

ECHO Script

Emergency and Community Health Outreach



Script, FINAL (A1)
Sept 21, 2009

ECHO Show

"Know What to Do About H1N1 Flu"

Finalized Script Deadline: Thursday, Sept 21, 2009

Translation Deadline: Friday, Oct 2, 2009

Flesch-Kincaid grade reading level: 7.2 | Total words: 539

-1- Still shot with super of "Swine Flu" then put a big "X" over it.

In April of 2009, a completely new strain of flu arrived in Minnesota. At first people called it "swine flu" – although you don't really get it from pigs.

[Word Count: 28]

-2- Still shot with super of "Novel H1N1."

Novel H1N1 flu – as it's now known – is still with us. It's expected to cause a second wave of illness through the fall and early winter – especially in our schools.

[Word Count: 30]

-3- Shots of people visiting doctor or nurse in a clinic; especially pregnant women and kids.

You may have heard that this kind of flu doesn't make people very sick. That's only partly true.

It's usually no more severe than regular, "seasonal" flu. But seasonal flu is a serious disease. It kills 36,000 people a year nationwide.

H1N1 also makes some people much sicker than others. Unlike seasonal flu, it seems to target young adults and children more than older people.

Young children in particular are at risk. So are pregnant women and people with underlying health problems, like asthma or diabetes.

[Word Count: 86]

-4- Shot of someone sneezing or coughing into tissue/sleeve and washing hands.

There are some very simple things you can do to protect yourself, your family and your community from the H1N1 virus.

Cover your face with a sleeve or a tissue when you cough or sneeze. Wash your hands, thoroughly and frequently.

[Word Count: 41]

-5- Shot of sick person at home.

If you get sick with symptoms of the flu, stay home. Don't go to work, or school, or other places where you could expose others to the flu.

[Word Count: 28]

-6- Shots of sick-looking people visiting doctor/nurse.

Flu symptoms can include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue. With H1N1, some people may also have vomiting and diarrhea.

If you have flu symptoms and you get very sick, talk to a doctor about it. That's also important if you're pregnant, or you have an underlying health problem. You may be given an anti-viral drug. That could keep you from becoming severely ill and help you get better faster.

[Word Count: 78]

-7- Shots of sick person on phone.

But call first before you visit a clinic. You may not need to come in. If you do, they will want to see you without exposing others to the flu.

[Word Count: 30]

-8- Shots of people lined up and getting vaccinated, esp. pregnant women and kids.

It's also more important than ever to get vaccinated. Against both seasonal flu and novel H1N1.

Many doctors and clinics already have this year's seasonal vaccine. A vaccine for novel H1N1 should be available by early to mid-October – although we won't have enough for everybody right away.

It's especially important to get the H1N1 vaccine if you are pregnant. If you're between six months and 24 years of age. If you're a health care worker or an emergency worker. If you have an underlying health condition. Or if you live with or care for a child under 6 months of age. Children that young can't be vaccinated by themselves.

[Word Count: 109]

-9- Shots of people doing paperwork or making payment at clinic.

The novel H1N1 vaccine is free, but there may be a small charge for giving the shot. Local health departments in Minnesota have made plans to vaccinate people against novel H1N1. They are taking steps to make sure cost is not a barrier to getting vaccinated.

[Word Count: 46]

-10- Exterior shots of clinic.

If you need a seasonal flu shot, or treatment for severe flu, there are clinics all across the state that charge based on ability to pay.

[Word Count: 26]

-11- Shots of immigrants entering clinic.

Public health clinics and health care providers are not concerned about your immigration status. Their job is preventing and treating disease. While they can't speak for other government agencies, immigration issues are not part of their job.

[Word Count: 37]

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