

<ul style="list-style-type: none"> • Running Time 	2:17
<ul style="list-style-type: none"> • Narrator Name 	<p>Chris Niles</p> <p>Script Community Health workers Abdul and Shafiq Habibi dispense first aid and medical advice to villagers in Western Afghanistan.</p> <p>The couple work in a remote region But they're part of a web of community health initiatives developed by UNICEF that are improving the lives of children and mothers across the world.</p> <p>Whether it's making sure that salt in Turkmenistan is fortified with iodine Or cutting malaria rates in half in Kenya through the nationwide distribution of insecticide-treated bednets ... UNICEF is proving through its community integrated health programs that small changes can deliver big results ...</p> <p>SOUNDBITE (English) Ann M. Veneman, UNICEF Executive Director: "This is our State of the World's Children report focus this year. We have for many years been focused on community based integrated approaches to health care that will help improve both the health of the mother and the child to lower both maternal and child mortality."</p> <p>Every year UNICEF assesses the health and well-being of children. This year's State of the World's Children report emphasizes the importance of fully-supported community health services to achieve Millennium Development Goal Four ... a two-thirds reduction in under-five mortality but 2015.</p> <p>SOUNDBITE (English) Ann M. Veneman, UNICEF Executive Director: "We know that with immunizations, with preventive care, we can save children's lives, but we need to sustain that kind of momentum. And while campaigns for vaccinations have been effective, have saved a lot of lives, we saw that the results were not necessarily sustainable over the long term unless there is a community based approach that is continually giving new babies and small children the kind of package of interventions that will help them survive."</p> <p>UNICEF believes that the survival of mothers and children must be a priority at the highest political levels. The State of the World's Children report emphasizes that improving children's health is not just a moral imperative, but the surest way of pointing a country towards a sound economic future.</p>
	<p>Shotlist August 2007; Herat, Afghanistan</p> <ol style="list-style-type: none"> 1. MS Habibi family 2. MS Habibi in health facility 3. WS Man speaking through bull horn in rural area 4. MS pan women and children in line <p>25 June 2007; Turkmenbashi, Turkmenistan</p> <ol style="list-style-type: none"> 5. MS salt package on assembly line 6. MS worker in salt factory <p>31 August 2007; Mombassa, Kenya</p> <ol style="list-style-type: none"> 7. MS woman pulling down malaria net over baby on bed 8. CU child playing on bed under bed net <p>September 2007; Sohag, Egypt</p> <ol style="list-style-type: none"> 9. Woman receiving health exam <p>18 January 2008; New York, USA</p> <p>10. SOUNDBITE (English) Ann M. Veneman, UNICEF Executive Director: "This is our State of the World's Children report focus this year. We have for many years been focused on community based integrated approaches to health care that will help improve both the health of the mother and the child to lower both maternal and child mortality."</p> <p>5 June 2007; El Dorado, Misiones, Argentina</p> <ol style="list-style-type: none"> 11. MS Health worker and child training <p>August 2007; Herat, Afghanistan</p> <ol style="list-style-type: none"> 12. CU child receiving vaccination <p>31 August 2007; Mombassa, Kenya</p> <ol style="list-style-type: none"> 13. CU child receiving vaccination <p>September 2007; Sohag, Egypt</p> <ol style="list-style-type: none"> 14. MS Child receiving vaccination <p>18 January 2008; New York, USA</p> <p>15. SOUNDBITE (English) Ann M. Veneman, UNICEF Executive Director: "We know that with immunizations, with preventive care, we can save children's lives, but we need to sustain that kind of momentum. And while campaigns for vaccinations have been effective, have saved a lot of lives, we saw that the results were not necessarily sustainable over the long term unless there is a community based approach that is continually giving new babies and small children the kind of package</p>

		<p>of interventions that will help them survive.”</p> <p>8 September 2007; Sungei Petani, Malaysia 16. MS mothers and children</p> <p>August 2007; Herat, Afghanistan 17. MS Over shoulder of woman, community health worker</p> <p>24 June 2007; Ashgabat, Turkmenistan 18. WS families walking in park</p> <p>31 August 2007; Mombassa, Kenya 19. MS Health worker talking to mother 20. CU of child</p> <p>August 2007; Herat, Afghanistan 21. Baby being vaccinated</p>
<ul style="list-style-type: none"> • International version split track • Running Time 	2:17	
	<p><u>Script</u></p> <p>Same as above</p>	<p><u>Shotlist</u></p>
<ul style="list-style-type: none"> • Video news footage 1 • Running Time 		
	<p><u>Shotlist</u></p> <p>August 2007; Herat, Afghanistan</p> <ol style="list-style-type: none"> 1. MS Habibi family 2. MS Habibi in health facility 3. WS Man speaking through bull horn in rural area 4. MS pan women and children in line <p>25 June 2007; Turkmenbashi, Turkmenistan</p> <ol style="list-style-type: none"> 5. MS salt package on assembly line 6. MS worker in salt factory <p>31 August 2007; Mombassa, Kenya</p> <ol style="list-style-type: none"> 7. MS woman pulling down malaria net over baby on bed 8. CU child playing on bed under bed net <p>September 2007; Sohag, Egypt</p> <ol style="list-style-type: none"> 9. Woman receiving health exam <p>5 June 2007; El Dorado, Misiones, Argentina</p> <ol style="list-style-type: none"> 10. MS Health worker and child training <p>August 2007; Herat, Afghanistan</p> <ol style="list-style-type: none"> 11. CU child receiving vaccination <p>31 August 2007; Mombassa, Kenya</p> <ol style="list-style-type: none"> 12. CU child receiving vaccination 	

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<ul style="list-style-type: none"> • Video news footage 2 • Running Time 		
<p>UNICEF PSA</p> <ul style="list-style-type: none"> • Note to NewsMarket: Always annotate PSAs running time as TRT: 30 seconds 	<p><u>Shotlist</u></p>	
<p>UNICEF Interview Running Time</p> <ul style="list-style-type: none"> • Name of person being interviewed • Name of person's organization • Person's title 		
	Xxx	
	Xxx	
	Xxx	
	xxx	
	<p><u>Script</u></p>	