

Television PSA

“Counting” Spanish (:30)



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

Uno...dos...tres...



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

...cuatro...cinco...

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



Existen peligros de salud y seguridad en cada hogar que pueden causar problemas de salud a su familia.

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



Pintura que contiene plomo descarpelándose y polvo con plomo...

...once...doce...

As the camera follows the child, the announcer continues:



...moho en las paredes y ventanas, y pelo que se desprende de los animals domésticos.

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



...ventisiete...ventiocho...

Entre más peligros tiene...más pierde.

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



Pero existen formas para mantener a su familia sana y salva. Enterese como, lláme al (ocho, zero, zero, cinco, dos, cuatro, cincuenta y tres, ventitres #).

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