



Sample Editorial

The following imaginary guest editorial is intended as an example of incorporating the framing research into a standard media format, in the form of an op/ed. Please note that facts, references, and names included in this speech are for sample purposes only, not for citation.

By Zak Wear, High School Student

Establish community responsibility for problem solving.

When's the last time you ate lunch at one of the local schools? Food is the fuel that drives our minds and bodies, yet our local school menu is based on heavily processed food filled with sugar. We expect students to do A-plus work, but we are feeding them C-minus food. Our communities and our schools can do better.

Suggest it wasn't always this way. Introduce Simplifying Model.

The nutritional problems facing schools are just one symptom of an out-of-control food system. The fictional comic philosopher, Alfred E. Newman, sums up the situation well: "We are living in a world today where lemonade is made from artificial flavors and furniture polish is made from real lemons." The priorities are all wrong.

Include Legacy value.

If things can go so wrong in just one generation, then certainly we can take substantial steps to fix these problems before the next generation inherits something even worse.

Suggest a specific policy solution.

Let's start fixing our food system by starting with schools. Science tells us that nutrition has a direct relation to a student's ability and willingness to learn. As of now, school lunches are not providing the nutrition that students need to become healthy, happy, and productive learners. Part of the problem is that school lunches rely on heavily processed food with little nutritional content. We need school

lunches that will provide all of the necessary vitamins, proteins, minerals and Omega- 3 fatty acids which are critical to brain function and which are often deficient in Americans' diets.

Provide examples of success.

Schools across the country have succeeded in establishing extremely healthy meals for students within existing school budgets. Several schools have introduced salad bars with fresh, whole foods from local farmers. In Colorado, for example, schools have tested organic foods and farm-to-school programs which have both improved nutritional intake, and dropped the cost of food as much as 30% due to decreased transportation and processing costs. Not only are these programs wildly popular with students, but they have also been greeted enthusiastically by schoolteachers, counselors and administrators who see the immediate benefits. Everyone agrees: nurturing the future means more than filling our heads with knowledge. It also requires filling our bodies with the fuel we need to process that knowledge. We can't do only one part of this equation and get the desired results. Adults need to step up to the plate and organize our food system in such a way that good nutrition in schools is the norm, not the exception.

Close with Legacy value.

On behalf of my generation and generations to come, I am asking adults to get control of the runaway food system, and begin to pay attention to the long-term consequences of food production decisions made today. If not now, when?