

ECHO Minnesota

Emergency, Community and Health Outreach



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 4: April 2027, 2010

ECHO PSA Understanding Vaccines

[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]

Vaccinations are One of the best ways to stop the spread of disease. is through vaccinations.

[2]

Vaccines protect you, your family, and your whole community. That is why everyone should be vaccinated.

[3]

They Vaccines are safe, and they formulas that teach your body to fight disease.

[4]

Contact your doctor or clinic now, and make sure you are getting your the vaccinations you need.

[5]

For information from links to the Minnesota Department of Health and other resources, go to www.echominnesota.org.

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