

|   |   |  |
|---|---|--|
|   |   |  |
| <ul style="list-style-type: none"> <li>• Running Time</li> </ul>  | 2:22  |  |
| <ul style="list-style-type: none"> <li>• Narrator Name</li> </ul> | Steve Nettleton   |  |
|   | <p><b>Script</b></p> <p>At a hospital in the Uzbek capital, Dilafruz Ashurmatova watches over her five-month old daughter, who suffers from anemia.</p> <p>Dilafruz had thought her baby was perfectly healthy. But when her daughter reached three months, she stopped growing, became sick and grew frighteningly weak.</p> <p><b>SOUNDBITE (Uzbek): Dilafruz Ashurmatova, Mother:</b> “We were shocked when the doctors told us she had anemia. We always thought we were giving her enough food.”</p> <p>The doctors then gave Ashurmatova another surprise: they told her she had developed anemia during her pregnancy, leading to her daughter being born with a severe form of the illness.</p> <p>Now, after two months of treatment, Ashurmatova’s baby has improved dramatically. She moves about much more, and has once again started making healthy noises.</p> <p>Iron-deficiency anemia is an alarmingly common condition in Uzbekistan. According to a nationwide survey in 2006, it affects some 75-percent of women aged 15 to 50, and more than one third of children under five years old. Anemic children are more likely to die of common childhood illnesses or suffer from slow growth and development.</p> <p>With support from UNICEF, Uzbekistan is working to prevent iron deficiency anemia and other health problems. Mills are encouraged to fortify flour with iron and micronutrients, and salt is iodized before it is distributed to shops.</p> <p>In schools and workshops across the country, the government and UNICEF also try to build awareness about the importance of micronutrients and how people, especially mothers and children, can reduce the risk of anemia and iodine deficiency disorder.</p> <p><b>SOUNDBITE (Russian): Elena Nagaeva, Head of Children’s Department, Tashkent Institute of Haematology:</b> “There’s much more awareness in the general population now. The mothers are more aware of anemia, its causes, and how to prevent it. The mass media has also played a greater role in building this awareness.”</p> <p>...And that’s raising hope that more children in Uzbekistan can enjoy an active and playful childhood, far from a hospital ward.</p> | <p><b>Shotlist</b></p> <ol style="list-style-type: none"> <li>1. MS Dilafruz Ashurmatova looks over her infant daughter in hospital</li> <li>2. CU daughter in hospital bed</li> <li>3. MS Dilafruz and daughter</li> <li>4. CU Dilafruz holds daughter’s hand</li> <li>5. <b>SOUNDBITE (Uzbek): Dilafruz Ashurmatova, Mother:</b> “We were shocked when the doctors told us she had anemia. We always thought we were giving her enough food.”</li> <li>6. WS doctor arrives to check on baby</li> <li>7. CU doctor’s face as she examines baby</li> <li>8. CU doctor checks baby’s heartbeat</li> <li>9. CU Dilafruz holds her daughter in arms</li> <li>10. WS children in anemia wing of hospital</li> <li>11. WS hallway of anemia wing of hospital, doctors, patients moving</li> <li>12. MS children on beds in anemia wing</li> <li>13. CU young boy crying on hospital bed</li> <li>14. WS workers packing salt at factory</li> <li>15. MS salt on conveyor belt</li> <li>16. MS worker packing salt</li> <li>17. CU salt packages</li> <li>18. WS students in school</li> <li>19. CU girl in class</li> <li>20. MS students discussing in class</li> <li>21. <b>SOUNDBITE (Russian): Elena Nagaeva, Head of Children’s Department, Tashkent Institute of Haematology:</b> “There’s much more awareness in the general population now. The mothers are more aware of anemia, its causes, and how to prevent it. The mass media has also played a greater role in building this awareness.”</li> <li>22. WS children swimming in lake</li> <li>23. MS children swimming</li> <li>24. MS boy jumping on trampoline in park</li> </ol> |

|  |  |                 |
|--|--|-----------------|
| <ul style="list-style-type: none"> <li>• International version split track</li> <li>• Running Time</li> </ul>  | 2:22   |                 |
|  | <u>Script</u><br>Same as above   | <u>Shotlist</u> |
| <ul style="list-style-type: none"> <li>• Video news footage 1</li> <li>• Running Time</li> </ul>   | 2:25   |                 |
|  | <u>Shotlist</u><br>1. MS Dilafruz Ashurmatova looks over her infant daughter in hospital<br>2. CU daughter in hospital bed<br>3. MS Dilafruz and daughter<br>4. CU Dilafruz holds daughter's hand<br>5. <b>SOUNDBITE (Uzbek): Dilafruz Ashurmatova, Mother:</b> "We were shocked when the doctors told us she had anemia. We always thought we were giving her enough food."<br>6. WS doctor arrives to check on baby<br>7. CU doctor's face as she examines baby<br>8. CU doctor checks baby's heartbeat<br>9. CU Dilafruz holds her daughter in arms<br>10. WS children in anemia wing of hospital<br>11. WS hallway of anemia wing of hospital, doctors, patients moving<br>12. WS girl patients walking down hallway<br>13. MS children on beds in anemia wing<br>14. CU young boy crying on hospital bed<br>15. CU boy's hand with IV |                 |
| <ul style="list-style-type: none"> <li>• Video news footage 2</li> <li>• Running Time</li> </ul>   |  |                 |
|  | <u>Shotlist</u><br>1. WS workers packing salt at factory<br>2. MS salt on conveyor belt<br>3. CU salt packages on conveyor belt<br>4. MS worker packing salt<br>5. CU salt packages<br>6. WS students in school<br>7. CU girl in class<br>8. MS students discussing in class<br>9. <b>SOUNDBITE (Russian): Elena Nagaeva, Head of Children's Department, Tashkent Institute of Haematology:</b> "There's much more awareness in the general population now. The mothers are more aware of anemia, its causes, and how to prevent it. The mass media has also played a greater role in building this awareness."<br><br>10. WS children swimming in lake<br>11. MS children swimming<br>12. CU boy splashing about in innertube<br>13. MS boy jumping on trampoline in park   |                 |
| <b>UNICEF PSA</b><br><ul style="list-style-type: none"> <li>• Note to NewsMarket:<br/>Always annotate PSAs running time as <b>TRT: 30 seconds</b></li> </ul> |  |                 |
| <b>UNICEF Interview</b><br><b>Running Time</b>   | Xxx  |                 |
| <ul style="list-style-type: none"> <li>• Name of person being interviewed</li> </ul>   | Xxx  |                 |
| <ul style="list-style-type: none"> <li>• Name of person's organization</li> </ul>  | Xxx  |                 |
| <ul style="list-style-type: none"> <li>• Person's title</li> </ul>   | xxx  |                 |

Script