

“Bouquet #1”

DSHS-Immunizations

TV/0:30

**FX**

Playful, childlike music in background.

Babies of all different backgrounds, girls and boys, are playing on a white backdrop with giant building blocks. Close-ups of children playing.

We see them trying to organize the blocks but it looks like they need help.

Visual of building blocks spelling out “Vaccines” comes together and becomes logo. Tagline appears beneath along with phone #, website and DSHS logo.

**AUDIO**

**Female VO (warm, friendly, off-camera):**

Vaccines Build Your Child’s Health just like building blocks can make a wall or a tower. One by one they help strengthen your child’s immunity against life-threatening diseases.

But your child can’t do it alone.

Make sure your children get all their vaccines according to the recommended schedule.

Do your part and help build your child’s health.