

ECHO Script

Emergency and Community Health Outreach



Script, Draft 3
Aug 23, 2010

ECHO Show

"Community Action Minnesota"

Finalized Script Deadline: Friday, August 20, 2010
Flesch-Kincaid grade reading level: 7.3 | Total words: 540

-1- Exterior shot of people in the street.

If you want to lift yourself out of poverty, there is a place near you that can help.

[Word Count: 18]

-2- Shot of exterior of Community Action Agency.

It is your local Community Action Agency. It can help you in many ways with useful programs and services.

[Word Count: 19]

-3- Shots of map of Minnesota – perhaps with CG of some names of agencies

Minnesota has 28 Community Action agencies serving every county in the state. Plus there are agencies in all 11 of the state's tribal nations.

Each Community Action Agency has a different name and offers a different range of programs.

They are different because each agency responds to the unique needs of the people in their community.

[Word Count: 56]

-4- Shot of people going into a community action agency.

But they are all a good place to go if you need help. Community Action serves everyone from infants to elderly people. They have been helping people move out of poverty for 45 years.

Here are some of the common services offered by Community Action:

[Word Count: 45]

-5- Shot of activity at a Head Start class, with CG "Head Start" at the beginning.

Head Start

Head Start helps preschool children from 3 to 5 years old. It helps them to be ready for school. Head Start provides educational, nutritional and health services to these children and their families. Children are more successful in school if they are healthy and ready to learn.

[Word Count: 51]

-6- Shot of younger kids at early head start.

Early Head Start is for even younger children, from birth to 3-year-olds, and for pregnant women.

[Word Count: 16]

-7- Shots of thermostat and furnace with CG at beginning of "Energy Assistance."

Energy assistance

Energy assistance provides help paying for gas and electricity. This is very important in the winter, when the energy bills in Minnesota get very expensive due to cold weather.

[Word Count: 31]

-8- Shots of person putting tape on windows or adding insulation with CG at the beginning of "Weatherization."

Weatherization

Weatherization helps to reduce energy costs through education, insulation and other ways that limit the effects of extreme weather and help keep your home warm.

[Word Count: 26]

-9- Shots of apartment buildings and homes with CG at the beginning of “Affordable Housing.”

Affordable housing

Affordable housing means apartments or houses with reduced payments for low income people. Agencies also help people who are homeless or can help prevent you from becoming homeless. Many agencies help people prevent mortgage foreclosures.

[Word Count: 37]

-10- Shot of person using EBT card and people at food shelf with CG at the beginning of “Food support.”

Food support

Food support is a government program that helps low-income people obtain food. It used to be called food stamps, but now it uses an electronic benefits card to buy food. Some Community Action Agencies have food shelves. Or they can direct you to a food shelf close to you.

[Word Count: 53]

-11- Shot of someone helping a senior with CG at the beginning of “Senior services.”

Senior services

Senior services include food, health and housing programs for elders.

[Word Count: 12]

-12- Shots of person balancing checkbook – or some other financial task/transaction.

Financial fitness training

Financial fitness training teaches people how to manage their money to avoid debt, save money and build a good credit rating. It helps you to understand how to use money wisely.

[Word Count: 34]

-13- Shots of person filling out tax forms with CG at the beginning of “Tax Preparation.”

Tax Preparation

Many Community Action agencies can help you prepare your income tax forms for free. Or they can help you find a reliable agency to help you with your tax forms.

[Word Count: 29]

-14- Shot of person at a job training site.

Many Community Action offices offer job training and other employment services. They can help you find a job, or help you get a better job. They may also help you keep a job by helping with transportation or child care.

[Word Count: 40]

-15- Shots of people being served at community action agencies.

To get started you need to visit your local Community Action office.

You are welcome to sit down and talk with someone who will listen to you. You will be treated fairly and get the best possible service.

They will find out what you need and then will figure out how to help you.

If Community Action does not have a program to solve your problem, they will try to find another resource that can.

[Word Count: 78]

-16- Shot of happy people – ideally outside a community action agency.

Community Action is devoted to helping you move out of poverty. It is a good place to go to start creating a better life.

[Word Count: 24]

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