

Falling Hazards PSA Commercial

Shooting Location: Grandma's House

Writer: Scott Cunningham

Actors: Ethan, Grandma, Voice

Video	Audio
<p>Camera up on Ethan as he enters the front door of Mimi's house. He is carrying a cake and a bag of party supplies.</p> <p>Cut to Ethan putting the cake on a chair beside the coffee table. On the table are pill bottles, carefully organized. A journal and pill box is also on the table.</p> <p>Cut to Ethan reaching down to scoop up the pills.</p> <p>Cut to pills on the table</p>	<p>Music Plays Under</p> <p>Ethan [sound of film (SOF)]: Mimi I'm here for your birthday party! Mimi? Mimi?...Oh well I'll just get things ready and surprise her when she gets back.</p> <p>Ethan [SOF]: I'll just move this stuff to set up the cake.</p> <p>Voice (Dad Simone) Off camera, never seen: NO, NO, Ethan!!</p> <p>Ethan [SOF]: (Startled) Who is that?!?!</p> <p>Voice Dad Simone: That's not important right now. What is important is that I teach you about preventing falling hazards in the home. So you need to listen in order to help your Mimi.</p> <p>Ethan [SOF]: OK, but I hope listening to the invisible voice doesn't lead to therapy.</p> <p>Voice (Dad Simone): (Laughing) No promises Ethan.</p> <p>Voice Dad Simone: The pills on the table are organized so your Mimi can keep track of which medicines she has and when she should take them. The journal is there so she can review her doctor's instructions. Keeping medications in order helps her not to make mistakes which could cause her to call. So you can't just scoop them up and move them.</p>

<p>Cut to Ethan</p>	<p>Ethan [SOF]: Gee whiz. I never thought about that. I'll just put the cake on the table.</p> <p>Ethan [SOF]: Hmm. That doesn't look very good. Maybe if I get some more light.</p> <p>Voice Dad Simone: NO, NO, Ethan.</p> <p>Ethan [SOF]: What now!?!?</p>
<p>Cut to Ethan putting the cake on the dining room table.</p> <p>Cut to Ethan at the bottom of the stairs. He moves to unplug a floor lamp by the base of the stairs.</p>	<p>Voice Dad Simone: Your Mimi has that lamp at the bottom of the stairs so she can see when she uses them. Doing things like lighting dark area and regular visits to the eye doctor can also help prevent falls. So you can't move the light.</p> <p>Ethan [SOF]: Well, I guess I'll get ready to cut the cake.</p> <p>Ethan [SOF]: That rug belongs on the kitchen floor. I'd better put it back.</p>
<p>Cut to Ethan in the Kitchen. He passes a floor rug leaning up on the wall.</p>	<p>Voice Dad Simone: Sorry Ethan.</p> <p>Ethan [SOF]: Don't you ever take a break!?!?</p> <p>Voice [SOF]: Not today. This is important stuff. Falling is the number one cause of E.R. visits for older people in the Southeast of Kansas, and tripping causes the majority of them. Your Grandma rolled up that rug to remove it as a hazard. So you see, you can't put it back.</p> <p>Mimi [SOF]: Ethan?</p> <p>Ethan [SOF]: Mimi!</p>
<p>Cut to Mimi entering thru the backdoor in the kitchen.</p> <p>Cut to Ethan</p> <p>Cut to Kitchen with Ethan and Mimi. Mimi is dressed in exercise clothes.</p>	<p>Mimi [SOF]: Ethan? What are you doing here?</p> <p>Ethan [SOF]: I came to surprise you for your birthday, but I've been learning about keeping you safe from tripping.</p>

Cut to Mimi & Ethan eating cake at the dining room table.

Supers Fill Screen
“Contact:” (Centered)
“CDC” (Centered)
www.cdc.gov/injury (Centered)
“Local Physician” (Centered)
“Brought to you by SEKRTC” (Centered)

Mimi [SOF]: Well I’ve been learning about that myself. That’s why I just got back from exercising. Keeping fit is a big help in preventing falls.

Ethan [SOF]: I brought you a cake. Want some?

Mimi [SOF]: Sure!

Mimi [SOF]: Who was teaching you about falling hazards?

Ethan [SOF]: It’s probably best I try not to explain it.

Dad Simone: It’s important to prevent falling hazards in your home. For more information contact the CDC or your local physician. You can also go to www.cdc.gov/injury. This message has been brought to you by the SEKRTC.