

“Doctor
DSHS TV/0:30

FX

Uplifting music in background.
(Quick flashing shot of happy kids outdoors)

Cut to doctor in nice street clothes interview-style in studio, speaking into the camera

Doctor in white coat in medical setting, interacting with baby and mother

Close-up of doctor in a white coat, stethoscope over shoulders, examining child

Quick flashing shot of doctor in nice street clothes, interview-style in studio, speaking into camera

Doctor interacting with two parents and their children

Cut to doctor in nice street clothes, interview-style in studio, speaking into camera

Quick flashing shot of young child

Cut to doctor in home setting as a mother, holding her own baby
SUPER: 1-800-292-9152

She is playing around with spouse and kids
SUPER: 1-800-292-9152

AUDIO

Doctor (on camera):

My kids are my life.

Doctor (off camera):

And as a family physician so are my patients.

Doctor (on camera):

That's why I tell parents that vaccines are so important.

Doctor (off camera):

I stress that the risks of not vaccinating are far greater than the small chance of a bad reaction.

Doctor (on camera):

So make sure your kids have all their shots by their second birthday.

Doctor (off camera):

And do what we did...

Build your child's health.

Campaign logo/DSHS logo
1-800-252-9152
www.ImmunizeTexas.com