

<ul style="list-style-type: none"> • Running Time 	3.04					
<ul style="list-style-type: none"> • Narrator Name 	<p>Guy Degan</p> <table border="1" data-bbox="500 201 1578 2030"> <thead> <tr> <th data-bbox="500 201 1047 262"><u>Script</u></th> <th data-bbox="1047 201 1578 262"><u>Shotlist</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="500 262 1047 2030"> <p>A World Health Organisation report launched today warns that health systems around the world are ailing and need to be urgently reoriented to ensure that all people rich and poor have access to quality and affordable healthcare. The World Health Report 2008 outlines what is wrong with today's health care services, in particular inequities and inefficiencies which result in 100 million people each year throughout the world being pushed into poverty trying to pay for health care. Millions more have no access to quality healthcare at all. Many countries at all development stages are now looking to primary health care as a systemic approach to addressing challenges in their health care systems.</p> <p>The WHO Director General, Dr. Margaret Chan says the WHO report makes the case for using a Primary Health Care approach to strengthening health systems in both developing and developed countries around the world.</p> <p>SOUNDBITE: Dr Margaret Chan, Director General WHO “Never before has our world possessed such a sophisticated arsenal of tools and technologies for curing disease and prolonging life. Yet each year, nearly ten million young children and pregnant women have their lives cut short by largely preventable causes. Something is wrong.”</p> <p>UNICEF'S Executive Director, Ms Ann M. Veneman strongly endorsed the report.</p> <p>SOUNDBITE: Ann M. 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	<p>improvements in the health of the country's citizens. ”</p> <p>The World Health Report launch took place in Almaty in Kazakhstan where 30 years ago, the concepts and values of primary health care were initiated. Called The Alma Ata Declaration, primary health care was defined by global health leaders as ensuring that everyone, regardless of where they live, whether rich or poor, was able to access the services and conditions necessary for realising the best possible health.</p> <p>WHO, UNICEF and the Kazakhstan Government jointly hosted the 1978 conference, and this week Health Ministers from more than 60 countries will mark the anniversary in Almaty and discuss ways to revitalize primary health care. Both WHO's Dr Chan and UNICEF's Ann Veneman, will participate in the discussions.</p> <p>SOUNDBITE: Ann M. Veneman, Executive Director UNICEF “Concrete gains have been achieved in public health, particularly in child survival, since the last time global health leaders met here. But there is clearly much still to be done to ensure equitable and extensive coverage of essential health care services.”</p> <p>Dr Chan urges that deliberate policy interventions were required to redress imbalances in health systems.</p>	<p>country's citizens. ”</p> <p>12. Tilt down across hotel to conference banner</p> <p>13. Tilt down across 1978 Alma-Ata conference logo</p> <p>14. CU conference banner</p> <p>15. MS doctor in France examining elderly patient</p> <p>16. Pan right to left across conference stage banner</p> <p>17. Dissolve into WHO logo</p> <p>18. Pan across WHO public health care banner</p> <p>19. MS Ann Veneman and Margaret Chan</p> <p>20. MS journalists at press conference SOUNDBITE: Ann M. Veneman, Executive Director UNICEF “Concrete gains have been achieved in public health, particularly in child survival, since the last time global health leaders met here. But there is clearly much still to be done to ensure equitable and extensive coverage of essential health care services.”</p> <p>21. Ann Veneman and Margaret Chan through two heads at press conference</p> <p>22. WS press conference</p>
<ul style="list-style-type: none"> • International version split track • Running Time 	3.01	
	<p><u>Script</u></p> <p>Same as above</p>	<p><u>Shotlist</u></p> <p>Same as above</p>
<ul style="list-style-type: none"> • Video news footage 1 • Running Time 	3.33	
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“Concrete gains have been achieved in public health, particularly in child survival, since the last time global health leaders met here. But there is clearly much still to be done to ensure equitable and extensive coverage of essential health care services.”

21. Ann Veneman and Margaret Chan through two heads at press conference

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“The World Health Report sets out a better way to manage and deliver health care. Primary Health care is a people centred approach to health that makes prevention as important as cure....A primary health care approach is the most efficient, fair and cost effective way to organise a health system....decades of experience tells us that primary health care produces better outcomes, at lower costs and with higher user satisfaction.”

<ul style="list-style-type: none"> • Running Time 		
UNICEF PSA <ul style="list-style-type: none"> • Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds 		
UNICEF Interview Running Time	Xxx	
<ul style="list-style-type: none"> • Name of person being interviewed 	Xxx	
<ul style="list-style-type: none"> • Name of person's organization 	Xxx	
<ul style="list-style-type: none"> • Person's title 	xxx	
	<u>Script</u>	