

Script

You're watching UNICEF Television.

On global hand washing day in Ethiopia, children gathered to dance, sing songs and celebrate the message of washing hands with soap.

SOUNDBITE (English) Ted Chaiban, UNICEF Representative, Ethiopia: “ The truth is that the simple act of hand washing with soap impacts significantly on three quarters of child deaths in the country.”

To help spread the message, world-renowned athlete Haile Gebreselassie attended the event and passionately spoke about the importance of hand washing.

SOUNDBITE (Amharic) Shaleka Haile Gebreselassie: “I have taken my time to come here today because I want to people to hear and understand the message—that practicing the simple act of hand washing with soap can save our people from unnecessary sickness and death.”

The Ethiopian government also created one of the best mechanisms to affect behavior change. With the health extension program, every household in the country can now be reached and persuaded on the value of washing hands.

Sanitation and hygiene related diseases are amongst the most common cause of death in

Shotlist

1. Medium shot students dancing
2. Wide shot students dancing, celebrating
3. SOUNDBITE (English) Ted Chaiban, UNICEF Representative, Ethiopia: “ The truth is that the simple act of hand washing with soap impacts significantly on three quarters of child deaths in the country.”
4. MS world-renowned athlete Haile Gebreselassie demonstrating washing his hands.
5. Wide shot world-renowned athlete Haile Gebreselassie sitting at table with other people.
6. SOUNDBITE (Amharic) Shaleka Haile Gebreselassie: “I have taken my time to come here today because I want to people to hear and understand the message—that practicing the simple act of hand washing with soap can save our people from unnecessary sickness and death.”
7. Medium pan of people in attendance at Global Handwashing Day event
8. Medium shot unidentified guests in attendance
9. Medium shot man sitting at table, writing
10. Push in to medium shot child holding washing kit
11. Pull out to wide shot children dancing
12. Wide shot mothers and babies

	<p>Ethiopia. Encouraging hand washing can accelerate progress towards the millennium development goals on water and sanitation.</p> <p>This is Natacha Ikoli reporting for UNICEF television Unite for Children.</p> <p>ENDS</p>	<p>13. Very wide shot people in attendance at Global Handwashing Day event</p> <p>14. Overhead pan of children in attendance at event</p>
<ul style="list-style-type: none"> • International version split track • Running Time 	1:23	
	<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"> • Select Footage One 	<p>1:23</p> <ol style="list-style-type: none"> 1. Medium shot students dancing 2. Wide shot students dancing, celebrating 3. SOUNDBITE (English) Ted Chaiban, UNICEF Representative, Ethiopia: “ The truth is that the simple act of hand washing with soap impacts significantly on three quarters of child deaths in the country.” 4. MS world-renowned athlete Haile Gebreselassie demonstrating washing his hands. 5. Wide shot world-renowned athlete Haile Gebreselassie sitting at table with other people. 6. SOUNDBITE (Amharic) Shaleka Haile Gebreselassie: “I have taken my time to come here today because I want to people to hear and understand the message—that practicing the simple act of hand washing with soap can save our people from unnecessary sickness and death.” 7. Medium pan of people in attendance at Global Handwashing Day event 8. Medium shot unidentified guests in attendance 9. Medium shot man sitting at table, writing 10. Push in to medium shot child holding washing kit 11. Pull out to wide shot children dancing 12. Wide shot mothers and babies 13. Very wide shot people in attendance at Global Handwashing Day event 14. Overhead pan of children in attendance at event 	

