

Television PSA

“Counting” (:30)



The commercial opens in a family room. A child, sits in a big, mommy-sized chair. The child starts to count, solemnly:

One...two...three...



The scene then cuts to another child in a bathroom who is also counting:

...four...five...



As the child is counting, we hear a female announcer say:

There are a number of health and safety hazards in every home that can make your family sick.

Camera cuts to another child counting and moves throughout the house viewing the walls, the ceiling and the furniture.



Peeling lead paint and lead in dust...

...eleven...twelve...

As the camera follows the child, the announcer continues:



...mold on walls and windows, and hair that's shed from pets.

The child finally walks into the baby's room, still counting, and peers into the baby's crib.



...twenty-seven...twenty-eight...

The more of these you have... the more you have to lose.

The camera closes in on the sleeping baby, and we hear the announcer say:

**But there are ways to keep your family safe and healthy.
Learn how by calling 800-LA-4-LEAD.**



HUD's logo and local phone number appears. 800-LA-4-LEAD