



“WHERE WE STAND”

Sample Script for “Live” Appearance in DVD

The CCA encourages you to adapt the sample script below to highlight your organization and focus on issues that will resonate with the local audience. A 3 – 5 minute script is recommended although you can expand it further. Ideally it should not exceed 10 minutes. The CCA is happy to film and include exterior footage of your organization or you can provide some video footage you already have for inclusion.

Opening Remarks

Hello, I’m (host name), (host title) of (hosting organization). We are pleased to bring you this educational video which addresses health and well-being in America including the surprising effect of education.

[You as the local host are encouraged to include a personalized and objective description of your organization. Many organizations choose to use this segment to highlight their facilities, mention the communities they serve, discuss the organization’s outreach efforts in their community, and/or encourage students to make healthy lifestyle decisions.]

The video you are about to watch will make you aware of important new information that can literally enable you and your family to live longer and more disease free. For example, you will learn that cigarette smoking alone is directly responsible for approximately 30% of all cancer deaths in the U.S. each year. It will, as well, compare American health and well-being to that of other countries. Did you know for example that although the vast majority of Nobel Prizes in medicine include at least one American scientist, the U.S. ranks 51st out of roughly 200 countries in the world in terms of longevity?

The video will also point out interesting new information about the impact that one’s education has on one’s health and longevity. For example, a college graduate lives on average nearly ten years longer than a person without a high school diploma.

Understanding these matters will enable you to live longer and healthier. It will also make you more aware of what it means to be an American—especially when it comes to your well-being and your health.