

PIETRODANGELO PRODUCTION GROUP, INC.
WORKING SCRIPT - FINAL, "A Day in the Life of Public Health,"
Video Program Script - FLORIDA DEPARTMENT OF HEALTH

FILM/TAPE

AUDIO

FADE UP:

1. SUNRISE, BRIGHT ORANGE SUN RISING ON THE HORIZON OVER THE WATER

MUSIC 1 IN AND UNDER:

NARRATOR IN:

Floridians enjoy an enviable quality of life.

DISSOLVE TO:

2. NORTH FLORIDA SCENE

A pristine natural environment, unique to the continental United States --

DISSOLVE TO:

3. SHORELINE SCENE

-- miles of unspoiled beach,

DISSOLVE TO:

4. EVERGLADES SCENE

-- acres of untouched forest and wetlands,

DISSOLVE TO:

5. LAKE SCENE

-- an abundance of fresh water and clean air.

DISSOLVE TO:

6. FLORIDA CAPITAL SCENE

A national leader at the start of the 21st Century -- Florida enjoys spectacular environs --

DISSOLVE TO:

7. MIAMI SKYLINE SCENE

-- the wealth of a thriving, international economy,

DISSOLVE TO:

8. STREET SCENE, LITTLE HAVANA

and the vibrancy of a diverse, multicultural population

DISSOLVE TO:

9. SATELLITE VIEW OF THE STATE

Our state's natural and human resources contribute to an unparalleled climate of health and well-being.

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FADE TO WHITE

-- a healthy Florida's future.

FADE IN:

10. MONTAGE OF PUBLIC HEALTH
ACTIVITIES

Invisible to most Floridians, is the myriad of professionals, processes, and services that stand in place to maintain and safeguard the health and safety of all Florida residents.

DISSOLVE TO:

11. MONTAGE OF NEWBORN
ACTIVITIES

From the moment we're born, until the day we're put to rest, public health is there.

DISSOLVE TO:

12. FRONT VIEW OF A FAMILY HOME
AT SUNRISE. NO LIGHTS ARE ON
IN THE HOUSE. SLOW ZOOM IN,
LIGHTS IN HOUSE GO ON

NARRATOR IN :

For every Floridian – and every Florida family – from the moment we wake each morning, through the time we go to bed at night -- public health services have helped shape the quality of our entire day.

MUSIC 1: DOWN, UNDER AND OUT

FADE UP

13. CLOSE-UP OF A CLOCK RADIO,
EARLY MORNING SUNLIGHT IS
COMING THROUGH THE WINDOW
ILLUMINATING THE CLOCK RADIO
IN WARM SHAFTS OF LIGHT

NARRATOR IN:

Consider a day in the life of one typical Florida family:

RADIO ANNOUNCER IN:

"Another beautiful morning in the Sunshine State...

CUT TO:

14. EXTREME CLOSE-UP OF A SPRAY
OF WATER, BACK LIT BY THE SUN,
THE WATER IS ABSTRACTIONAL.
CAMERA ZOOMS BACK TO

NARRATOR IN:

The morning rituals familiar to any family

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REVEAL THE WATER IS COMING
FROM A SHOWER HEAD –
STEAMING CLEAN AND
COMFORTABLE.

MUSIC 2, IN AND UNDER:

DISSOLVE TO:

15. DOLLY SHOT FROM LEFT TO
RIGHT CHILD'S ROOM, FATHER IS
HELPING A PRESCHOOLER, GET
DRESSED, SLIPPING ON HIS
SNEAKERS AS HE SITS ON THE
BED

NARRATOR IN:

Pushing and pulling, ourselves and
others, to get the day kicked in --

DISSOLVE TO:

16. DOLLY SHOT LEFT TO RIGHT,
MIDDLE SCHOOL FEMALE,
SITTING ON BED PACKING HER
BACKPACK

MUSIC 2 UP:

**THE FOLLOW SEQUENCE OF SCENES, NO 17 – 28 WILL BE TIME
COMPRESSED USING SPECIAL EFFECTS AND MUSIC**

DISSOLVE TO:

17. CLOSE UP OF ORANGE JUICE BEING POURED INTO GLASS

CUT TO:

DOLLY LEFT TO RIGHT, MEDIUM CLOSE-UP OF KITCHEN TABLE, SEE
HANDS BOWLS CEREAL, SPOON GOING INTO BOWL, GLASS BEING
RAISED

CUT TO:

MEDIUM CLOSE UP OF SANDWICH AND APPLE BEING PUT INTO LUNCH
BOX BY FATHER

CUT TO:

MEDIUM CLOSE-UP OF CHILD BEING BUCKLED INTO CAR SEAT IN BACK
SEAT OF CAR

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DISSOLVE TO:

MEDIUM WIDE SHOT OF DAD WALKING HAND IN HAND UP TO DAYCARE CENTER WITH SON.

DISSOLVE TO:

MEDIUM CLOSE UP OF MOM IN CAR FROM OUTSIDE DRIVER'S WINDOW, GIRL KISSES MOM, EXITS AND WALKS TOWARDS FRONT OF SCHOOL.

CUT TO:

MEDIUM WIDE EXTERIOR SHOT OF STAIRS, PAN LEFT WITH MOM AS SHE IS WALKING UP STEPS OF BUILDING AT FSU.

CUT TO:

LOW SHOT ON TRACK AT FSU LEACH CENTER, TWO PAIRS OF LEGS WALKING TOWARDS THE CAMERA

CUT TO:

CLOSE UP OF MOM AND FRIEND WHO ARE WALKING AROUND THE TRACK, CAMERA IS DOLLYING BACK

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DISSOLVE TO:

DAD RECEIVING DRUGS FROM PHARMACIST

DISSOLVE TO:

EXTERIOR OF HOUSE

DISSOLVE TO:

DAD AND MOM WATCHING TV IN LIVING ROOM, CHILD ON FLOOR PLAYING WITH DOG

FADE TO WHITE

MUSIC 2: UP, UNDER AND OUT:

MUSIC 3: IN AND UNDER:

FADE UP:

18. WIDE SHOT, SLOW ZOOM INTO EXTERIOR OF HOUSE

NARRATOR IN:

Within each of these routine daily activities, Florida's Department of Health is at work -- silently and unseen -- assuring the health and well being of Florida families.

DISSOLVE TO:

19. (14) EXTREME CLOSE-UP OF A SPRAY OF WATER, BACK LIT BY THE SUN, THE WATER IS ABSTRACTIONAL. CAMERA ZOOMS BACK TO REVEAL THE WATER IS COMING FROM A SHOWERHEAD – STEAMING CLEAN AND COMFORTABLE.

NARRATOR IN:

Clean, pure water -- we've come to expect it first thing each morning and throughout the day---

FX/GRAPHICS IN:

20. INSPECTOR COLLECTING WATER FROM A TAP OR OTHER SOURCE FOR INSPECTION

Public health professionals monitor and inspect thousands of water samples each year to ensure that our water is clean and safe to drink.

FX/GRAPHICS IN:

21. (15) DOLLY SHOT FROM LEFT TO RIGHTCHILD'S ROOM, FATHER IS HELPING A PRESCHOOLER, GET

The health and safety of Florida's children --

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DRESSED, SLIPPING ON HIS
SNEAKERS AS HE SITS ON THE
BED

DISSOLVE TO:

22. (16) DOLLY SHOT LEFT TO RIGHT,
MIDDLE SCHOOL FEMALE,
SITTING ON BED PACKING HER
BACKPACK

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FX/GRAPHICS IN:

23. NEWBORNS IN HOSPITAL

From the moment of every child's birth, public health services are focused on one of their most important missions:

CUT TO:

24. NEWBORN BLOOD TEST IN HOSPITAL

safeguarding child health:

- For infants, it starts within minutes of their arrival, with blood tests to check for the possibility of hereditary diseases,

DISSOLVE TO:

25. NEWBORN SCREENING IN HOSPITAL

and comprehensive, newborn screening that helps give all new Floridians a healthy start.

DISSOLVE TO:

26. PRENATAL EXAM IN HEALTH DEPARTMENT

For many moms, it begins well before birth with prenatal care and education at county health department clinics.

FX/GRAPHICS IN:

27. (17) CLOSE UP OF ORANGE JUICE BEING POURED INTO CLASS

NARRATOR IN:

Safe food. We expect the food we buy for our families and eat daily to be safe and uncontaminated.

28. (19) MEDIUM CLOSE UP OF SANDWICH AND APPLE BEING PUT INTO LUNCH BOX BY FATHER

FX/GRAPHICS IN:

29. INSPECTOR CHECKING FOOD AT STORE OR OTHER LOCATION

Again, Florida's Department of Health is charged with helping to ensure that food is free of contaminants that can cause illness.

DISSOLVE TO:

30. LAB TECH AT MICROSCOPE

They investigate all food and water borne illness, to identify the cause and to help make sure food is safe.

FX/GRAPHICS IN:

Helping to prevent injury to children -- as

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31. (20) MEDIUM CLOSE-UP OF CHILD
BEING BUCKLED INTO CAR SEAT
IN BACK SEAT OF CAR

a result of accidents -- is another way
health services affect Floridians' lives.

DISSOLVE TO:

32. CAR SEAT DISTRIBUTION SCENE

County health departments distribute car
seats – and bicycle helmets -- free of
charge to any family that needs one.

FX/GRAPHICS IN:

33. (21) MEDIUM WIDE SHOT OF DAD
WALKING HAND IN HAND UP TO A
DAYCARE CENTER WITH SON.

NARRATOR IN:

Entrusting our children's care, to a child
care center, is another daily activity
safeguarded by the Department of Health.

FX/GRAPHICS IN:

34. GENERAL SHOT OF CHILDCARE
CENTER

Health Department professionals oversee
the safety conditions of day care centers
throughout the state:

CUT TO:

35. INSPECTOR CHECKING
PLAYGROUND EQUIPMENT

they inspect equipment to make sure it
poses no threat to child safety ---

CUT TO:

36. INSPECTOR CHECKING FOOD
PREPARATION AREAS

they inspect food storage and preparation
areas to ensure proper sanitation ---

CUT TO:

37. CHILDCARE WORKER PROPERLY
PUTTING INFANT IN CRIB

and they work with childcare center staff
training them in practices that can help
keep the children in their care safe.

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FX/GRAPHICS IN:

38. MEDIUM CLOSE UP OF MOM IN CAR FROM OUTSIDE DRIVER'S WINDOW, GIRL KISSES MOM, EXITS AND WALKS TOWARDS FRONT OF SCHOOL.

FX/GRAPHICS IN:

39. HEALTH CHILDREN IN HALL OR IN CLASSROOM IN MIDDLE SCHOOL

CUT TO:

40. IMMUNIZATIONS BEING GIVEN TO CHILDREN

CUT TO:

41. NURSE TREATING CHILD IN SCHOOL CLINIC

CUT TO:

42. NURSE WITH SPECIAL NEEDS CHILD (GRETCHEN EVERHART)

CUT TO:

43. NURSE OR HEALTH EDUCATOR SPEAKING TO CLASS

NARRATOR IN:

When your children go off to school, you can feel safe in knowing that the Department of Health has far-reaching services and programs for overseeing their health and safety.

Healthy kids – virtually free of vaccine preventable diseases like mumps, measles, rubella and polio --

... are the beneficiaries of a comprehensive immunization program that has all but eradicated these once dreaded childhood diseases.

Public health nurses are stationed in school clinics throughout the state: providing in-school medical care --

addressing the health care needs of special students ---

and educating children about healthy living and reducing health risks at a young age.

AUDIO IN AND UNDER: TRUTH TV SPOT

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DISSOLVE TO:

44. TRUTH TV SPOT

NARRATOR OVER:

Educating children and youth about the dangers of smoking, substance abuse, AIDS and other sexually transmitted diseases is a crucial, daily job for the Department of Health...

DISSOLVE TO:

45. OTHER TV HEALTH EDUCATION MATERIAL

Along with teaching kids about the importance of eating right, exercise, healthy lifestyles and healthy relationships.

DISSOLVE TO:

46. CHILDREN PLAYING SPORTS

And, every child who plays school sponsored sports must have a physical examination – one that can be provided by the local county health department.

CUT TO:

47. EXAM AT HEALTH DEPARTMENT CLINIC

FADE TO WHITE

FADE UP.

Everyday, public health is with you at work as well. For instance,

48.

FX/GRAPHICS IN:

49. (25)LOW SHOT ON TRACK AT FSU LEACH CENTER, TWO PAIRS OF LEGS WALKING TOWARDS THE CAMERA (26) CLOSE UP OF MOM AND FRIEND WHO ARE WALKING AROUND THE TRACK, CAMERA IS DOLLYING BACK

The health department sponsors disease prevention and detention programs in the community and workplace encouraging exercise, proper diet, healthy living and regular check-ups.

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DISSOLVE TO:

50. INSPECTOR CHECKING WATER IN
POOL

Along with the workplace, public health ensures the safety of everyday play, with services like monitoring the water quality in public swimming pools and recreational areas.

FX/GRAPHICS IN:

51. FATHER DRIVING IN CAR, FROM
PASSENGER'S SEAT

Throughout the day, you encounter the benefit of a range of unseen public health services.

CUT TO:

52. AMBULANCE PASSING IN
ONCOMING LANE

For instance, every ambulance, emergency room and trauma center in Florida must be inspected and licensed by the Department of Health.

CUT TO:

53.

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FX/GRAPHICS IN:

54. FATHER ENTERING PHARMACY
DOOR

CUT TO:

55. FATHER RECEIVING DRUGS FROM
PHARMACIST

FADE TO WHITE

FADE UP:

56. EXTERIOR OF HOUSE, SLOW
ZOOM IN AND STOP

SLOW ZOOM INTO HOUSE

DISSOLVE TO:

57. MEDIUM CLOSE-UP OF BOY
PLAYING WITH DOG ON LIVING
ROOM FLOOR

PAN UP TO TELEVISION:

58. FOOTAGE OF KIDCARE

FADE TO WHITE

and --- thousands of health care practitioners – like your local pharmacists, doctors and nurses – are licensed by the Department of Health, to ensure that they have the proper training and credentials to provide you with care.

NARRATOR IN:

Back home, the health department is still there – with services like

spraying neighborhoods to eliminate mosquitoes and other disease carrying insects --

-- safeguarding your family pet through rabies control programs, and --- most importantly --

KIDCARE AUDIO IN AND UNDER:

NARRATOR OVER:

assessing problems that confront Florida families – like access to health insurance – *and developing solutions* – like KidCare – a statewide program providing insurance to children in need.

KID CARE AUDIO OUT

MUSIC 4 IN AND UNDER

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DISSOLVE TO:
HOUSE EXTERIOR AT SUNDOWN

NARRATOR IN:

From the morning when you wake,
through until you go to sleep at night --

Florida's Department of Health --

DISSOLVE TO:
59. HEALTH DEPT LOGO

We help make every day in your life --
healthy

DISSOLVE TO:
FADE TO BLACK

MUSIC 4 UP

MUSIC OUT

DISSOLVE TO:
60. CREDITS