

TV API VOICEOVER SCRIPT (W3C Version)

Topic : Secondhand Smoke Kills
Version : English

Description of visuals: The video opens in a dark environment setting, with people continuously walking around a woman who is standing still in the center.
Superimpositions of "1 in 8 tobacco-related deaths is caused by second-hand smoke"
A close-up shot on the woman as she looks at the camera, and smoke appears around her.

VO: **One in eight tobacco-related deaths is caused by second-hand smoke**

Description of visuals: The scene changes to a smoke stop door that was not properly closed, second-hand smoke drifts in and spreads inside an office setting, passing through some office workers. The office is filled with smoke and polluted air.
Superimpositions of "Second-hand smoke contains at least 69 carcinogens"

VO: **Over 80% of second-hand smoke is invisible and odourless**

Description of visuals: The scene transitions to a home setting, a father is smoking next to the window. The second-hand smoke from his cigarette drifts into the living room:

VO: **and the level of some harmful substances can increase a hundredfold if one smokes indoors**

Description of visuals: In the living room, a mother is playing with her daughter. The daughter puts a toy car into her mouth and bites it.
Superimpositions of "Third-hand smoke can persist on surfaces for months"

VO: **It also clings to objects causing health hazards through physical contact**

Description of visuals: The scene changes to a bus stop setting, where a pregnant woman and a little girl are waiting for bus. A few metres away, a man is smoking and walks towards a litter container next to the bus stop. The second-hand smoke spreads and surrounds the woman and girl. The girl covers her nose with her hand.
Superimpositions of "Outdoors, second-hand smoke can spread beyond 7 metres"

VO: **Outdoors, it can drift long distances.**

Description of visuals: The man notices the girl covering her nose. He stops and then extinguishes his cigarette in the ash tray on top of the litter container. The smoke disappears then the air becomes clean. The girl uncovers her nose and smiles.

VO: **Let's work together to reduce second-hand smoke**

Description of visuals: End scene sees a security guard putting up a no-smoking sign. The characters from the earlier scenes appear, all smiling at the camera. And the man who appeared in the last scene looks at the camera confidently.
Superimpositions of "logo of the Tobacco and Alcohol Control Office, Department of Health" "www.livetobaccofree.hk" and "Quitline 1833 183".

The TV Announcement in the Public Interest ends.