A philosopher might ponder whether it's half empty or half full. But we aren't philosophers. We're physicians. And nurses. And inspectors. And disease control experts. We're your public health department. So while you ponder whether it's half full or half empty, we're busy making sure it's safe. Visit our website to learn more. Because if you take clean water for granted, it's because we never do.

As a parent, you want to make his future perfect. As professionals, we want to make his future possible. We're your public health department. And everyday we work to protect your family from the threat of diseases you can catch and could represent the most deadly hazards of childhood. Visit our website to learn more. Because sometimes, the best gift you can give a child is what he won't be getting.

Healthy families. Safe communities. Great possibilities.

www.florida.state.us

www.texas.state.us
IN A HEALTHY COMMUNITY
NEIGHBORS LEARN WHAT NOT TO SHARE.

A good neighbor knows how to share. In a healthy neighborhood, they also know how to not share. We’re your public health department, and we encourage you to be neighborly. By getting current information about diseases in your community, and learning how not to share them with your neighbors. Visit our website to learn more. Then share the buzz. Not the bug.

THE CHEF’S JOB IS TO MAKE IT.
OUR JOB IS MAKING SURE IT’S SAFE TO EAT.

The server pronounced it tacos purgados. But we pronounced it contaminated. We’re your public health department. And day in, day out, we inspect the places you eat to make sure what happens in the kitchen is as satisfying as what is on the plate. Because looking like it’s good enough to eat doesn’t mean it is.
THE SWEET LIFE
COULD BURY YOUR
CHILD. LITERALLY.

Parents don't set out to put their kids on a sugar diet. But sodas, snacks and some cereals are loaded with sugar, and by the time our kids are teens, many are consuming the equivalent of 35 teaspoons a day. Childhood obesity has doubled in the past twenty years, increasing the incidence of childhood diabetes, heart disease and cancer.

We’re working to stop this deadly epidemic. Visit our website today and find out what every parent should know.

www.health.state.mn.us
**Half Full**

:45/:15 TAG

SFX: WATER BEING POURED INTO A GLASS

Ann.: A philosopher looks at a glass of water and asks, is it half full? Or half empty? But we’re not philosophers. We’re your public health department. And when we look at a glass of water, we see very different possibilities. We see the possible traces of pollution and sewage. Which is why we’re regularly testing ground water quality to make sure the water you drink is clean and safe.

Visit our website today and find out about all we do to help keep your community safe. Because if you take clean water for granted, it’s because we never do.

TAG (NAME OF HEALTH DEPT/Healthy families. Safe communities. Great possibilities. Visit us at WEB ADDRESS)

**Best Gift**

:45/:15 TAG

SFX: BABY COOING/PARENT TALKING TO BABY

Ann.: As a parent, you want to give her love. And security. And possibly a pony. As health experts, we know that the best gift we can give her is what she won’t be getting. We’re your public health department. We’re physicians. And nurses. And inspectors. And we’re constantly working to detect, anticipate, curb and prevent the spread of disease. Diseases that can represent some of the most deadly hazards of childhood.

Visit our website today for the latest information on disease in your area and find out how to protect your child. Because sometimes the best gift you can give is what she won’t be getting.

TAG (NAME OF HEALTH DEPT/Healthy families. Safe communities. Great possibilities. Visit us at WEB ADDRESS)
Good Neighbors

:45/:15 TAG

SFX: BIRDS CHIRPING, MOWER IN THE DISTANCE

Anncr:
Last month, Bob loaned a shovel, a rake and a paperback novel to his neighbor Frank. Frank, in turn, shared a crowbar, three beers and a Fight Club DVD.
A good neighbor knows how to share. In healthy neighborhoods, they also know how not to. We’re your public health department. And being a good neighbor means more than just being neighborly. It means getting current information on diseases you can catch… knowing the signs and symptoms…and learning what it takes not to share them with your neighbors.

Visit our website today. Then talk to your neighbors about what you’ve learned. Because in healthy communities, neighbors share the buzz. Not the bug.

TAG (NAME OF HEALTH DEPT/Healthy families. Safe communities. Great possibilities. Visit us at WEB ADDRESS)

Beautiful Dish

:45/:15 TAG

SFX: RESTAURANT AMBIENCE

Anncr:
A server at a local restaurant might pronounce it “tacos purgados”. On the other hand, we might pronounce it “contaminated.” We’re your public health department. And we don’t set out to ruin someone’s dinner plans. But sometimes, that’s exactly what we have to do. Because part of our job is making sure the food you eat is safe. And we’re constantly at work inspecting the places you eat to make sure what happens in the kitchen is as satisfying as what’s on the plate.

Visit our website to find out all the things we’re doing to help keep you and your family safe. After all, just because it looks good enough to eat doesn’t mean it is.

TAG (NAME OF HEALTH DEPT/Healthy families. Safe communities. Great possibilities. Visit us at WEB ADDRESS)
Sugar Baby/Come out to play.

:45/15 TAG

SFX: DAD AND SON PLAYING ONE-ON-ONE

Anncr:
What if you could save your child’s life just by convincing them to come out to play? The truth is, maybe you can. Childhood obesity has doubled in the past twenty years...leading to deadly rates of childhood diabetes, heart disease and cancer. Making sure your child gets regular exercise isn’t just fun. It could literally make the difference between life and death. We’re your public health department, and we’re working to stop childhood obesity...with food labeling, healthy school lunches, and other programs that help kids and parents make the choices you need for life.

Visit our website today, and find out what you can do for your child. It could be as simple as child’s play.

TAG (NAME OF HEALTH DEPT/ Healthy families. Safe communities. Great possibilities. Visit us at WEB ADDRESS)
**THE CHEF'S JOB IS TO MAKE IT BEAUTIFUL. OUR JOB IS MAKING SURE IT'S SAFE TO EAT.**

The server pronounced it fazzoletti. But we pronounced it inedible.

We're your public health department. And day in, day out, we inspect the places you eat to make sure what happens in the kitchen is as appealing as what happens on the plate.

Visit our website to learn more. Because looking like it's good enough to eat doesn't mean it is.

**WE'VE GOT YOUR BACK. NO MATTER WHAT DISEASES HE MAY FACE, WE’RE HERE TO STAND BEHIND HIM.**

No one knows where he’s ultimately headed. But we know we’ll be behind him.

We’re your public health department. We’re physicians. And nurses. And disease experts. And we’re constantly at work monitoring, studying, predicting and preventing diseases that can be the most deadly hazards of childhood. Visit our website and find out about what we’re doing to keep your family safe. Sometimes, there’s no telling what’s ahead.

But when it comes to health,

**WE’VE GOT YOUR BACK.**

**BEFORE YOU’VE LOOKED AT THE MENU, WE’VE HAD A LOOK AT THE KITCHEN.**

Restaurants have a back story the menu never tells. We’re your public health department, and part of our job is inspecting the places you eat to make sure the food will be safe. Visit our website and find out about what we’re doing to make your community healthier.

Restaurant inspection is just part of the story. When it comes to health,

**WE’VE GOT YOUR BACK.**
Day in the Life

:45/:15 TAG

SFX: WATER BEING TURNED ON, DOORS OPENED, RESTAURANT AMBIENCE, ETC.

Anncr:
At 6 AM, you get up for a drink of water. At 8:30 you drop Willy off at day care. By nine, you’re in the office. At noon, you meet a friend for lunch. And after you’ve finished work and cooked dinner and tucked the kids into bed, you catch the 10 o’clock news. (Anchor: Government officials continue to monitor NIHI flu...)

We’re your public health department. And while you may never actually see us, we’re with you every step of every day. We work to make sure the water you drink is safe. We inspected the restaurant that served you lunch. And we work with experts around the country to help detect, monitor and prevent the spread of dangerous diseases.

Visit our website, and find out about how the things we’re doing today can keep your family healthy tomorrow.

When it comes to health, we’ve got your back.

TAG: STATE AGENCY/WEBSITE

Don’t Worry

:45/:15 TAG

Anncr over Music:
If you’re like most people, you don’t worry a great deal about anthrax. You’re not consumed with the threat of cholera. You don’t obsess that your water might be filled with things that are unsafe. And your major hesitation about restaurant dining is deciding whether to order the cheeseburger or the tacos. Truth is, you live in a relatively healthy environment. And you can take that for granted because we never do.

We’re your public health department, and we work day in day out to make sure the water you drink and the food you eat is safe. We monitor, inform and protect you from deadly diseases. And we’re at work planning for health emergencies before they happen.

Visit our website and find out what we’re doing today to keep you healthy tomorrow.

When it comes to health, we’ve got your back.

TAG: STATE AGENCY/WEBSITE
Bad Day

:45/:15 TAG

Anncr:
We don’t set out to spoil a chef’s reputation. Or close a school. Or close a nursing home. We don’t set out to disturb life as usual. But sometimes, that’s exactly what happens.

We’re your public health department. We’re constantly at work helping to protect you from potentially deadly diseases. And sometimes that means shutting down a restaurant or asking you to keep your kids home from school.

After all, we think you’ll agree that it’s better to disrupt someone’s day than risk community’s future.

Visit our website and find out what we’re doing today to help keep your family healthy tomorrow.

Because when it comes to health, we’ve got your back.

TAG: STATE AGENCY/WEBSITE