

“Physical Activity. The Arthritis Pain Reliever.”

“Whoopee”

:26/:34-second version (taggable)

WOMAN: I read that if you have arthritis pain, 30 minutes of moderate physical activity, five days a week, can help reduce it.

MAN: (DOUBTFUL) Right...

WOMAN: Seriously, if you walk, ride a bike or swim and get your heart rate up it can help reduce the pain and stiffness.

MAN: (doubtful) Sure

WOMAN: It’s true. And you don’t even have to do it all at once. You could try 10 minutes at a time. And most people notice a difference in four to six weeks.

MAN: Um-hmm

WOMAN: It even improves your mood.

MAN: You’re not talking about me are you?

MUSIC UP

TAG: (intentionally left blank)



Note

To allow you to localize the spot by adding the name of your state health department or arthritis program/coalition, or to replace the CDC Web site and/or phone number with a local Web site and/or phone number, you will need a local announcer to record the final :34 seconds of announcer copy, tailored with your localization. Work with your local creative director or radio station representative to record the tag with your local information over the music bed. Adapt the copy below to inset your localization before giving it to your local announcer to record.

ANNOUNCER (Copy to be recorded by local announcer):

Sure, it's not easy to get started, but lots of people are reducing arthritis pain with physical activity. So can you. For more information visit CDC.gov/arthritis. {OR INSERT LOCAL WEB ADDRESS} Or call, 1- 800-CDC-INFO. That's 800-CDC-INFO. {OR INSERT LOCAL PHONE NUMBER} "Physical Activity. The Arthritis Pain Reliever." A message from the Department of Health and Human Services and The Arthritis Foundation. {INSERT NAME OF YOUR HEALTH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE IF DESIRED}.