

REPORTER: The number of overweight and obese children has more than doubled in the past three decades. Currently approximately 9 million children over the age of 6 are considered overweight in this country. Because of these staggering numbers the NFL started a campaign to help make children healthier. Players from 11 NFL teams are being featured in “Be a Player” PSAs. The goal is to use these role models to encourage children to get out and play for at least one hour per day. Representing the 49ers, tight end Vernon Davis. He is a man of many talents. He can catch; he can run; he can score; he can paint; and he can dance. One other place that Vernon shines is in front of the camera. We followed him into the studio while he shot the public service announcement for the NFL’s Play 60 campaign.

DIRECTOR (female): What he’s going to do is when I deliver the line “let’s get out there and play,” he’s going to be looking over at RZ over here

DIRECTOR (male): Ok, so you turn from RZ and you say your lines; and all of it’s in the camera

VERNON DAVIS: That’s right. I’m Vernon Davis, reminding you that being active is important. You don’t have to be healthy...

DIRECTOR (female): This line, you’re still by yourself. “So get up and play! An hour a day” is what you’re saying.

DIRECTOR (male): Alright we’re rolling and action

VERNON DAVIS: So get up and play! An hour a day. (To himself) Smile more, smile more.

VERNON DAVIS: That’s right. I’m Vernon Davis of the 49ers reminding you that being healthy is important. You don’t need to be a pro to be healthy. Learn how you can be a player at [smallstep.gov](http://smallstep.gov). So get up and play! An hour a day.

RZ: Play!

Vernon Davis: That’s right. I’m Vernon Davis of the 49ers reminding you that being active is important. You don’t have to be a pro to be healthy Learn how you can be a player at [smallstep.gov](http://smallstep.gov) so get up and

VERNON DAVIS and RZ: Play! and hour a day.

REPORTER: After and the serious shooting was completed and the production was over, we decided to have some fun with the blue screen.

REPORTER: For more information about the NFL’s Play 60 campaign, check out [NFLrush.com](http://NFLrush.com) and make sure you get out and play.