

**“Before Vaccines”**

DSHS TV/0:30

**FX**

Soft piano music in background, slightly melancholy, wistful, over old black and white footage of sick children, such as a child being examined in a bed, a child receiving a vaccination, and a child in leg braces, who is walking with crutches, etc., interspersed with cuts to close-up camera angles of the names of diseases, such as measles, polio, and pertusis, spelled out in child building blocks. Camera flashes white.

Upbeat music kicks in over full color images of various children of different race/ethnicities with their parents.

Baby sitting outdoors in mother’s lap, building a tower of blocks.

Baby sitting with mother, sharing book  
SUPER: 1-800-252-9152

Mother holding baby upright.  
SUPER: 1-800-252-9152

Mother and baby face each other, kissing.  
SUPER: 1-800-252-9152

**AUDIO**

**Male V.O. (off-screen):**

There was a time parents feared the worse, over every cold, every sniffle or rash.

There was a time when thousands of children's lives were stolen by diseases that lurked behind every corner.

Vaccines changed all that.

Vaccinated against unseen dangers, today's kids can be stronger and healthier than ever. And parents can enjoy peace of mind.

So make sure your children get all their shots by their second birthday.

Vaccines...Build your child's health.

Mother and father sitting on  
swing with baby in-between  
them

Close-up of doctor interacting  
with baby and parent.

Campaign logo/DSHS logo  
1-800-292-9152  
[www.ImmunizeTexas.com](http://www.ImmunizeTexas.com)