

# ECHO Script

## Emergency and Community Health Outreach



### ECHO Script “Avian Influenza & Influenza Pandemics”

TRANSLATORS: Please translate this title, as well as the script. You can paraphrase “influenza pandemics” as “worldwide outbreaks of influenza”. Let me know if you have any other questions about this script!--Larry

**Deadlines:** English version 11-01-05  
Translation (all six versions) 11-15-05  
Audio recorded 11-22-05 / Edited by December 2<sup>nd</sup>, 2005 (7 versions)

-- PACKAGE SCRIPT ONLY – For SPNN-TV to edit on behalf of ECHO

EDIT DIRECTIONS	AUDIO TRACK
<p>SPNN-TV: Please insert credits here for video used to produce this edit piece. Thank you. ECHO</p> <p>--NAT SND – WX Wind</p> <p>-- Open with winter weather cold shots to establish time of year. --</p> <p>-- NAT SND – Coughing/Sneezing</p> <p>-- People sneezing, coughing, taking temperature, getting flu shot, taking over the counter medications to ease symptoms, eating soups, sleep for rest, etc. --</p> <p>-- NAT SND – Children play/Seniors</p> <p>-- Very young children and senior citizens performing their normal every day settings and activities. --</p> <p>(Library video shoot?)</p> <p>-- NAT SND – Bird/chickens</p>	<p>(1) If you watch ECHO-TV, you probably know about influenza or “the flu” already.</p> <p>(2) The flu is a disease that many people get in Minnesota during the winter months. “Flu season” usually starts in November or December....and it can last until early spring. As long as the weather is cold, the flu may be around.</p> <p>(3) You usually catch the flu from other people – and it hits you suddenly. You may have a dry cough, a sore throat, a fever or a headache. Your body may ache, and you may feel very tired. The symptoms resemble those of a “cold,” but it usually makes you sicker.</p> <p>(4) The flu can interrupt your life – for a week, or even longer. And for some people, it can be very dangerous – if you’re older, or if you have other health problems. But most people recover from it, with no lasting problems.</p>

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--GRPHX World Scene? Or continue B-roll fowl --

--Continue B-roll from previous--

-- Laboratory shots – MDH --

-- NAT SND Fowl in farms or wild --

*Can we illustrate increasing numbers of people that are sick (sneezing or coughing) by dissolving into multiple shots to express increases in numbers of illness?*

*- We could benefit greatly by using some historical shots of Spanish Influenza or Swine Flu or Hong Kong flu from years past. Can we consult with the History Center on getting something from back then (if they have it) for use? A book called the “Great Influenza” does have some still shots that perhaps we can get permissions to use or show the book outright... and then the video inserts as part of the rolling video. –*

(5)  
But lately, you may have heard about another kind of flu. It’s called “avian” flu, or “bird” flu. TRANSLATORS: If these 2 terms are the same in your language, just use the term once.

(6)  
You may have heard about people in Asia getting this disease. So far only a small number of people have become ill with bird flu – around 120, worldwide, over the last couple of years.

(7)  
But it appears to be much more dangerous than regular flu. About half of the people who get bird flu have died.

(8)  
Health officials are very concerned about bird flu right now. And the big concern isn’t just what’s happening right now – it’s what could happen in the future.

(9)  
Right now, people are getting bird flu mostly from chickens and other birds. The disease is spread through direct contact – with live birds or their droppings. It appears to be very difficult to get bird flu from other people – if it happens at all. That’s why so few people have ever gotten bird flu.

(9)  
But health officials are worried that bird flu may change. They are concerned that it could develop the ability to spread easily from one person to another.

(10)  
That hasn’t happened yet – and it may never happen. But if it does, the result could be a very big, worldwide outbreak of this very dangerous kind of flu.

<p>-- Again, we'll need to go back to a globe or some kind of global connection to illustrate Asian presence of bird flu consistently with what we used above.</p> <p>-- NAT SND MDH Lab and Harry Hull</p> <p>-- Return to normal every day activities of the young and old --</p> <p>-- Introduce shots of public health or clinic staff working with clients (flu shot?) --</p> <p>-- Return to Harry Hull shots in lab setting</p> <p>-- Return to healthy public through end of production --</p>	<p>That's called a "pandemic."</p> <p>TRANSLATORS: If there is no technical term in your language, use the English term and explain: "In English, this is called a pandemic."</p> <p>(11) These big, worldwide outbreaks can happen whenever there is a very big change in the disease we call "flu." That's happened three times in the last 90 years.</p> <p>(12) There was a very big pandemic in 1918. Many millions of people became ill, all over the world, and as many as 50 million people died. There have been two smaller pandemics since then – in 1957 and 1968.</p> <p>(13) The bird flu that people are getting in Asia could be the start of the next big pandemic. Or it might cause a smaller pandemic, like the ones in 1957 and 1968. But it could also just go away. We just don't know right now.</p> <p>(14) But health officials believe there will be another pandemic, sooner or later. The cause could be a new form of the flu that we haven't even seen yet.</p> <p>(15) We do know that, if a pandemic happens, it will affect everyone – not just older people or people who have health problems. It will have a great impact on people's lives, even if they don't get sick themselves.</p> <p>(16) Public health officials are watching for signs of a possible pandemic, so we will have as much warning as possible when it happens. They are also making plans to protect you – and help you protect yourself.</p> <p>(17)</p>
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	A flu pandemic will be a time of great difficulty – for all of us. There’s no way to avoid that. But together, we can take steps to be ready for a pandemic – and help each other get through it.
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