

# ECHO Script

## Emergency and Community Health Outreach



BE HEALTHY. BE SAFE. BE READY.

### Script for Opening Package – ECHO Show #2 (Flu) Updated 062607

(possible) visuals	COPY
<p>general crowd shots....ethnic faces....outdoors in cold weather would be nice...maybe CU of somebody sneezing</p>	<p>---1---</p> <p>This ECHO show is about “the flu” which is also called “Influenza”.</p> <p>Flu has different names in different cultures – but anybody, anywhere, can get it.</p>
<p>calendar graphic?</p>	<p>In Minnesota..... the flu season usually starts in November or December....and may last until early spring.</p>
<p>people coughing.....sneezing... ..looking miserable</p>	<p>---2---</p> <p>You usually get the flu from other people – and you get sick pretty fast. You may have a dry cough, a sore throat, a fever or a headache. Your body may ache, and you may feel very tired. The flu is kind of like getting a “cold,” but you usually have a fever and feel a lot sicker.</p>
<p>older people (65+ ?).....people getting flu shots.....maybe CU of vaccine or syringes</p>	<p>---3---</p> <p>In America, you will sometimes hear people talk about “stomach flu.” But if it’s really the flu or Influenza, you won’t have vomiting or diarrhea.</p> <p>----4----</p> <p>Most people get over the flu. But it can interrupt your life – for a week, or even longer. And for some people, it can be very</p>

<p>people drinking water, 7-Up, whatever</p>	<p>dangerous – especially if you’re very old, very young, or if you have other health problems.</p> <p>---5---</p> <p>One way to protect yourself is to get a flu shot. But you have to get a shot <u>every</u> year, because the flu changes from one year to the next.</p>
<p>OTC medications in retail setting, maybe CU of some typical products</p>	<p>----6---</p> <p>There are ways to take care of yourself if you do get the flu. Get lots of rest, and drink plenty of liquids. Avoid alcohol and tobacco.</p>
<p>people coughing into sleeves, sneezing into a tissue, etc. No aspirin to children.....</p>	<p>----7---</p> <p>Use medicines you can get from the drug store to make yourself more comfortable. But DON’T give ASPIRIN to children or teenagers who may have the flu. That can be dangerous.</p>
<p>Cover cough, use tissue, person vigorously washing hands, maybe CU of sanitizer product(s)</p> <p>more crowd shots, occasional CU of individuals, etc.</p>	<p>----8---</p> <p>There are also ways to keep from giving the flu to the people around you. Cover your nose and mouth – with a tissue or a sleeve – when you cough or sneeze.</p> <p>Keep your hands clean – by washing them with soap and water, or using a “hand sanitizer,” with alcohol in it.</p>

<p>Cover cough... use tissue shots... Keep your hands clean.... Hand sanitizer ...</p> <p>back to people shots</p> <p>“officials” conferring about...something-or-other, maybe looking at maps, data on a display board, examining documents, etc.</p> <p>Shots of poultry, map graphics of Asian countries, etc. [?????? – this part is harder to visualize]</p> <p>Shots of clinic and public health people....</p> <p>shot of people gathering on ECHO set????</p>	<p>----9----</p> <p>There’s also one more thing you should know about. Usually, the flu only changes a little bit from year to year. But every few years – maybe once or twice in a lifetime – the flu can change in a very big way.</p> <p>When that happens, the flu can be very, very dangerous – for everyone, not just older people or people who have health problems.</p> <p>---10---</p> <p>For example, you may have heard about people in Asia who have been getting a very dangerous type of flu from turkeys, chickens and other birds.</p> <p>----11----</p> <p>Right now, people can only get this kind of flu from birds – but not from each other. But that could change. If it does, we may have to be ready for a new, more dangerous and deadly kind of flu.</p> <p>----12---</p> <p>Public health officials will be watching this situation very closely – and we will be ready to help you protect yourself if it ever becomes necessary.</p> <p>Flu is an important health concern for everyone – and we’re going to talk about it today on ECHO. [word count = 475]</p>
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