

ADULT VACCINATION VIDEO – PRE-SCRIPT (LONG VERSION)

| | VIDEO | AUDIO |
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| 1. | <p>BOB,PLEASE USE EDIT INSTRUCTION FOR LONG VERSION. They are more complete. ONLY EDITING ITEM TO NOTE FROM THIS: <u>WE TAKE OUT A LINE FROM CDC EXPERT INTERVIEW.</u> And of course this is shorter (no 2nd CDC bite etc)</p> <p>Whole family playing badminton in front yard (starts @ 1:22:00 – good of Mary Beth near 1:30:18).</p> | For Mary Beth and Barckley Toole, life is non-stop with 4 kids. |
| 2. | INTERVIEW: MARY BETH @ 1:04:55 | WE’VE GOT GYMNASTICS, WE’VE GOT DIVING AND BASKETBALL AND HOMEWORK (SMILE) – SOMEWHERE IN THERE, THERE’S HOMEWORK! |
| 3. | More parents playing with kids, Mary Beth running. If have time Barkley playing Frisbee. | To help stay healthy they exercise, eat right, and get enough sleep, because, let’s face it, |
| 4. | INTERVIEW: MARY BETH @ 1:04:15 (or so) | NOBODY HAS TIME TO BE SICK IF YOU’RE A MOM (BIG SMILE) |
| 5. | Perhaps shot of Mary Beth at doctor, pix of generic vaccine. See what Todd shot of guy named Bill | Or dad. But they also need to get vaccinated. |
| 6. | <p>INTERVIEW: MARY BETH Sitting in exam room with doctor.</p> <p>2 shot @ 2:11:40 – CU of MB saying about same @ 2:18:00</p> | SO I KNOW I’M SUPPOSED TO GET THE FLU VACCINE, BUT YOU’RE SAYING I NEED OTHER VACCINATIONS AS WELL? |
| 7. | <p>INTERVIEW: DOCTOR: In exam room 2:11:48 or her CU @ 2:15:09– Doc says bite a little differently in CU:</p> <p>Vaccines aren’t just for children, adults need them as well. OK to use either.</p> | YES, ADULTS NEED VACCINES TOO, THEY AREN’T JUST FOR CHILDREN |

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| 8. | <p>INTERVIEW: DOCTOR: @2:23:52</p> <p>Cover some of this with other video or stills. Could put words on screen, or use video boxes (4 on screen) with stills showing: age, jobs, travel, health conditions.</p> | <p>SOME VACCINES DON'T GIVE YOU LIFE-LONG PROTECTION. AND AS ADULTS GET OLDER, THEY MAY BE AT HIGHER RISK OF DISEASES BECAUSE OF THEIR AGE, THEIR JOBS, TRAVEL OR THEIR HEALTH CONDITIONS.</p> |
| 9. | <p>Pix of vaccines, perhaps montage of adults or crowd shot, TBA</p> | <p>So what vaccines do <u>healthy</u> adults need besides the annual flu shot?</p> |
| 10. | <p>Shot of whooping cough vaccine</p> | <p>First off, if you didn't get the whooping cough vaccine called Tdap as a preteen or teen, you're due for it now.</p> |
| 11. | <p>DR. BERGQUIST INTERVIEW @2:25:41 – 48</p> <p>Use still photos of baby with whooping cough for part of bite</p> | <p>WHOOPING COUGH IS A BACTERIAL INFECTION AND IN BABIES IT CAN MAKE IT HARD FOR THEM TO BREATHE AND CAN BE LIFE THREATENING.</p> |
| 12. | <p>INTERVIEW: MARY BETH</p> <p>Cover first part with Family playing charades type of game near 1:41:30</p> <p>Newspaper headlines?</p> | <p>I WORK IN A PRESCHOOL AND I'M AROUND YOUNG CHILDREN ALL THE TIME. AND IF THEY WERE TO COME DOWN WITH WHOOPING COUGH OR SOMETHING THAT I COULD HAVE BEEN VACCINATED AGAINST AND PREVENTED, I WOULD HAVE FELT HORRIBLE</p> |
| 13. | <p>Mary Beth getting shot. Begins 2:20:06</p> <p>Choose what works (can only show band aid that is rectangular not round correct band aid @ @2:23:10)</p> | <p>So, Mary Beth is here for that whooping cough vaccine, which also contains the needed 10 year booster for tetanus and diphtheria.</p> |
| 14. | <p>INTERVIEW: CDC EXPERT BOB PLEASE NOTICE, WE TOOK OUT A LINE</p> <p>For first line use old photo from PHIL library #14256 then go to hospital B-roll from our shoot. Not sure what to put behind green screen for rest of bite, perhaps our vaccine vial.</p> | <p>THESE MAY SEEM LIKE ILLNESSES FROM THE PAST, BUT THEY ARE SERIOUS DISEASES THAT STILL AFFECT US TODAY.</p> <p>IMMUNIZATIONS ARE YOUR BEST PROTECTION. AND, SEVERE SIDE EFFECTS FROM VACCINES ARE VERY RARE.</p> |
| 15. | <p>INTERVIEW: DR. BERGQUIST WS @2:12:33 w/Mary Beth in shot</p> | <p>ONCE YOU'RE IN YOUR 60S, YOU'LL NEED VACCINES TO HELP PREVENT DISEASES SUCH</p> |

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| | | AS SHINGLES AND PNEUMONIA. |
| 16. | INTERVIEW: MARY BETH @2:19:40 very quick out (In exam room w/doctor) | I HAD A FRIEND AT WORK AND SHE GOT SHINGLES AND SAID IT WAS EXTREMELY PAINFUL. |
| 17 | Kids piling out of car at field near 1:39:03 and on sidelines Frisbee game cheering on Barkley | Next stop for the Tooles? Barckley's Frisbee match. |
| 18 | Mary Beth and kids on sidelines at Frisbee match cheering on team. | KIDS CHEERING ON THEIR DAD. |
| 19 | INTERVIEW: BARCKLEY @1:19:55 Barkley playing Frisbee @2:10:50 he had good catch and pumps hands in air in triumph – use here or in one of closing shots | AS I GOT OLDER, I LEARNED THAT I'M NOT THE INVINCIBLE 23 YEAR OLD THAT I THOUGHT I WOULD BE FOREVER. SO IT'S IMPORTANT TO LOOK AFTER MY HEALTH. |
| 20 | MARY BETH @1:36:13 (playful exchange - cute of her – he says Hey) (As couple walks) | SO WHEN IS THE LAST TIME YOU WENT TO THE DOCTOR MISTER? |
| 21 | Couple still walking or other video you like | Barkley may be busted. |
| 22 | Barkley playing Frisbee, Mary Beth Running. Superimpose URL over shots. Could also end on cute shots of kids. | Find out what vaccines you need by taking the Adult Vaccine quiz at cdc.gov/vaccines/AdultQuiz and discuss the results with your healthcare provider. |