

*Provide separate script for each item.
Please check one.*

- Radio PSA (60-80 wds)
- Phone PSA (100-125 wds)
- TV PSA (144 characters)
- Print (trans. provided by you.
Unlimited word count).
- Print (trans. provided by ECHO.
Unlimited word count).

TIPS when WRITING FOR TRANSLATION

- Keep it brief. Most messages DOUBLE in length when translated.
- Keep it simple. Text should be at a **6th grade level** or lower.
- Keep it clear. Any ambiguity causes difficulties in translation.
- Break it down by sentences (*as shown below*). The longer the paragraph, the more complicated the translation process for multi-media use.

Final Draft: April 22, 2010

ECHO PSA Navigating the Health Care System

[Note to translator: Be sure to translate the PSA title (above) into your language. Replace the English text below with your translated text. Thank you.]

[Note to reader: Be sure to read the website names slowly and clearly. Remember only 59 seconds of recording time is available.]

[1]
If you don't know how to find a doctor or pay for medical care, you need to understand how to enter the health care system.

[2]
Most clinics and hospitals require health insurance.

[3]
So, the first step is to learn how to get health insurance. Ask your employer if it is offered and ask your spouse's employer.

[4]
If not, ask experts for advice on how to get health insurance.

[5]
Also, be sure to find out about free or low-cost clinics in your area.

[6]
For more information, go to www.echominnesota.org.

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