

### ECHO SHOW #13 “Asthma & Respiratory Diseases”

**Deadlines:** English version due August 12, 2005:

MTL translates ALL six versions & Key Messages: August 29<sup>th</sup>, 2005

Ethnic Talent tracks audio script: August 30<sup>th</sup>, 2005

■ **PACKAGE SCRIPT ONLY – For SPNN-TV to edit**

EDIT DIRECTIONS	AUDIO TRACK
<p>-- Local nature scenes (city parks, Mississippi river, etc.) and natural sound of birds chirping. Must be urban setting. --</p> <p>(Video sources listed on actual show production)</p> <p>diagram of the airway – maybe with moving arrow through the nose, throat, and lungs</p> <p>video of coughing, sneezing, blowing nose</p> <p>We may have school shots here</p> <p>video of coughing, wheezing</p>	<p>-- <i>Local nature scenes (city parks, Mississippi river, etc.) and natural sound of birds chirping. Must be urban setting.</i> --</p> <p>The beauty of nature surrounds us every day. Our state is full of trees, parks, lakes, and rivers in cities and rural areas.</p> <p>-- NAT SND BREAK --</p> <p>For most people, being out in nature is relaxing and makes us feel good. Unfortunately, being outdoors makes some people feel sick. Breathing can become more difficult because of respiratory illnesses that affect the nose, throat, and lungs, the primary organs in our body that help us breathe.</p> <p>--NAT SND BREAK—(Coughing)</p> <p>There are many respiratory illnesses. Some are caused by common infections like a cold or the flu, but others are more serious illnesses like Tuberculosis or Severe Acute Respiratory Syndrome or SARS. Some respiratory illnesses last a short time while others are chronic and last a lifetime. The most common chronic respiratory illness is called asthma.</p>

<p>picture/video of swelling and constriction of lungs</p> <p>video of common asthma triggers (use some of HCMC/MHP video)</p> <p>- video clip of someone smoking and of smoke stacks (for pollution)</p> <p>- clip of MPCA website (?)</p> <p><b>*ECHO hosts should put vocal emphasis on things and triggers so people recognize the term. English is acceptable for word “trigger” (if not translatable)</b></p> <p>- video of someone dusting or vacuuming and/or extinguishing a cigarette</p> <p>- video of asthma check-up (clip from HCMC/MHP video)</p> <p>- video clip of using medication delivery devices</p> <p>- video of person running, playing, being happy and healthy</p>	<p>One of out of ten children attending public school in Minnesota’s Twin Cities suffers from asthma. While asthma is most common in children, many adults also have asthma.</p> <p>-- NAT SND – (Coughing kid / adult)</p> <p>Asthma symptoms include a constant or frequent cough, especially at night or during exercise. People with asthma may feel pressure or pain in the chest or have a hard time breathing easily. They may even breathe faster than usual. Sometimes, people with asthma may make a high-pitched squeaking sound when breathing out or exhaling. This is called wheezing.</p> <p>-- NAT SND – (Wheezing / adult)</p> <p>Asthma symptoms start when airways in the lungs swell inside and the muscles on the outside of the airway tighten. This makes the airway smaller, making it more difficult to breathe. Asthma can’t be cured, but it can be controlled.</p> <p>To help reduce symptoms, people with asthma should learn what things in the environment cause asthma symptoms to begin or to worsen. These things are called “asthma triggers.”</p> <p>[TRANSLATORS: If there is no general term for TRIGGER in your target language, you may use the English word—because the cript defines it.] Asthma triggers are not the same for every person. But by avoiding asthma triggers, people can avoid feeling sick.</p> <p>Some asthma triggers are found in houses; these include dust, mold, pets, mice, and cockroaches. Infections such as colds, bronchitis, or sore throats can also be asthma triggers. Cigarette smoke, hair sprays, incense, and changes in the weather can also trigger asthma symptoms.</p> <p>Air pollution is also a trigger. The Minnesota Pollution Control Agency issues pollution alerts on television, radio and the newspaper. People with asthma or other respiratory</p>
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	<p>illnesses, as well as elderly people, should pay attention to these alerts so they can avoid getting sick. When there is a pollution alert, remain indoors as much as possible and reduce physical activities to keep asthma symptoms from starting.</p> <p>-- NAT SND INHALER--</p> <p>If you have asthma, you should see a doctor at least once a year for your asthma. The doctor can monitor your symptoms and test how well your lungs are working. The doctor might also offer you medication to help reduce swelling and tightening in the lungs; this medication will make it easier for you to breathe.</p> <p>-- NAT SOUND NATURE --</p> <p>Anyone with asthma can live with few or no symptoms and enjoy the outdoors by taking steps to reduce triggers. Work with a doctor to find the best medication plan, and follow that medication plan.</p>
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