

'Preventing chronic diseases - a vital investment'
World Health Organization report

Video News Release

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For feed information see website.

Sample of suggested script for broadcast use as news item.

Pre-edited, 2 versions: one including sample voiceover track laid down as sound guide, the other for actual use, without voiceover (just natural sound).

This video material is provided to broadcasters for use in preparing stories connected to the World Health Organization launch of the 'Preventing chronic disease - a vital investment' report. It is provided free of charge by the World Health Organization.

For story background or more information about the report please contact: Alexandra Munro, Communications Officer, World Health Organization, munroa@who.int, ph +41 22 791 50 53 or see website: http://www.who.int/chp/chronic_disease_report/media/en/

Video script / Shot list:

-SHOT 01: Shot 1: Dr Robert Beaglehole, walking to camera, laying the report on the table.

V/O: 'Stop the global epidemic of chronic disease' was the challenge laid down to global leaders by the World Health Organization today.

-SHOT 02 : Dr Robert Beaglehole, Director Noncommunicable Diseases and Health Promotion, World Health Organization: *"Without action, almost 350 million people will die from chronic diseases in the next 10 years, from heart disease, from stroke, from cancer, from diabetes. And many of these deaths will occur prematurely, affecting families, communities and countries alike."*

-SHOT 03 : report

-SHOT 04 : Dr Robert Beaglehole flipping report

V/O: The new report 'Preventing Chronic Disease - a vital investment' shows that the scale of the problem is massive: with chronic diseases, such as heart disease, stroke, cancer, chronic respiratory diseases and diabetes, responsible for 60% of global deaths every year - and staggeringly nearly half of these deaths are occurring prematurely in under 70 year olds.

-SHOT 05 : one of the façades of Muhimbili National Hospital, Dar Es Salaam

-SHOT 06 : dormitories of Muhimbili National Hospital

-SHOT 07 : one of the façades of Muhimbili National Hospital

-SHOT 08 : family in the pediatric section of Muhimbili National Hospital

-SHOT 09 : corridor of the pediatric section of Muhimbili National Hospital

-SHOT 10 : wheel chairs

V/O: The research identifies that nearly 80% of chronic disease related deaths occur in low to

middle income countries, challenging common misconceptions that chronic diseases are mainly an issue for rich people, in rich countries.

- SHOT 11 : Mariam lying on bed in Ocean Road's paediatric's dormitory
- SHOT 12 : Mariam in wheel chair
- SHOT 13 : Mariam's leg
- SHOT 14 : Mariam behind small window in Xray room

At just 13yrs old, Mariam John from the United Republic of Tanzania, is suffering from bone cancer. Coming from one of the world's poorest countries means her access to medical treatment and facilities are extremely limited - and that makes her future very uncertain.

- Images: wheelchair past adult queue in waiting room
- Images: Wheelchair being manoeuvred through the door / her walking to camera
- Images: Her leg / tumour exposed on the table
- Images: Mariam, alone seen through the window

V/O: But suffering from chronic disease is largely unnecessary, according to Dr Robert Beaglehole, Director Non communicable Diseases and Health Promotion, WHO

-SHOT 15 : Dr Robert Beaglehole: *"Chronic diseases are largely preventable. The real tragedy is that more hasn't been done to prevent chronic diseases At least 80% of heart disease, of stroke and diabetes, and 40% of all cancers can be prevented, by encouraging healthier eating habits, more physical activity and above all, by discouraging tobacco use."*

- SHOT 16 : close-up of Malri and his mother
- SHOT 17 : street of Bomamgome
- SHOT 18 : Malri weight card
- SHOT 19 : Malri and mother's hands

V/O: Malri Twalib, living in small village at the base of Mount Kilimanjaro, United Republic of Tanzania, a low income country, has been identified by Health Workers as being obese, at just 5 yrs old. Obesity is a problem too often identified only with high income countries – but in reality it is a growing problem of low and middle income countries where increasingly people, like Malri, have unhealthy diets and are less physically active.

- SHOT 20 : mother preparing food
- SHOT 21 : close-up of mother preparing food
- SHOT 22 : Malri close up and disappears
- SHOT 23 : mother cooking
- SHOT 24 : Malri eating in a mug
- SHOT 25 : mother watching her son
- SHOT 26 : Malri and friend

V/O: Critically, obesity is one of the lead risk factors of chronic diseases. In Malri's case, fortunately village health workers have intervened, encouraging him to eat less, and play more.

- SHOT 27 : mother cleaning Malri's mouth
- SHOT 28 : kids putting shoes back and going to play
- SHOT 29 : Malri playing with wheels with mother behind

WHO calls on the global community to recognize that chronic diseases are now a global epidemic - and without immediate action they will take more than 350 million lives in the next 10 years.

- SHOT 30 : kid behind door
- SHOT 31 : little girl
- SHOT 32 : little boy looking at camera