

SCRIPTS

“WE ARE ALL INTERTWINED”

VO: Like the threads of a cloth, our lives are interwoven. We carry on traditions with family, share experiences with neighbours, and pass down the wisdom we've earned to our children.

And also woven into our community are the health workers who are strengthening it by bringing safe, effective drops to help protect our children from polio.

Vaccinate your child for the good of all our children, because we are all intertwined.

“BRICK”

VO: Every brick is necessary otherwise the wall can become weak. It is necessary to give polio drops to every child in our community otherwise the whole community can become weak.

All our children will be safe the day every child is vaccinated. Make the community strong.

Vaccinate your child, for the good of all children.

“TRUCK”

VO: Even if one wheel of a vehicle does not operate properly, the journey can become troublesome.

Even if one child in our community remains unvaccinated, all our children are at risk. All our children will be safe the day every child is vaccinated. Make the future of our community better.

Vaccinate your child, for the good of all children



"Best amongst all are those who are chosen for the most difficult tasks."

In many areas, the health workers face especially arduous conditions, from extreme geographic remoteness, to security challenges, and more. In those cases, depicting the health workers through the lens of the importance and dignity of necessary work lets us shape how people see them as well as how they see themselves and their work.

In a Maintenance Scenario, through celebrating the recent achievement of establishing a polio-free country, the Best Amongst All concept can be used to promote broader health and other immunisation goals.

SELECTION CHECKLIST

- Maintain and continue to bolster community acceptance of health workers
- Use feedback to improve programme reach and relevance in hard to reach areas
- Promote routine vaccination and other health services

When shown as a poster or printed, the visual presents the health worker heroically, surrounded by the people in the community he or she serves. The headline, "best amongst all are those who are chosen for the most difficult tasks" connects to both the health workers themselves as well as the caregivers of the children they serve.



The background is constructed of multiple layers to create a washed out and gritty style.

The subject should be cut out in colour, have a sense of pride and optimism, and be looking at the camera.

Brand Bar for a banner or billboard.



The ribbon header will change from three to two ribbons on portrait layouts.

The background colour, ribbon colour, and background shapes should change to reflect that region's colour palette.

Make sure the subject is representative of that region.

The imagery should be used across both layouts but can be rearranged to best fit the defined space.

In a television commercial, this campaign celebrates the hard work and sacrifice of the health workers by asking them why they serve.

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A health worker stands with a group of people—adults, elderly, children—on a road in village in FATA.

MAN 1: *I do it for our people.*

WOMAN: *I do it for the children.*

Slow motion: group of workers walking down a road.



ANNOUNCER: *Each Guardians of Health worker has heard his own call for serving. In heeding that call, they endure difficult and sometimes dangerous conditions to bring safe effective drops that help protect our children. And best amongst all, are those who are chosen for the most difficult tasks. And amongst the most difficult tasks of all? The work to end the suffering of polio forever.*



Man with child, who smiles and holds up her finger, painted purple.

MAN 2: *I do it for the future.*

ANNOUNCER: *Guardians of Health. Serving our children.*

Logo/lockup.

RATIONALE

A heroic portrayal sets the tone. Note, we don't yet know what they are, just that there's a nobility to what they do.

Seeing the health workers coming together reinforces the socially normative notion of the effort, while the voiceover gives context.

We pivot from the phrase "Best amongst all are those who are chosen for the most difficult tasks" to putting the polio vaccination effort in the context of difficult tasks before reminding us why we go to the trouble: the children and eradicating a disease from the world.

Finally, we connect the health worker to the beneficiary.

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SFX: street sounds

MAN 1: I do it for our people.

WOMAN: I do it for the children.

ANNOUNCER: Each Guardians of Health worker has heard his own call for serving. In heeding that call, they endure difficult and sometimes dangerous conditions to bring safe effective drops that help protect our children. Best amongst all, are those who are chosen for the most difficult tasks. Amongst the most difficult tasks of all? The work to end the suffering of polio, forever.

MAN 2: I do it for the future.

ANNOUNCER: Guardians of Health. Serving our children.

[Government endorsement]

PRODUCTION NOTES

At the top and bottom of the spot include a short, distinctive musical phrase to work as an audio logo. This should be performed with a regionally instrument to brand the communication in a relevant way.