

ECHO Script

Emergency and Community Health Outreach



Script, Draft 3
Oct 8, 2010

ECHO Show "Obesity"

Finalized Script Deadline: Friday, October 8, 2010
421 words; Flesch-Kincaid reading level = 5.1

Line	Video	Narration	Translation
1.	MONTAGE OF MULTICULTURAL PEOPLE IN VARIOUS SCENES OF FAMILY TOGETHERNESS, SUCCESS, FUN	You don't want anything to keep you from being happy and healthy.	
2.	FADE	But did you know...	
3.	CLOSE UP OF PERSON LOOKING CONCERNED	...being very overweight can make you sick?	
4.		It can cause heart disease and diabetes. It can cause strokes and make you die younger. Even children can get sick from being very overweight.	
5.	PHARMACY, CLINIC OR HOSPITAL FOOTAGE	Being sick can cost you a lot of money, too. You might need to see a doctor, or have an operation, or buy expensive medicines.	
6.		If you're sick, you might not be able to work, or take care of your family, or play with your children. You might not see your grandchildren grow up.	
7.		You can help protect your health by not being very overweight.	
8.	MONTAGE OF FAST FOODS—BURGERS, FRIES, POP, FRIED CHICKEN, ETC. (NO LABELS, LOGOS)	Sometimes, it might seem hard. There are lots of foods that taste good and don't cost much. You get a lot for your money and they're convenient when you're	

		busy. At school or work, food choices aren't always healthy	
9.		Advertising makes those foods look good, but did you know...many of those foods have a lot of calories and fat. They can make you gain weight.	
10.	FOOTAGE OF LARGE AND SMALL PORTIONS, WITH PERSON CHOOSING THE SMALL	It's okay to have them sometimes, just not often. When you do have them, you can order smaller sizes.	
11.	MONTAGE OF SALADS, SKIM MILK, OTHER HEALTHY CHOICES AT FAST FOOD RESTAURANTS	What else can you do? You can order salad instead of fries. You can order water instead of soda.	
12.	SOMEONE CHOOSING FRUITS AND VEGGIES AT THE FARMERS MARKET, AND/OR CANNING	You can eat more fruits and vegetables <i>instead of</i> those unhealthy foods. You could even plant a vegetable garden and exchange vegetables with your neighbors. You could freeze or can fruits and vegetables and enjoy them all year.	
13.	TV/COMPUTER/VIDEO GAME – OTHER SEDENTARY SHOTS	It's not just food that can make you gain weight. Sitting too much can make you heavier, too.	
14.	STREET WITH NO SIDEWALK	You might have a job that keeps you at a desk. Your neighborhood might not have safe parks and sidewalks. You might live far away from stores or school. Your child's school might not have many opportunities for physical activity. You or your children might spend a lot of time watching TV or using the computer.	
15.	SOMEONE GARDENING	What can you do? Move your body whenever you can.	
16.	MONTAGE SHOWING SOME OF THE ACTIVITIES	Walk to the corner store instead of driving. Take the stairs instead of the elevator. Play	

	MENTIONED—USE CLIPS FROM SRTS VIDEO, SHOW PARENTS WALKING KIDS TO SCHOOL	outdoors with your family. Ride bikes together. Garden. Dance.	
17.	PEOPLE TALKING—IN A COFFEE SHOP, AT A MEETING, ETC.	You also can share your concerns about finding healthy food and safe physical activity with others. Family members, friends, neighbors, leaders, teachers, the school principal, the PTA and your employer might all have ideas on how to improve food and activity choices where you live, work, learn and play.	
18.	SOMEONE MAKING A HEALTHY CHOICE— EATING FRUIT, TAKING CHILD’S HAND AND GOING FOR A WALK, ETC.	Remember, being very overweight can make adults and children sick. There’s a lot you can do to be healthy and happy.	
19.	RESOURCES		
20.	CREDITS		