

TV API VOICEOVER SCRIPT (W3C Version)

Topic : **Debilitating Effects of Smoking: Stroke**

Version : **English**

W3C : In a home setting, a stroke patient is doing rehabilitation exercises with his wife's help.

W3C : The stroke patient's wife assists him to move forward slowly, his right hand is holding on to a handrail mounted on the wall.

Male (Off screen): My friend and I started smoking in our teens

W3C : A close-up shot of a photo of the stroke patient with his wife before he had a stroke.

W3C : The scene changes to an outdoor setting. The stroke patient is sitting in a wheelchair, holding a cane and waiting for his friend to pick him up with his wife.

Male (Off screen): I quit two years ago after knowing he had a stroke

W3C : The stroke patient's friend arrives by car and gets out of the car with his wife. They help the stroke patient to get into the car.
Superimpositions of "Smoking increases the risk of stroke by 90%".

W3C : After everyone helped the stroke patient get into the car to sit down, stroke patient's wife helps him to fasten his seat belt.

W3C : The scene changes to a restaurant, the two couples are having lunch. The stroke patient's wife helps him to drink water with a straw.
Superimpositions of "In Hong Kong, over 30% stroke deaths in males are caused by smoking".

Male (Off screen): The doctor said there is a strong link between stroke and smoking

W3C : Everyone continues to have lunch, the friend who had quit smoking and the stroke patient are taking a photo together.

Male (Off screen): I get sick less often after quitting

W3C : The scene changes to a soccer pitch. The man who had quit smoking is playing soccer with his teammates, and shoots the ball into the goal. He then rests on the side of the pitch to talk with his teammates and drink water.
Superimpositions of "Five years after quitting the risk of stroke can be reduced to that of a non-smoker".

W3C : The scene changes to a hiking trail. The friend who had quit smoking is hiking with his wife and son. Everyone smiles.

Male (Off screen): Health is the most important thing for me and for my family, I will never smoke again

FVO: Quit now!

W3C : In the last scene, superimpositions of
"Quit now!";
"1833183";
"logo of Tobacco and Alcohol Control Office, Department of Health"; and
"www.livetobaccofree.hk".

The TV Announcement in the Public Interest ends.
