



**GROUP 5**  
Advertising

**“MOMS” :15 ENGLISH TELEVISION SCRIPT**

**CLIENT: FDOH HEALTHY START – CREATIVE DIRECTOR: DAMION WASYLOW**

**SHOOT DATES: 5/10 & 5/11/07**

Montage of two mothers playing with babies and one pregnant woman.

Graphics overlay with program logo, phone and Web address as well as, “This message brought to you...” language and FDOH logo.

**ANNOUNCER V/O:**

Healthy Start provides Florida’s pregnant mothers and babies access to a wide variety of helpful services that are free to those who qualify.

Ask your healthcare provider to complete the Healthy Start screening form today. Because every baby deserves a Healthy Start.