

## **13. THANK EVERYONE FOR COMING**

Tell them you have JPCHS Participant Agreements and/or more information available for anyone who is interested.

### **HAVE HANDOUTS AVAILABLE:**

Juice Plus+® Children's Health Study Participant Agreement/Order Form (to fill out on the spot)

Juice Plus+® Children's Health Study audiotapes (to share and follow up on)

Other Prevention Plus+® audiotapes

Juice Plus+® Children's Research Foundation Brochures

Juice Plus+® Research Brochures