

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
January is Volunteer Blood Donor Month**

30 Seconds:

The need for lifesaving blood donations is year round, but almost always during the winter months there is a serious shortage of blood. The winter season is one of the most difficult times for blood banks because people are thinking of other things. That's why it's important to remember that January is Volunteer Blood Donor Month. Consider giving the gift of life. A blood donation can be made in less than an hour. To learn how, call the (local health agency name) at (telephone number). That's (telephone number).

20 Seconds:

The winter months are one of the most difficult times for blood banks. That's why it's important to remember that January is Volunteer Blood Donor Month. Consider giving the gift of life. A lifesaving blood donation can be made in less than an hour. To learn how, call the (local health agency name) at (telephone number). That's (telephone number).

10 Seconds:

January is Volunteer Blood Donor Month when we are reminded how important it is to give the gift of life. To learn how, call the (local health agency name) at (telephone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: High Blood Pressure

30 Seconds:

High blood pressure, also called hypertension, is known as “the silent killer.” If left untreated, high blood pressure greatly increases your risks for stroke, heart attack, kidney and eye damage. A visit to your health care provider is the only way to find out if you have high blood pressure, and you should have it checked at least once a year. If your blood pressure is found to be high, it can be effectively treated. For more information on high blood pressure and how to control it, contact the (county health agency name) at (phone number).

20 Seconds:

High blood pressure, also known as hypertension, is known as “the silent killer.” If left untreated, high blood pressure greatly increases your risks for stroke, heart attack, kidney and eye damage. A visit to your health care provider is the only way to find out if you have high blood pressure. For more information on high blood pressure and how to control it, contact the (county health agency name) at (phone number).

10 Seconds:

High blood pressure greatly increases your risks for stroke and heart attack. For more information about diagnosis and treatment, call the (county health agency name) at (phone number).

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Fire Burn Awareness Week**

30 Seconds:

Burns are among the most painful and devastating injuries. To avoid these injuries, make your environment safer during Fire Burn Awareness Week, February 1 to 7. The (local health agency name) advises that every family develop a fire escape plan and practice it every six months. Also, install and maintain smoke alarms on every floor of your home. Keep a fire extinguisher in the kitchen because that is where most home fires occur. To learn more, visit the New York State Department of Health at health.ny.gov

20 Seconds:

Burns are among the most painful and devastating injuries. The (local health agency name) recommends that every family develop a fire escape plan and practice it every six months. Also, maintain smoke alarms on every floor of your home and keep a fire extinguisher in the kitchen. To learn more, visit the New York State Department of Health at health.ny.gov

10 Seconds:

The (local health agency name) says: Stay safe by developing and practicing a family fire escape plan. Put smoke alarms on every floor of your home and check them every month.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS
January is Cervical Health Awareness Month

30 Seconds:

Take time this January to observe Cervical Health Awareness Month by scheduling a gynecologic exam with your health care provider. This is an excellent time for women to learn their risk and get screened for cervical cancer. A thorough cervical cancer screening includes a pelvic exam and Pap test. Experts recommend that women begin screening at 21 or three years after the onset of sexual intercourse, whichever is first. With regular screening and follow-up care, cervical cancer is avoidable and, if caught early, curable. To learn more, call the (local health agency name) at (telephone number).

20 Seconds:

Take time this January to observe Cervical Health Awareness Month by scheduling a gynecologic exam with your health care provider. This is an excellent time for women to learn their risk and get screened for cervical cancer. With regular screening and follow-up care, cervical cancer is avoidable and, if caught early, curable. To learn more, call the (local health agency name) at (telephone number).

10 Seconds:

The (local health agency name) says: Take time this January to observe Cervical Health Awareness Month by scheduling an annual gynecologic exam with your health care provider. With regular screening and follow-up care, cervical cancer is avoidable.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Child Passenger Safety

30 Seconds:

New York State law says that children under age four must be in a federally-approved child safety seat when riding in a motor vehicle. Nationally, crash deaths among children ages 15 and under decreased by more than 8 1/2 percent in 2001, and the use of passenger restraints for children continues to increase for all age groups. Still, motor vehicle crashes continue to be the leading cause of death for all children ages 6 through 15. Remember, the safest place for children of all ages, from infants to teens, is the back seat, properly restrained. For information on how to use car seats and safety belts correctly, call the (county health agency name) at (phone number).

20 Seconds:

New York State law says that children under age four must be in a federally-approved child safety seat when riding in a motor vehicle. Motor vehicle crashes continue to be the leading cause of death for all children ages six through 15. Remember, the safest place for children of all ages, from infants to teens, is the back seat, property restrained. For information on how to use car seats and safety belts correctly, call the (county health agency name) at (phone number).

10 Seconds:

The (county health agency name) says: Always use a car safety seat or booster seat to keep children safe while you drive. For more information, call (phone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS
March is Colorectal Cancer Awareness Month

30 Seconds:

If you're a man or woman who is 50 or over, listen up. March is colorectal cancer awareness month and more than 90 million of you are at risk for developing the disease. The (local health agency name) encourages you to get screened for colorectal cancer. Screening tests can actually prevent colorectal cancer by identifying pre-cancerous polyps. Screening tests can also find colorectal cancer early - - when the chance of being cured is very good. For more information on screening, call us at (telephone number). That's (telephone number).

20 Seconds:

If you're a man or woman who is 50 or over, listen up. March is colorectal cancer awareness month. The (local health agency name) encourages you to get screened for colorectal cancer. Screening tests can actually prevent colorectal cancer by identifying pre-cancerous polyps, or find colorectal cancer early - - when the chance of being cured is very good. For more information on screening, call us at (telephone number).

10 Seconds:

If you're 50 or older, it's time to learn more about colorectal cancer and screening. For more information on screening, call the (local health agency name) at (telephone number).

NEWS RELEASE
February is Children's Dental Health Month

30 Seconds:

February is Children's Dental Health Month, a time to learn about proper dental care and to promote a lifetime of good dental health for your child. Good nutrition and regular dental care should begin at birth for the development of strong, healthy teeth and the prevention of early dental problems, says (name and title) of the (county health agency name). Help your children maintain a lifelong healthy smile by providing them with well-balanced meals, limiting snacks, ensuring that they brush twice per day and floss once per day, and by scheduling regular dental checkups. A message from the (county health agency name) at (telephone number).

20 Seconds:

Good nutrition and regular dental care should begin at birth. Help your children maintain a lifelong healthy smile by providing them with well-balanced meals, limiting snacks, ensuring that they brush and floss daily, and by scheduling regular dental checkups. For more information on children's dental health, call the (county health agency name) at (telephone number).

10 Seconds:

Good nutrition and regular dental care should begin at birth. For information on your child's dental health, call your (county health agency name) at (telephone number).

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Disaster Preparedness and People with Disabilities**

30 Seconds:

If you have a disability, developing an emergency self-help network for your home, work site and other places where you spend a lot of time can help you survive a disaster. Your network should include trusted neighbors, co-workers, friends and family members who want to help you before, during and after an emergency. They need to know about your disability, how to use and move your equipment, such as a wheelchair, and how you will stay in contact with them during and after the disaster. For more information on creating a personal self-help plan, call the (county health agency name) at (phone number).

20 Seconds:

If you have a disability, developing an emergency self-help network for your home, work site and school can help you survive a disaster. Your network should include trusted neighbors, co-workers, friends and family members who want to help you before, during and after an emergency. For more information on creating a personal self-help plan, call the (county health agency name) at (phone number.)

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**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
March is Eye Donor Month**

30 Seconds:

March is Eye Donor Month. Most of us are lucky enough that we get through life taking our vision for granted. But there are thousands of people who have serious eye problems that limit their vision and their lives – problems that can be easily fixed with a donated cornea. So take a moment right now and sign the “Organ Donor” line on your driver’s license. And let your family know of your wishes. Give the gift of sight. It’s one of the easiest things you can do to help others. A message from the (local health agency name).

20 Seconds:

March is Eye Donor Month. Thousands of people have eye problems that can be easily fixed with a donated cornea. So take a moment right now and sign the “Organ Donor” line on your driver’s license. And let your family know of your wishes. It’s one of the easiest things you can do to help others. A message from the (local health agency name).

10 Seconds:

March is Eye Donor Month. The (local health agency name) says: Take a moment right now and sign the “Organ Donor” line on your driver’s license. And let your family know of your wishes.

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Preventing Falls In Older Adults**

30 Seconds:

In New York State, fall-related injuries, hip fractures and deaths are highest among persons aged 70 and older. A lack of knowledge about the risks involved contributes to many falls. Adequate lighting, reducing clutter, securing rugs and wearing proper shoes can help eliminate falls. Mother Nature presents her own hazards contributing to falls, with snow at the top of her list. For more information on how to prevent falls in older adults, contact the (county health agency name) at (phone number). That's (phone number).

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In New York State, fall-related injuries, hip fractures and deaths are highest among persons aged 70 and older. A lack of knowledge about the risks involved contributes to many falls. Adequate lighting, reducing clutter, securing rugs and wearing proper shoes can help eliminate falls. For more information on how to prevent falls in older adults, contact the (county health agency name) at (phone number).

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BROADCAST PUBLIC SERVICE ANNOUNCEMENT: Family Disaster Planning

30 Seconds:

Disaster can strike any place at any time. That's why it's important for every family to develop an emergency plan. Family members should recognize the warning signal sounds, know the emergency phone numbers for help and information, where to meet other family members after a disaster strikes, and who to contact if family members become separated. Also, the family emergency plan should include a ready-to-use disaster kit consisting of non-perishable food, water, clothing, medications, and battery-operated flashlights and radios. For more information about emergency preparedness, call the (county health agency name) at (phone number).

20 Seconds:

Disaster can strike any place at any time. That's why it's important for every family to develop an emergency plan. The plan should include a ready-to-use disaster kit including non-perishable food, water, and battery-operated flashlights and radios. For more information about emergency preparedness, call the (county health agency name) at (phone number).

10 Seconds:

Keep your family safe. Call the (county health agency name) at (phone number) for more information on emergency preparedness planning for your family.

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Fire Safety and People With Special Needs**

30 Seconds:

Developing a fire escape plan is especially critical if you are over age 65 or have a physical, mental or sensory disability. That's because you have a higher risk of being hurt or killed in a fire. Since every second counts during a fire, be aware and prepared. Begin today to develop and practice your fire escape plan. Choose adaptive fire alarms and fire extinguishers that are best suited for your disability. Talk to your family members, caregivers, building manager and neighbors about your fire safety plan. Practice it with them, especially if you will need their help during a fire. This message is from the (county health agency name).

20 Seconds:

Developing a fire escape plan is especially critical if you are over age 65 and have a physical, mental or sensory disability. That's because you have a higher risk of being hurt or killed in a fire. Begin today to create your fire escape plan. Practice it until you are comfortable with it. Choose adaptive fire alarms and fire extinguishers that are best suited for your disability. This message is from the (county health agency name).

10 Seconds:

Fire escape plans save lives. Call the (county health agency name) at (telephone number) today for information on developing one that's right for you.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: First Aid Kit

30 Seconds:

Injuries can happen at any time. Make sure that you are prepared for an emergency with a well-stocked first aid kit in your home. The basic items of a home first aid kit are: sterile adhesive bandages, scissors, needles, tweezers, moistened toiles, latex gloves, antiseptic, thermometer, lubricant, cleansing agent or soap and sunscreen. Keep a separate list of allergies and medications for each household member in a waterproof bag in your kit. If your kit becomes wet, you will be able to read the lists. To learn more about first aid kits, call the (county health agency name) at (phone number).

20 Seconds:

Make sure that you are prepared for an emergency with a well-stocked first aid kit in your home. The basic items of a home first aid kit are: sterile adhesive bandages, scissors, needles, tweezers, moistened toiles, latex gloves, antiseptic, thermometer, lubricant, cleansing agent or soap and sunscreen. To learn more about first aid kits, call the (county health agency name) at (phone number).

10 Seconds:

Injuries can happen at any time. Make sure that you are prepared for an emergency with a well-stocked first aid kit in your home. To learn more, call the (county health agency name) at (phone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Influenza

30 Seconds:

It's flu season once again. That means it's time to get your annual flu shot. The (local health agency name) recommends you keep trying to get vaccinated because more does will be available soon. This is especially important for people 65 and older. And if you are pregnant, you need a flu shot to protect yourself and your unborn baby. The (local health agency name) also recommends the nasal spray flu vaccine for healthy people 5 to 49 years old who are not pregnant. For more information about flu and how to protect yourself, call the (local health agency name) at (telephone number).

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It's flu season once again. That means it's time to get your annual flu shot. The (local health agency name) recommends you keep trying to get vaccinated because more doses will be available soon. This is especially important for people 65 and older. And if you are pregnant, you need a flu shot to protect yourself and your unborn baby. For more information about flu and how to protect yourself, call the (local health agency name) at (telephone number).

10 Seconds:

It's flu season once again. Protect yourself by getting an annual flu shot. The (local health agency name) says: It is especially important to protect yourself if you are 65 and older or are pregnant.

**PUBLIC SERVICE ANNOUNCEMENTS:
Stockpiling Healthy Food for Emergencies**

30 Seconds:

In an emergency you may be without clean drinking water, electricity, refrigeration, or phone service for weeks. So it's important to keep at least one week's supply of food and water. Your stockpile should be foods that don't require refrigeration, such as canned fruits, vegetables, meats, cereal and crackers. Check your stockpile annually and discard expired items. To learn more about preparing for an emergency, call (the local health agency name) at (telephone number) or visit the New York State Department of Health at health.ny.gov.

20 Seconds:

In an emergency you may be without clean drinking water, electricity, refrigeration, or phone service for weeks. So it's important to keep at least one week's supply of food and water. Your stockpile should be foods that don't require refrigeration, such as canned fruits, vegetables, meats, cereal and crackers. Foods low in salt and sugar are recommended. To learn more, call the (local health agency name) at (telephone number).

10 Seconds:

The (local health agency name) recommends: Emergencies happen with little or no warning. To be prepared, keep at least one week's supply of water and food that doesn't require refrigeration.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Glaucoma Awareness

30-Seconds:

According to the National Institutes of Health, about two million Americans have glaucoma. At least half of people who have glaucoma don't know it because glaucoma usually has no symptoms until the disease has developed to a later stage. Currently, there is no cure for glaucoma, but treatment is available. The best way to protect your sight is to get tested and treated early. Talk to your health care provider about getting tested for glaucoma. For more information on glaucoma, call the (local health agency name) at (telephone number). That's (telephone number).

20 Seconds:

Glaucoma is the leading cause of blindness in the United States. At least half of those with glaucoma are not aware they have the disease. There is no cure for glaucoma, but treatment is available. The best way to protect your sight is to get tested and treated early. Talk to your health care provider about getting tested for glaucoma. This message is brought to you by the (local health agency name).

10 Seconds:

Glaucoma is the leading cause of blindness. The (local health agency name) says: Glaucoma starts with no symptoms. That's why it's important to be tested and treated early.

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Hearing Conservation**

30 Seconds:

If you enjoy listening to the radio - - and you'd like to continue doing so - - you really need to take care of your hearing. Many people think of hearing loss as a disease of old age. But, there are millions of people in the United States - - of all ages - - who must deal with some degree of hearing loss. The best remedy for hearing loss is to conserve your hearing. Loud noises over time can cause irreversible hearing loss. To learn more about hearing loss and how you can prevent it, call the (local health agency name) at (telephone number). While you still can.

20 Seconds:

If you enjoy listening to the radio - - and you'd like to continue - - you need to take care of your hearing. People think of hearing loss as a disease of old age. But, there are millions of younger people affected, too. To learn more about hearing loss and how you can prevent it, call the (local health agency name) at (telephone number). While you still can.

10 Seconds:

If you enjoy listening to the radio - - and you'd like to continue - - protect your hearing. To learn more about hearing loss, call the (county health agency name) at (telephone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: February is Heart Month

30 Seconds:

Your heart works hard for you every minute. During Heart Month in February you are reminded to be good to your heart. The best thing you can do for your heart is make healthy lifestyle choices. Thirty minutes of physical activity on most days of the week will help keep your heart beating strongly for you. Eat more vegetables and fruits daily and cut saturated and trans fat and calories. And if you smoke, quit, because tobacco use is a leading cause of heart disease. For more information on heart disease, call the (local health agency name) at (telephone number).

20 Seconds:

Your heart works hard for you every minute. During Heart Month in February you are reminded to be good to your heart. Daily physical activity and a diet rich in vegetables and fruits will help keep your heart beating strongly for you. And if you smoke, quit, because tobacco use is a leading cause of heart disease. For more information on heart disease, call the (local health agency name) at (telephone number).

10 Seconds:

The (local health agency name) says: Your heart works hard for you every minute. Daily physical activity and a diet rich in vegetables and fruits will help keep your heart beating strongly for you.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Women and Heart Disease

30 Seconds:

The (county health agency name) has a message for women during Heart Month in February: Don't increase your risk by believing that heart disease can't happen to you. Heart disease is the leading cause of death of both men and women. To protect your heart, avoid tobacco and fatty foods. Thirty minutes of walking or other physical activity on most days of the week will also strengthen your heart. Drink one percent or fat-free milk, and eat at least five servings of fruits and vegetables every day.

20 Seconds:

The (county health agency name) has a message for women during Heart Month in February: Heart disease is the number one killer of both men and women. To protect your heart, walk at least 30 minutes on most days of the week. Drink one percent or fat-free milk, and eat at least five servings of fruits and vegetables every day.

10 Seconds:

The (county health agency name) says: A woman's risk of heart disease is equal to the risk for men. To protect your heart, learn how to control your cholesterol, blood pressure and weight.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS – Hepatitis Awareness

30 Seconds:

What do illegal drugs, unprotected sex and tattoos have in common? They're all things parents probably lecture kids about avoiding. But there's another connection as well - they can all lead to hepatitis, a serious liver infection. Fortunately, there is a safe and effective vaccine to protect against hepatitis A and B. Confidential counseling and informational material about hepatitis are available. To learn more about hepatitis, call the (local health agency name) at (telephone number). That's (telephone number).

20 Seconds:

What do illegal drugs, unprotected sex and tattoos have in common? They're all things parents probably lecture kids about avoiding. But there's another connection as well - they can all lead to hepatitis, a serious liver infection. There is a safe vaccine for hepatitis A and B. To learn more about hepatitis, call the (local health agency name) at (telephone number).

10 Seconds:

Illegal drugs, unprotected sex and tattoos can all lead to hepatitis, a serious liver infection. To learn more about hepatitis, call the (local health agency name) at (telephone number).

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Protecting Older Adults From Hypothermia**

30 Seconds:

Stay warm this winter. Being too cold for too long can cause hypothermia, a dangerous drop in core body temperature below 95 degrees Fahrenheit. Hypothermia can be fatal. If you become too cold, you may not know it, because the cold affects the brain. Signs of hypothermia include: shivering, discolored skin, apathy, poor judgment or mild unsteady balance. If you notice these signs in someone, wrap the person in a blanket and take them to a health care provider or call an ambulance. For more information about hypothermia, call the (local health agency name) at (telephone number).

20 Seconds:

Being too cold for too long can cause a dangerous drop in core body temperature. Hypothermia can be fatal. Signs of this condition include: shivering, discolored skin, apathy, poor judgment or mild unsteady balance. If you notice these signs in someone, wrap the person in a blanket and take him or her to a health care provider or call an ambulance. A message from the (local health agency name).

10 Seconds:

The (local health agency name) says: Stay warm this winter. Being too cold for too long can cause your body temperature to drop, leading to the life-threatening condition of hypothermia.

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Healthy Nutrition for Older Adults**

30 Seconds:

Healthy nutrition is important at any age. But, older adults have special reasons to eat right. Good nutrition is essential to maintain strength, reduce the risk of disease and help control or recover from illness. Unfortunately, as people get older, they often lose interest in food and neglect good nutrition. But, help is available for older adults. If you are an older adult or know one, ask your local senior center about meal programs and other nutritional services. The (county health agency name) says: Healthy nutrition should last a lifetime.

20 Seconds:

Healthy nutrition is important at any age. Good nutrition is essential to maintain strength, reduce the risk of disease and help control or recover from illness. If you're an older adult or know one, ask your local senior center about meal programs and other nutritional services. The (county health agency name) says: Healthy nutrition should last a lifetime.

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If you are an older adult or know one, ask your local senior center about meal programs and other nutritional services. The (county health agency name) says: Healthy nutrition should last a lifetime.

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
March is Nutrition Month**

30 Seconds:

Poor nutrition is one of the most dangerous threats to health that New Yorkers face, cutting lives short and reducing the quality of life. When people make the right food choices they decrease their risk of obesity, heart disease, diabetes, arthritis and other chronic health problems. March is Nutrition Month, a good time to make a resolution to make healthful food choices. The (local health agency name) recommends eating five to nine servings of vegetables and fruit every day.

20 Seconds:

March is Nutrition Month, a good time to make a resolution to make healthful food choices. When people make the right food choices they decrease their risk of obesity, heart disease, diabetes, arthritis and other chronic health problems. The (local health agency name) recommends eating five to nine servings of vegetables and fruit every day.

10 Seconds:

March is Nutrition Month, when the (local health agency name) reminds everyone that five to nine daily servings of vegetables and fruits can help you to look and feel better.

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Childhood Obesity**

30 Seconds:

An epidemic of childhood obesity is putting children at risk of lifelong health problems and diseases, poor school performance, bullying and teasing. Help your children live a healthy and happy life by being a good role model. Offer healthy food choices, and share physical activity with your children. Try walking together. Remove the TV from bedrooms and set limits on how much they can watch. Remember, overweight children grow up to be overweight adults with a greater chance of serious health problems. To learn more, call the (local health agency name) at (telephone number).

20 Seconds:

Obesity among New York's children is an epidemic. That makes it more important than ever for parents to model healthy lifestyles at home. Start by offering healthy food choices available, sharing in physical activity with your children, like walking, and removing the TV from bedrooms. To learn more about healthy choices for you and your child, call the (local health agency name) at (telephone number).

10 Seconds:

The (local health agency name) says: Protect your children from obesity: Make healthy food choices at home, and encourage them to enjoy daily physical activity, and watch less TV.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Winter Pedestrian Safety

30 Seconds:

When conditions are right, wintertime walks can be exhilarating. But, slippery sidewalks and streets can also make walking dangerous. Motorists may have trouble stopping or slowing down. Every day in New York State an average of 10 pedestrians are hospitalized for serious injuries and one pedestrian is killed. To avoid injuries, wear footwear with non-slip soles and reflective or bright-colored clothing. If you have to walk in the street, face traffic, and stay as close to the curb as possible. For more pedestrian safety tips, call the (local health agency name) at (telephone number).

20 Seconds:

When conditions are right, wintertime walks can be safe and fun. But, slippery sidewalks and streets can be dangerous. If you walk outside in the winter, wear footwear with non-slip soles and reflective or bright-colored clothing. If you have to walk in the street, face traffic and stay as close to the curb as possible. For more pedestrian safety tips, call the (local health agency name) at (telephone number).

10 Seconds:

If you walk outside in the winter, wear footwear with non-slip soles and reflective or bright-colored clothing. For more pedestrian safety tips, call the (local health agency name) at (telephone number).

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Radon Causes Lung Cancer**

30 Seconds:

Radon is the second leading cause of lung cancer deaths in the United States and the number one cause among nonsmokers. This invisible radioactive gas seeps into homes from underground. It attaches itself to a person's lungs and can begin to cause cancer. The only way to tell if your home has dangerous levels of radon is to test for it. Testing is simple, easy and inexpensive. To obtain a radon test kit for your home, call the (local health agency name) at (telephone number). That's (telephone number).

20 Seconds:

Radon is the second leading cause of lung cancer deaths in the United States and the number one cause among nonsmokers. This invisible radioactive gas seeps into homes from underground. The only way to tell if your home has dangerous levels of radon is to test for it. To obtain a radon test kit for your home, call the (local health agency name) at (telephone number).

10 Seconds:

Radon is the number one cause of lung cancer among nonsmokers. Everyone should test their home for radon. To get a radon test kit, call the (local health agency name) at (telephone number).

PUBLIC SERVICE ANNOUNCEMENTS: Preventing Respiratory Illness

30 Seconds:

Each year, millions of Americans suffer through the winter months with the runny nose, sore throat, fever and body aches of the common cold. Or is it the flu? What if it has progressed to pneumonia? Understanding the differences among these three common respiratory illnesses is the first step in treating them appropriately and possibly avoiding them altogether. For more information about the prevention and treatment of respiratory illnesses, call the (county health agency name) at (telephone number). That's (telephone number).

20 Seconds:

Each year, millions of Americans suffer through the winter months with the runny nose, sore throat, fever and body aches of the common cold. Or is it the flu? What if it has progressed to pneumonia? For more information about the prevention and treatment of colds, the flu and pneumonia, call the (county health agency name) at (telephone number). That's (telephone number).

10 Seconds:

To learn about the prevention and treatment of the common cold, flu and pneumonia this coming winter season, call the (county health agency name) at (telephone number).

**BROADCAST PUBLIC SERVICE ANNOUNCEMENTS:
Secondhand Smoke**

30 Seconds:

Scientific evidence is now indisputable: secondhand smoke is a serious health hazard that can lead to disease children and nonsmoking adults. Secondhand smoke contains more than 50 cancer-causing chemicals. Nonsmokers who are exposed to secondhand smoke inhale the same toxins as smokers. The result is a higher risk of heart disease, cancer and other diseases for nonsmokers exposed to secondhand smoke. For help quitting smoking, call the New York State Smokers Quitline at 1-866 NY QUITs, 697-8487.

20 Seconds:

Secondhand smoke is a serious health hazard that can lead to disease in children and nonsmoking adults. Nonsmokers who are exposed to secondhand smoke inhale the same toxins as smokers. For help quitting smoking, call the New York State Smokers Quitline at 1-866 NY QUITs, 697-8487.

10 Seconds:

Secondhand smoke is a serious health hazard that can lead to disease in children and nonsmoking adults. For help quitting, call 1-866 NY QUITs.

PUBLIC SERVICE ANNOUNCEMENTS:
Sheltering in Place in an Emergency

30 Seconds:

If you are away from home or separated from your family when an emergency occurs you need be prepared to “shelter in place.” That means staying in whatever building you happen to be in - - workplace, school, store or home - - up to several days. Knowing how to “shelter in place” may be lifesaving in response to a toxic explosion, chemical spill, electrical blackout, “dirty bomb” or weather emergency. To learn more, call the (local health agency name) at (telephone number) or visit the New York State Department of Health web site at health.ny.gov/environmental/emergency.

20 Seconds:

If you are away from home or separated from your family when an emergency occurs you need be prepared to “shelter in place.” That means staying wherever you are - - home, school, workplace, vehicle or outdoors - - for a period of a few hours to several days in order to stay safe. To learn more, call the (local health agency name) at (telephone number) or visit the New York State Department of Health web site at health.ny.gov/environmental/emergency.

10 Seconds:

To plan for an emergency, learn how to “shelter in place” in your home, school workplace, vehicle or outdoors. A message from the (local health agency name) at (telephone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS

Snow Shoveling Safety

30 Seconds:

This winter, avoid the pain and injuries that can result from snow shoveling mishaps. The (local health agency name) offers the following guidelines to reduce snow shoveling injuries: Use a lightweight or “back saver” snow shovel. Take smaller loads of snow and lift with your leg muscles, not your back. Scoop in a forward motion and step in the direction you throw the snow. Avoid twisting which puts additional strain on your back. Take breaks every 10 minutes. In cold or windy weather, wear several layers of clothing. These basic preventative measures will help ensure an enjoyable and safe winter season.

20 Seconds:

Most snow shoveling injuries can be prevented. The (local health agency name) says: Use a lightweight snow shovel. Lift with your leg muscles, not your back. Scoop in a forward motion and step in the direction you throw the snow. Avoid twisting and take frequent breaks. In cold or windy weather, wear several layers of clothing. Follow these simple steps to help ensure an enjoyable, safe winter season.

10 Seconds:

The (local health agency name) says: Snow shoveling can cause injuries when you are not careful. Scoop in a forward motion, avoid twisting and lift with your legs not your back.

PUBLIC SERVICE ANNOUNCEMENT: Snow Shoveling and Snow Blowing Safety

30 Seconds:

The (local health agency name) reminds you to follow simple safety precautions to help avoid injuries while doing outdoor tasks this winter. Remember to dress in lightweight layers and cover your head to prevent heat loss. Stretch and warm up your muscles before you begin shoveling or snow blowing. Many back injuries occur in the morning because the tissue around the spine is tight after a night of rest. For more information on shoveling and snow blowing safety, call the (local health agency name) at (telephone number).

20 Seconds:

The (local health agency name) reminds you to follow simple safety precautions to help you avoid injuries while doing outdoor tasks this winter. Remember to dress in lightweight layers and cover your head to prevent heat loss. Stretch and warm up your muscles before you begin shoveling or snow blowing. To learn more, call the (local health agency name) at (telephone number).

10 Seconds:

The (local health agency name) says: Avoid injuries this winter. Dress in layers, keep your head covered, and stretch and warm up your muscles before shoveling or snow blowing.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Stroke Awareness

30 Seconds:

Each year, 750,000 Americans suffer strokes. But, strokes can be prevented. The (county health agency name) recommends regular checkups, healthy nutrition and physical activity to reduce your risk. If you are 55 or older, have high blood pressure, diabetes, or you smoke, you are at greater risk of having a stroke. If you recognize the warning signs of stroke in yourself or someone else, call 9-1-1 immediately. Sudden numbness or weakness in your face, arm or leg, especially on one side of your body; sudden confusion, trouble speaking, or sudden severe headache can be signs of stroke. To learn more about stroke, call the (county health agency name) at (phone number).

20 Seconds:

Each year, 750,000 Americans suffer strokes. But, strokes can be prevented. The (county health agency name) recommends regular checkups, healthy nutrition and physical activity to reduce your risk. If you have high blood pressure, diabetes, or you smoke, you are at greater risk of having a stroke. To learn more, call the (county health agency name) at (phone number).

10 Seconds:

Each year, 750,000 Americans suffer strokes. But, strokes can be prevented. To learn how you can reduce your risk of a stroke, call the (county health agency name) at (phone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Toy Safety

30 Seconds:

As we prepare for another holiday season, children everywhere have one thought on their minds: toys! However, some toys may carry certain risks. The (local health agency name) recommends that you carefully read the warning labels of any toys you might buy and check that the toy is suitable for your child's age. Toys that are recalled may hurt your child and should be removed immediately. To learn more about toy safety or if a toy has been recalled, visit the U.S. Consumer Product Safety Commission web site at www.cpsc.gov.

20 Seconds:

As we prepare for another holiday season, children everywhere have one thought on their minds: toys! The (local health agency name) recommends that you carefully read the warning labels of every toy you buy and check that the toy is suitable for your child's age. To learn more about toy safety or to find out if a toy has been recalled, visit www.cpsc.gov.

10 Seconds:

The (local health agency name) says: As we prepare for another holiday season, it's important to carefully read the warning labels of toys and check that they are suitable for a child's age.

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS
Public Health Emergencies and Winter Weather

30 Seconds:

When the weather outside is frightful, pay close attention to your health and safety.

Hypothermia and frostbite can occur suddenly. Senior citizens, infants and people with high blood pressure and diabetes are especially at risk. You can prevent hypothermia and frostbite by dressing warmly and wearing several layers of clothing. Go indoors when you start to feel cold. If you have health problems, check with your doctor before you begin shoveling. The (local health agency name) has other tips on avoiding hypothermia and frostbite. Call them at (telephone number.)

20 Seconds:

Hypothermia and frostbite can occur suddenly when it's cold outside. You can help protect yourself by dressing warmly and wearing several layers of clothing. Go indoors when you start to feel cold. If you have a health problem, check with your doctor before shoveling. The (local health agency name) can share other tips on avoiding hypothermia and frostbite. Call them at (telephone number.)

10 Seconds:

Hypothermia and frostbite can occur suddenly. Learn how to protect yourself by calling the (local health agency name) at (telephone number). That's (telephone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Winter Pedestrian Safety

30 Seconds:

Walking outside in the winter can be hazardous. Motorists may be unable to stop at traffic signals or to slow down for pedestrians. Every day in New York State an average of 11 pedestrians are hospitalized for serious injuries, and one pedestrian is killed in a traffic-related incident. To avoid injuries, practice safe walking habits at all times. Wear footwear with non-slip soles and reflective or bright-colored clothing. If you have to walk in the street, walk **facing** traffic, and stay as close to the curb as possible. Bend your knees a little, and take slower steps to reduce your chances of falling. For more tips on pedestrian safety, call your (county health agency name) at (phone number).

20 Seconds:

If you walk outside in the winter, practice these safe walking habits. Wear footwear with non-slip soles and reflective or bright-colored clothing. Follow all traffic signs and signals. If you have to walk in the street, walk **facing** traffic and stay as close to the curb as possible. For more tips on pedestrian safety, call your (county health agency name) at (phone number).

10 Seconds:

If you walk outside in the winter, wear footwear with non-slip soles and reflective or bright-colored clothing. For more pedestrian safety tips, call your (county health agency name) at (phone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Winter Skin Care

30 Seconds:

New York winters can take a toll on your skin. To keep your skin healthy, set your home's thermostat as low as possible to maintain a reasonable degree of comfort. Also, drink six to eight glasses of water a day, and moisturize your skin immediately after bathing. Wear warm, soft, layered clothing and mittens or gloves. If you add moisture with a humidifier or pans of water, don't overdo it! Too much moisture can promote dust mites and mold. Also, be sure to clean humidifiers regularly. For more information about winter skin care, call the (county health agency name) at (telephone number).

20 Seconds:

New York winters can take a toll on your skin. To keep your skin healthy, set your home's thermostat as low as possible to maintain a reasonable degree of comfort. Also, drink six to eight glasses of water a day and moisturize immediately after bathing. To learn more about skin care, call the (county health agency name) at (telephone number).

10 Seconds:

To keep your skin healthy this winter, drink six to eight glasses of water a day. To learn more about skin care, call the (county health agency name) at (telephone number).

BROADCAST PUBLIC SERVICE ANNOUNCEMENTS: Winter Travel Safety

30 Seconds:

Each winter, many New Yorkers find themselves stranded on the roadside because they have not taken the necessary precautions to prepare themselves or their cars for a travel emergency. Make sure you're ready for the winter season! Keep your gas tank at least half full to avoid a gas line freeze. Stock your car with basic winter driving equipment: a scraper, brush, shovel, jumper cables, tow chain, bag of sand for tire traction, road flares, a blanket and a flashlight with batteries. For more winter travel safety tips, call the (local health agency name) at (telephone number).

20 Seconds:

Each winter, many New Yorkers find themselves stranded on the roadside because they have not taken the necessary precautions to prepare themselves or their cars for a travel emergency. Stock your car with basic winter driving equipment including a scraper, brush, shovel, bag of sand for tire traction, and a blanket. For winter travel safety tips, call the (local health agency name) at (telephone number).

10 Seconds:

Be prepared for winter travel! For information about safe driving tips and winter survival kits for your car, call the (local health agency name) at (telephone number).

PUBLIC SERVICE ANNOUNCEMENTS: Winter Weather Emergencies

30 Seconds:

If the wind howls and the power goes out, are you prepared with an emergency food supply? Tailor your supply of food to the type of things your family normally eats. Familiar foods can lift morale and give a feeling of security in times of stress. Build up your reserves by buying a few extra items each week until you have a supply large enough to feed your family for three to seven days. Consider household members with special diets or allergies. Buy foods that require no refrigeration and little or no preparation or cooking. To learn more, call the (local health agency name) at (telephone number).

20 Seconds:

Are you prepared for winter with an emergency food supply? Build up your reserves by buying a few extra items each week until you have a supply large enough to feed your family for three to seven days. Consider household members with special diets or allergies. Buy foods that require no refrigeration and little or no preparation or cooking. To learn more, call the (local health agency name) at (telephone number).

10 Seconds:

Are you ready for winter with an emergency food supply in your home? To learn more, call the (local health agency name) at (telephone number).

