DRIVE
Driving Real Improvement in
Value and Equity

SAMPLE :30 PUBLIC SERVICE ANNOUNCEMENT SCRIPT

Insert Logo

Center for
Sustainable Health Care
Quality and Equity

Headline: People in [Insert city] are at risk of serious dangers from the flu, but why?

Anchor Track:

Flu is not just a "bad cold." Did you know that if you have a chronic condition like heart disease, diabetes, asthma, or COPD, flu can result in complications like heart attack, stroke, hospitalization, loss of independence or even death?

Your best defense against flu is a flu shot.

But, in [INSERT COMMUNITY NAME], not enough of us are getting our flu shot. [INSERT PROVIDER NAME] is offering [INSERT DETAILS – e.g. flu vaccinations to all at LOCATION]. For more information, [INSERT CONTACT INFORMATION – phone number or website].