



MONTANA SOCIAL NORMS PROJECT

FINAL SCRIPTS
CARDIOVASCULAR HEALTH SOCIAL
MARKETING CAMPAIGN
February 27, 2004

TOTAL # OF ADS: 3 television ads

#1 Warning Signs–Physician

Setting: ER, (possible ambulance)

Cast: Male physician

Time: 30 seconds

I need *your* help.

By acting quickly, we can dramatically reduce the number of Montanans who die or are disabled from strokes.

Common signs of stroke include sudden numbness or weakness on one side of the face or body, sudden difficulty speaking or understanding, or sudden loss of vision.

SUPERIMPOSE: Sudden weakness or numbness on one side
 Sudden loss of balance
 Sudden loss of vision
 Sudden loss of speech
 Sudden trouble walking

If you or someone you are with experiences these symptoms, call 9-1-1 immediately. Early treatment is essential. Every minute counts.

(Spoken or tag) For more information call the American Stroke Association at 1-888-4STROKE.

* * *

Approval of script for Ad #1 _____
(name and date)

Approval of concept for Ad #1 _____
(name and date)

#2 Warning Signs–Stroke Survivor

Setting: Park

Cast: Wife, Husband, Dog

Time: 30 Seconds

WIFE: We were taking Samson for a walk when suddenly my left leg was weak and numb. I told my husband I just needed to sit down, that it was nothing. But he knew it could be serious. He called 9-1-1, and half an hour later I was in the hospital being treated for a stroke. I'm glad I went to the hospital quickly. Now I'm doing fine.

If you or someone you're with experiences sudden numbness or weakness on one side of the face or body, sudden difficulty speaking or understanding, or sudden loss of vision, call 9-1-1 immediately.

HUSBAND: It's worth it.

WIFE: Come on, Samson! Let's go!

(V/O or tag): For more information call the American Stroke Association at 1-888-4STROKE.

* * *

Approval of script for Ad #2 _____
(name and date)

Approval of concept for Ad #2 _____
(name and date)

#3 Modifiable Risk Factors

Setting: Family doctor's office

Cast: Female physician

Time: 30 seconds

Stroke is one of Montana's leading causes of death. It is also one of the most preventable.

If you have high blood pressure, diabetes, high cholesterol, heart disease, atrial fibrillation, have previously had a stroke or mini-stroke, or if you are a smoker, you are at increased risk. The good news is that there are things you can do to reduce your risk of stroke.

SUPERIMPOSE:

- High blood pressure
- Diabetes
- High cholesterol
- Heart disease
- Atrial fibrillation
- Past stroke
- Mini-stroke
- Smoking

Ask your doctor how you can minimize your risk. Call 9-1-1 immediately if you or someone you're with develops stroke symptoms. [For prevention and treatment]* Every minute counts.

(V/O or tag) For more information call the American Stroke Association at 1-888-4STROKE.

*This phrase may be deleted if time requires.

* * *

Approval of script for Ad #3 _____
(name and date)

Approval of concept for Ad #3 _____
(name and date)