

<ul style="list-style-type: none"> • Running Time 	2:39					
<ul style="list-style-type: none"> • Narrator Name 	<p>Elizabeth Kiem</p> <table border="1" data-bbox="500 201 1583 2026"> <thead> <tr> <th data-bbox="500 201 1047 243"><u>Script</u></th> <th data-bbox="1047 201 1583 243"><u>Shotlist</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="500 243 1047 2026"> <p>In this town in Pakistan’s North West Frontier Province, villagers take to the streets -- not in protest, but to raise awareness about the health perils facing their children.</p> <p>They might well be protesting, because in Pakistan an alarming number of children are dying needlessly. Every day more than 1,000 children under the age of five die from entirely preventable diseases like diorrhea, pneumonia and measles.</p> <p>Nuzhat Jangul is doing her bit to help stop the trend during Child Health and Sanitation Week, which is supported by UNICEF. She is trained to spread the message that in poor rural communities ...basic hygiene and sanitation save lives.</p> <p>SOUNDBITE (Urdu) Javeda Iqbal, 36 years, mother of three: “In my family and the community there have been deaths of children. When we hear about them we really get scared.”</p> <p>He doesn’t know it, but 14-month old Assad is benefitting directly from the increased awareness of his mother. He was taken to hospital suffering early stage diorrhea and was put on a course of oral rehydration salts and minerals vital for his survival. Such targetted interventions were first piloted by UNICEF in Africa and helped reduce child mortality by 20 to 30 per cent.</p> <p>SOUNDBITE (English) Dr Nabila Zaka, UNICEF Health Specialist: “We are hoping that with similar interventions plus added on activities and communications we can achieve much more.”</p> <p>Another challenge for health workers is to ensure basic vaccinations – protection against tetanus, diptheria, TB, measles and polio. One of the best ways for this is to co-opt the country’s religious leaders, who preach weekly about on health. Local imams have adopted the topics of hygiene and safe water to help their communities understand issues shrouded in mystery.</p> </td> <td data-bbox="1047 243 1583 2026"> <ol style="list-style-type: none"> 1. Med. health and hygiene awareness march in Takhtbai. 2. Med. health and hygiene awareness march in Takhtbai 3. Med. children passing by a heap of garbage and zoom out. 4. Wide children playing in a canal. 5. 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	<p>SOUNDBITE IMAM, Maulana Mohammed Burhan (Urdu): “The problem here is people are not very aware or well educated in health and hygiene. It is part of our religious duty to teach people about cleanliness because it’s a directive from Allah.”</p> <p>As awareness is sanctioned from on high ... a transformation of knowledge takes place. And the children of Pakistan, and ultimately their children, have a far better chance of survival.</p>	<p>Takhtbai Town dweller’s home. 22. Medium shot of the vaccinator. 23. Close, vaccinating a crying baby 24. Close, child crying following injection 25. Med., child holding baby after vaccination 26. Wide shot of Mosque. 27. Med wide, Imam speaking to boys group 28. Med., Imam preaching 29. Close, hands of men listening to Imam 30. SOUNDBITE IMAM, Maulana Mohammed Burhan (Urdu): “The problem here is people are not very aware or well educated in health and hygiene.” 31. Cut away: imam preaching. 32. SOUNDBITE IMAM, Maulana Mohammed Burhan (Urdu): 33. “It is part of our religious duty to teach people about cleanliness because it’s a directive from Allah 34. Aerial, Imam preaching in courtyard 35. Med., boys holding printed health material 36. Med., young boy in cap 37. Med., group of girl students 38. Close, young girls face</p>
<ul style="list-style-type: none"> • International version split track • Running Time 	2:35	
<ul style="list-style-type: none"> • Video news footage 1 • Running Time 	<p>Script</p> <p>Same as above</p>	<p>Shotlist</p> <p>above</p>
	2:37	
	<p>Shotlist</p> <ol style="list-style-type: none"> 1. Wide shot of the health and hygiene awareness march in Takhtbai, North West Frontier Province. 2. Medium shot of the health and hygiene awareness march in Takhtbai. 3. Medium shot of children passing by a heap of garbage and zoom out. 4. Medium shot of a child in front of a heap of garbage. 5. Wide shot of children playing in a canal. 6. Medium shot of children playing in a weir and zoom out. 7. Wider shot of children playing in a weir. 8. Wide shot of children playing in a canal. 9. Wide shot (from road) of children playing in a canal. 10. Medium shot of lady health worker Nuzhat Jangul sensitizing women on health and hygiene in Takhtbai. 11. Zoom in on Nuzhat Jangul’s face. 	

12. Medium shot of lady health worker Nuzhat Jangul spoon-giving oral rehydration salts to a baby.
13. Zoom in on lady health worker Nuzhat Jangul spoon-giving oral rehydration salts to a baby.
14. Medium shot of a member of the women's group being sensitised by Nuzhat Jangul.
15. Close up on the face of another member of the women's group being sensitised by Nuzhat Jangul.
16. Close up on the face of a child attending Nuzhat Jangul's session.
17. Close up on the face of another member of the women's group being sensitised by Nuzhat Jangul.
18. Close up on sensitisation material.
19. Medium shot of little girl looking at the sensitisation material.
20. Medium shot of Nuzhat Jangul giving deworming tablet to a child.
21. Zoom in on child drinking glass of water.
22. Zoom in on other child drinking glass of water.
23. SOUNDBITE (Urdu) Javeda Iqbal, 36 years, mother of three:
"In my family and the community there have been deaths of children because of diorrhea and other diseases. When we hear about them we really get scared. We are looking for more sources of information so we can try and prevent these deaths."
24. Medium shot of 14-month old Assad, suffering early stage diarrhea, sitting on his mother's lap at Takhtbai rural health centre.
25. Zoom in on Assad's mother's face.
26. Wide shot of doctor explaining use of ORS and zoom in.
27. Medium shot of 14-month old Assad, suffering early stage diarrhea, sitting on a bed at Takhtbai rural health centre.
28. Wide shot of 14-month old Assad, suffering early stage diarrhea, sitting on a bed at Takhtbai rural health centre.

- Video news footage 2
- Running Time

3:06

Shotlist

1. SOUNDBITE (English) Dr Nabila Zaka, UNICEF Health Specialist:
"We are hoping that with similar interventions plus added on activities and communications we can achieve much more."
2. Wide shot of a vaccination set up at a Takhtbai Town dweller's home.
3. Medium shot of the vaccinator.
4. Zoom in on the vaccinator.
5. Zoom in on a child crying following injection.
6. Medium shot of a child crying as vaccinator proceeds with polio drops.
7. Medium shot of a boy comforting his baby brother/sister.
8. Zoom in on injection.
9. Medium shot of Mosque.
10. Wide shot of Mosque.
11. Close up on hands of men attending preach/sensitisation session on health and hygiene by the imam.
12. Medium shot of young boys attending preach/sensitisation session on health and hygiene by the imam.
13. Medium shot of young men attending preach/sensitisation session on health and hygiene by the imam.
14. Medium shot of older men attending preach/sensitisation session on health and hygiene by the imam.
15. Medium shot of imam preaching.
16. Medium shot (different angle) of imam preaching.
17. SOUNDBITE IMAM, Maulana Mohammed Burhan (Urdu):

“The problem here is people are not very aware or well educated in health and hygiene.”

18. Cut away: imam preaching.

19. SOUNDBITE IMAM, Maulana Mohammed Burhan (Urdu):

“It is part of our religious duty to teach people about cleanliness because it’s a directive from Allah.”

20. Medium shot of school girls listening to awareness-raising session at a girls’ primary school in Takhtbai.

21. Close up on face of a school girls listening to awareness-raising session on hygiene and health at a girls primary school.

22. Wide shot of children listening to the session.

23. Close up on boy listening to awareness-raising session on hygiene and health.

24. Wide shot of teacher sensitizing students at a boy’s primary school in Takhtbai.

25. Medium shot of teacher sensitizing students at a boy’s primary school in Takhtbai.

26. Medium shot of children looking at sensitizing material.

27. Medium shot (other than above) of children looking at sensitizing material.

28. Medium shot (behind shoulders) of children listening to awareness-raising session on hygiene and health.

29. Medium shot (other than above) of children listening to awareness-raising session on hygiene and health.

UNICEF PSA

- Note to NewsMarket:
Always annotate PSAs running time as TRT: 30 seconds

UNICEF Interview Running Time

- Name of person being interviewed
- Name of person’s organization
- Person’s title

Xxx

Xxx

Xxx

xxx

Script