Video transcript of Back to School Backpack:

The video opens with upbeat music with whistling and the image of a school backpack and the CDC/HHS logo in the bottom left of the screen.

The first screen asks, “What Should You Pack in Your Kids’ Backpacks to Promote Health?”

The next screen shows all the items to help pack, and one by one, each item slowly moves into the center of the screen and is identified in thought balloons before slowly descending into the backpack:

“sunscreen” and
“insect repellent” as both bottles slowly move into the backpack...

“sunglasses” that are orange with dark lenses;

“long-sleeve shirt & pants to protect from insects and the sun” that are black pants and a gray and blue shirt;

“wide-brimmed hat” that is a soft, floppy type of light-weight hat;

“clothing to get active” that is a pink short-sleeve top and black shorts with a reflective stripe;

“reusable water bottle” that is a plastic tall water bottle that fits snugly into the side pocket of the backpack;

“tissues & hand sanitizer” that are both small travel size items that slide comfortably into the front zippered pocket of the backpack along with the emergency contact card;

“emergency contact card” that appears to show all relevant information that might be needed;

“healthy breakfast, lunch, & snacks” that is shown in a snap-lid Tupperware with what appears to be carrots, cherry tomatoes, and apple slices, “sneakers” that are pink with laces and Velcro straps; and a

“bike helmet” that is bright pink with air holes and a chin strap.

The screen closes showing the bike helmet attached to the backpack and both moving slowly off screen.

The next and final screen comes up with 2 paragraphs that read, “Learn more about what to pack in your kids’ backpacks for a healthy school year at http://bit.ly/CDCCBackToSchool.” And “For more about how to prevent chronic disease and maintain a healthy lifestyle, follow @CDCChronic on Twitter or visit cdc.gov/chronicdisease.

The music and whistling concludes and the screen fades to black.