

# TV API VOICEOVER SCRIPT (W3C Version)

Topic : The Debilitating Effects of Smoking: Women's Health  
Version : English

## English VO & Subtitle

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|--------------------------|--|
| Description of visuals:  | Opening shot is dim, a close-up of a woman in her twenties, followed by her voiceover:   |
| <b>Female Voiceover:</b> | <b>Still making up your mind?</b>  |
| Description of visuals:  | She lifts her head and looks at the camera, the environment brightens gradually. She says in voiceover:  |
| <b>Female Voiceover:</b> | <b>Smoking or not...</b>   |
| Description of visuals:  | The camera zooms out, a stream of white smoke rises in the centre of the frame, splitting the screen and the woman in two;   |
|                          | On the left frame, she steps to the left with a smile, then closes her eyes for a deep breath; on the right frame, she steps to the right and opens a pack of cigarettes. She says in voiceover:   |
| <b>Female Voiceover:</b> | <b>...makes a huge difference.</b>   |
| Description of visuals:  | The scene then shows a lighter being ignited, flames and sparks appear. She says in voiceover:   |
| <b>Female Voiceover:</b> | <b>Smokers age faster,</b>   |
| Description of visuals:  | The scene shows the woman's face bisected by a stream of white smoke, her left face smiles at the camera; while her right face gradually ages with wrinkles appearing.   |
|                          | Super on screen shows "Premature aging". She says in voiceover:  |
| <b>Female Voiceover:</b> | <b>and have a weaker body. Their fertility is harmed.</b>  |
| Description of visuals:  | The scene changes to an at-home nursery setting, the frame splits into two, with mirroring images on each side.  |
|                          | On the left frame, she enters from the left side, walks to a crib, and picks up a baby with a joyful smile; on the right frame, she enters from the right side then sits down next to an empty crib with a sad face, and looks at the left frame.  |
|                          | Super on screen shows "Reduced fertility". She says in voiceover:  |
| <b>Female Voiceover:</b> | <b>and face a greater risk of premature menopause, osteoporosis,</b>   |
| Description of visuals:  | The scene changes to a home setting, the frame splits in two.  |
|                          | The woman is now in her fifties. On the left frame, she picks up a hiking stick and enters from the left side, dressed in hiking gear, full of energy as she walks towards the door; on the right frame, she picks up a walking cane to assist her movement and enters from the right side, leaning on the cane, hunched over and moving slowly towards the door, appearing much older and slower. |
|                          | Super on screen shows "Premature menopause Osteoporosis".  |

Description of  
visuals:

The scene shifts to another setting, the frame is splitting into two.

On the left frame, she picks up an iced drink from a wooden table; on the right, she takes a plastic cup from a hospital bed's table.

The camera zooms out, on the left frame, she is in a vacation outfit and sitting on a beach chair, she is holding the drink and smiles at the camera; on the right frame, she's in a hospital gown and lying in a hospital bed, holding the plastic cup looking sickly.

**Female  
Voiceover:**

She says in voiceover:  
**and cervical and other cancers**

Description of  
visuals:

Super on screen shows "Cervical cancer & other cancers".

The camera cuts to a close-up, with a rising stream of white smoke in the centre of the frame splitting her face.

**Female  
Voiceover:**

On the left is her healthy self, while the right is her sickly self. She says in voiceover:  
**Your choice is your life.**

Description of  
visuals:

The scene shifts to a first-person perspective, she watches herself close the lid of the cigarette pack.

Cut back to a third-person perspective, the frame is splitting in two, on the left frame, she crushes the cigarette pack in her hand; on the right frame is her sickly self. She says in voiceover:

**Female  
Voiceover:**

**Quit smoking now. Call the Quitline 1833 183.**

Description of  
visuals:

Finally, the left side of the frame stretches to the right and pushes the right frame away. Her healthy self smiles while holding the crushed cigarette pack.

Super shows "Quitline: 1833 183", the logo of the Tobacco and Alcohol Control Office and "[www.livetobaccofree.hk](http://www.livetobaccofree.hk)".