



GROUP 5
Advertising

“MOMS” :30 ENGLISH RADIO SCRIPT

CLIENT: FDOH HEALTHY START – CREATIVE DIRECTOR: DAMION WASYLOW

RECORD DATES: 5/10 & 5/11/07

Music bed underlies throughout.

MOTHER 1:

Suddenly, I had someone else to think of first. That's why I asked my doctor to complete the Healthy Start screening form when I first got pregnant.

MOTHER 2:

It pointed out risks that could effect me and my baby.

MOTHER 1:

Based on our needs, we got services, like childbirth preparation, stress relief and parenting classes.

MOTHER 2:

I asked my doctor to complete the Healthy Start screening form. And it was right choice...

...for both of us.

ANNOUNCER:

Every baby deserves a healthy start. Ask your healthcare provider to complete the Healthy Start screening form or visit healthy-start-baby-dot-com. A message from the Florida Department of Health.

Baby giggle.