

Sample Public Service Announcements

Title: NAIAW 2000

Length: 30 second spot

National Coalition for Adult Immunization, 1998

This week is National Adult Immunization Awareness Week. It is a good time to ensure that adults are protected against pneumonia and influenza, which together are the fifth leading cause of death in America. Each year in the United States, greater than 30,000 adults die from vaccine-preventable diseases and their complications.

Title: “Who can benefit from a flu shot?”

Length: 30 second spot

National Foundation for Infectious Diseases, 1993

- Man: Last year I got the flu, lost a week’s work. No work, no pay.
- Older woman: Influenza can be especially dangerous for older people. I don’t want to be in the hospital.
- Woman with child: I skipped my yearly flu shot, landed flat on my back. The office work piled up. My husband had to stay home with me and the kids.
- Fireman: Flu shots don’t cause the flu. Besides, people depend on me being there when trouble strikes.
- Flight Attendant: Travel and flu don’t mix. I’m getting my flu shot every year.
- Announcer: Just about everyone can benefit from a flu shot. Call your doctor or local health department.

Title: “Bundled Up”

Length: 30 second spot

National Foundation for Infectious Diseases, 1995

- Man: Last year I got the flu. Missed a week’s work. And a paycheck. This year I’m not taking any chances. I’m going to protect myself.
- Announcer: Want real protection? Get a flu shot. Nearly everyone can benefit from a flu shot. Call your doctor or local health department to see if this vaccine is right for you.