

KAISER PERMANENTE
“Diabetes - Reducing Your Risk”
FINAL SCRIPT
July 31, 2006

VIDEO	AUDIO
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VOICE OVER

GFX LIST:

Body Mass Index “BMI”

Blood Pressure

Blood Sugar

Cholesterol Levels

SCENE #12: UNDERSTANDING AND TRACKING YOUR BODY MASS INDEX, OR BMI, MAINTAINING HEALTHY BLOOD PRESSURE , BLOOD SUGAR, AND CHOLESTEROL LEVELS, ARE KEY TO HEALTHY LIVING. YOU AND YOUR DOCTOR SHOULD TALK REGULARLY ABOUT YOUR NUMBERS. **(14 secs)**

Dr. Garcia

Tape #24: 01:22:41:00 – 01:22:53:00

“The body mass index is a calculation that compares weight relative to height. It helps us see whether or not a child is proportional, his weight towards his height. It's one of the tools that we use.”
(12 secs)

Dr Meza in V.O. and on camera with Mrs. Reyes discussing her blood sugar numbers.

Tape #6: 06:11:45:00 – 06:12:14:00

SCENE #12A: IF YOU HAVE DIABETES, IT IS IMPORTANT TO TAKE THE APPROPRIATE MEDICATIONS TO CONTROL YOUR BLOOD SUGAR AND PREVENT COMPLICATIONS. IT IS ALSO IMPORTANT TO TEST YOUR BLOOD SUGAR LEVELS DAILY.
(11 1/2 secs)

Graphics :

BLOOD SUGAR TEST

Normal – 99 mg and lower

Pre-Diabetes – 100 – 125 mg

“Blood sugar is a tool a physician uses to determine whether one is

Diabetes Type 2 – 126 and higher

Dr. Meza

Tape #6: 06:15:48:00 – 06:16:03:00

Graphics:

Systolic – under 130

Diastolic – under 80

Dr Meza and Dr. Garcia with patients

GFX Billboard (5 secs)

EAT FOR LIFE (TRT: 6:00)

Dr.Meza

Tape #6: 06:19:43:00 – 06:20:04:00

Dr. Garcia

Tape #24: 01:25:42:00 – 01:25:55:00

Tape #24: 01:26:06:00 – 01:26:39:00

Tape #24: 01:28:14:00 – 01:29:29:00

predisposed to diabetes or has diabetes.

“ (11 secs)

“Blood pressure's a real important measurement to see if you're predisposed to cardiac problems in the future.

SCENE #12B:

THE BEST BLOOD PRESSURE IS WHEN THE TOP NUMBER IS UNDER 130,
THE BOTTOM NUMBER IS UNDER 80 **(6 – 1/2 secs)**

VOICE OVER

Sound up Dr. Garcia: “Bravo!”

SCENE #13: PREVENTIVE HEALTH CARE FOR THE ENTIRE FAMILY IS CRUCIAL FOR HEALTHY LIVING. REGULAR CHECK UPS, SCREENINGS AND TESTS CAN DETECT DISEASE EARLY.

(9 secs)

“One of the most important things is to eat healthy and make good choices. And that means probably eating less animal products, eating less carbohydrates and less fats, decreasing the amount of calories that we take every day, and clearly not eating as many fast foods.’ **(21 secs)**

“Small changes over a long period of time can make dramatic results. For example, milk. Instead of whole milk, go to 2 percent. But from 2 percent, don't stop there. Go to 1 percent.”
...And let's not forget the importance of just good old water, water with lemon, water with ice. That's what we really need.

Rebecca Reyes
Tape #1: 01:25:40:00 – 01:26:00:00

VOICE OVER

SCENE #14: NUTRITIONISTS AND PHYSICIANS RECOMMEND WE EAT SMALL PORTIONS OF RED MEAT, AS WELL AS PORK AND CHICKEN, AROUND THREE OUNCES PER SERVING, WHICH IS THE SIZE OF A DECK OF PLAYING CARDS. **(10 secs)**

“We’re big meat eaters, or we were big meat eaters, and now we eat a lot of chicken. No more skin, no more, uh -- like Thanksgiving, the -- fighting over the skin off the turkey. **“(20 secs)**

SCENE #15: IT IS NOT NECESSARY TO EAT MEAT AT EVERY MEAL, OR EVEN EVERY DAY,. THERE ARE OTHER FORMS OF PROTEIN, WE CAN EAT MORE FISH, PREFERRABLY BAKED OR STEAMED. AND MORE PLANT PROTEINS SUCH AS BEANS AND LENTILS.

SCENE #16: REFRIED BEANS CAN BE MADE WITHOUT LARD. YOU CAN SUBSTITUTE OIL OR WATER. AND WHEN POSSIBLE, SUBSTITUTE HEALTHIER CORN OR WHEAT FOR THE FLOUR TORTILLAS. **(23 secs)**

Tape #1: 01:24:06:00 – 01:24:12:00

.. Now I find myself asking people, you know, do they use lard in the tamales or do they use vegetable oil?"
(19 secs)

Ruben Reyes

Tape #2: 02:21:12:00 – 02:21:27:00

"I've lost maybe 12 pounds, and it wasn't quick. It was gradual, and that was eating habits or changing eating habits."
(15 secs)

Marquez family eating healthy food

SCENE #17: FRUIT AND VEGETABLES SHOULD BE SERVED EVERY DAY AND FOR PEOPLE WITH DIABETES HALF OF THEIR PLATES SHOULD BE VEGETABLES. USE OLIVE OIL AND CANOLA OIL IN PLACE OF LARD AND CORN OIL, AND LIMIT DEEP FRIED FOODS TO ONCE A WEEK. EAT THREE MEALS A DAY AND IN BETWEEN HAVE HEALTHY SNACKS SUCH AS FRUIT, YOGURT OR WHOLE GRAIN CRACKERS WITH 1 OZ OF LOW FAT CHEESE . (23 secs)

Lupe Ontiveros

Tape #19: 19:21:17:00 – 19:21:25:00

"After my husband's heart attack, we had to make some major changes in our diets, eating habits, ... shopping." when I see people and their families and what they put in their baskets, that uh I wish I could say, Look, there's so many healthy choices in the store, some alternate substitutes that are going to be just as delicious and satisfying, take care of your children, take care of yourself." **(34 secs)**

Tape #19: 19:21:45:00 – 19:21:12:00

Ramirez Family eating meal

SCENE #18: DON'T FOCUS ON WHAT WE NEED TO TAKE AWAY.

INSTEAD FOCUS ON WHAT WE
CAN ADD... MORE VEGETABLES,
FRUIT, WHOLE GRAINS AND
HOMEMADE SOUPS. (9 secs)

Sound up Ana: (in Spanish) “Bueno,
vamos a tomar sopa de pollo y
verduras ahora.

“We make chicken soup often, and you
know, it's something as simple as
taking the skin off a chicken, you
know, takes a lot of the fat away from
the soup, and the kids love them, they
love to eat the chicken soup, they
really love the food”

VOICE-OVER

**SCENE #19: TRY TO RE-AWAKEN
THE MEMORY OF SIMPLE
TRADITIONAL, FLAVORFUL
FOODS. (5 secs)**

Ana Ramirez
Tape #9: 09:27:41:00 – 09:28:09:00

“We still eat our traditional foods, I
make pupusas at home, homemade.
Instead of using the fatty cheeses, I try
to use mozzarella with cheese, you
know, still melts nicely in the pupusas,
but it doesn't have as much fat, and it
still tastes really great.” (28 secs)

B-roll

GFX BILLBOARD:

INCREASE:

Baked, broiled or steamed foods
Leafy greens, vegetables and fruit
Whole grain foods
Water

DECREASE:

Pan or deep fried foods
Red meat
Starches
High fat dairy foods

Miguel Quiroz
Tape #15: 15:27:27:00 – 15:27:42:00

VOICE-OVER

SCENE #19A: WHEN IT COMES TO THE HEALTH OF YOU AND YOUR LOVED ONES IT IS IMPORTANT TO MAKE HEALTHY FOOD CHOICES:

INCREASE:

BAKED, BROILED OR STEAMED FOODS
LEAFY GREENS , VEGETABLES AND FRUIT
WHOLE GRAIN FOODS AND WATER.

DECREASE:

PAN OR DEEP FRIED FOODS
RED MEAT
STARCHES AND
HIGH FAT DAIRY FOODS_

VOICE OVER

SCENE #20: MIGUEL AND BERNICE QUIROZ, BOTH 81, ARE PERFECT EXAMPLES OF WHAT HEALTHY FOOD CHOICES AND ACTIVE LIVING CAN YIELD
(31 secs – (19A & 20)

“We not sacrifice. we eat almost the same like Mexico but, uh, with a different, uh -- different ingredients. The one is -- is health for you.”
(15 secs)

VOICE OVER

SCENE #21: MIGUEL AND BERNICE STILL LIVE ON THEIR OWN IN SAN FRANCISCO ALONG WITH BERNICE’S 89 YEAR OLD SISTER, NEVA.
THEY TAKE DAILY WALKS TOGETHER AND BECAUSE THEY’VE BEEN HEALTHY ALL

THEIR LIVES, THEY'VE HAD
MANY YEARS TO ENJOY THEIR
CHILDREN AND GRAND-
CHILDREN. (15 secs)

GFX Billboard (5 secs)
BE ACTIVE (TRT: 6:01)

VOICE OVER

**SCENE #21A: IMPROVED
NUTRITION IS AN IMPORTANT
BEGINNING, BUT IT IS ALSO
IMPORTANT TO INCORPORATE
PHYSICAL ACTIVITY INTO YOUR
DAILY LIFE. GOOD NUTRITION
AND REGULAR EXERCISE IS
GOOD FOR HEALTH AND
ENERGY AND CAN ALSO
PREVENT AND MANAGE
CONDITIONS SUCH AS
DIABETES. (17 – 1/2 secs)**

Ruben Reyes
Tape #2: 02:09:40:00 – 02:09:54:00

“I try to walk around more at work.
Uh, instead of driving, say, three or
four blocks, I walk it now. At lunch,
say, go to the post office.” (14 secs)

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Jaime Ramirez with kids

VOICE OVER

**SCENE #22: JAIME KNEW THAT
HE NEEDED TO START
EXERCISING MORE. (3-1/2 secs)**

Jaime Ramirez
Tape #10: 10:01:31:00 – 10:01:46:00

“I really didn't--never enjoyed jogging
or-or-or running. But nonetheless I
started, and I remember starting very
low pace. First I was just walking, and
I was happy with uh a mile and a half,
two miles.”
(15 secs)

VOICE OVER

SCENE #23: JUST GETTING

STARTED CAN BE DIFFICULT.
FINDING THE TIME TO EXERCISE
CAN BE CHALLENGING.
(5 secs)

Ana Ramirez
Tape #10: 10:08:45:00 – 10:09:02:00

“Once we started having the kids, it sort of--you know, we got very busy, you know, the kids, and you know, managing the time was really difficult. And um we basically did not exercise for a good 5, 6 years probably.” **(17 secs)**

VOICE OVER

SCENE #24: DO SOMETHING PHYSICAL EVERY DAY..TAKE WALKS, GO TO THE PARK WITH YOUR KIDS AND DANCE. (6 secs)
DOING THE THINGS YOU LOVE, DOING THINGS AS A FAMILY CAN MAKE IT EASIER. (5 secs)

Miguel Quiroz
Tape #14: 14:26:25:00 – 14: 26:27:00
Tape #14: 14:26:44:00 – 14:27:01:00

“We always together with the family.”
... We went to the dances every week, go to the ah some picnics or swimming over there, and that's it. We never sit down, we never sleep late,’ **(19 secs)**

Dr. Garcia
Tape #25: 02:06:28:00 – 02:06:59:00

“And also, limit computer games, limit television to one hour a day. If they have a TV in their room, take it out. Encourage the physical activities, not the passive ones.”
(31 secs)

Mrs. Marquez (in Spanish w/ English v/o)
Tape #33: 10:11:32:00 – 10:11:48:00

“We hardly watch TV, we go outside to play, to walk the dog, and my husband goes to the gym.” **(10 secs)**

Jaime Ramirez
Tape 10: 10:04:01:00 – 10:04:04:00
Tape #10: 10:04:20:00 – 10:04:32:00

“I have three boys, and we play wrestling.
..”They expect me to be daddy and be a horsie, And-and play rough with them. And I'm enjoying myself.” **(15 secs)**

Lupe Ontiveros
Latino Health

“Being 4'11" and maintaining my weight, is not about looks, it's about

Tape #20: 20:07:13:00 – 20:07:33:00

Tape #20: 20:08:34:00 – 20:08:48:00

my health, it's about my heart. And I become more aware of walking,, jogging.”
..”Not everyone was made to be a size two or a zero. We just have to accept the fact that real women do have curves!!” (34 secs)

Jaime and Ana running

VOICE OVER

SCENE #25: RUNNING NOT ONLY HELPED JAIME GET IN SHAPE, IT HELPED GET RID OF BACK PAIN THAT HAD BOTHERED HIM FOR YEARS.AS JAIME’S STAMINA INCREASED, HE AND ANA BECAME AVID RUNNERS.
(10 secs)

Ana Ramirez

Tape #10: 10:22:20:00 – 10:22:33:00

“I have done two 10Ks, one 12K and then the half marathon after that, the half marathon was a wonderful experience, it was really great.” (13 secs)

Jaime Ramirez

Tape #10: 10:26:40:00 – 10:26:52:00

“When I finish a half marathon running for two hours and 45 minutes, when the year before I was not able to even run a mile, “

Tape #10: 10:27:52:00 – 10:27:57:00

..”I never never dreamed in my life that I could run for such a time.”

Tape #10: 10:03:40:00 – 10:04:04:00

“...It takes discipline. And that's something that now I enjoy. And I enjoy it also because I know that-that gets me healthy, uh I'm losing some weight, just not intention, really, it's just basically to be healthy and be there for my children.”
(41 secs)

VOICE OVER

Jaime playing soccer with sons

Jaime Ramirez

Tape #11: 11:10:34:00 – 11:10:38:00

Tape #11: 11:10:52:00 – 11:11:02:00

Tape #11: 11:12:50:00 – 11:13:03:00

SCENE #26: JAIME ALSO STARTED DOING SOMETHING HE LOVES..PLAYING SOCCER WITH HIS KIDS. HE'S NOW A YOUTH SOCCER COACH. (7 secs)

“Soccer, it's, it's a passion for me.”
.. I couldn't wait until my children were in that age, that I can go with them and, and, and coach them.”
..”I'm, you know, motivating them to that, I'm teaching them to choose something so they're active.”(27 secs)

SCENE #26A: DAILY EXERCISE DOESN'T MEAN YOU NEED TO JOIN A GYM. TAKE A WALK DURING HALF OF YOUR LUNCH BREAK, OR TAKE THE STAIRS INSTEAD OF THE ELEVATOR. (8-1/2 secs)

Ana Ramirez

Tape #10 – 10:00:36:00

“And when I walk on the treadmill I usually use the pedometer because it's a good tool to tell me how much I have walked. I think it's very important.”

Juan Coriano

Tape #26:

03:30:22:00 – 03:30:38:00

“It just makes you feel better as a person knowing that, hey, you know, I did an hour today in the work room, you know. And then when you go to work, you have a little more pep in your step, a little bouncier, and you end up having a better day that way.” (16 secs)

GFX Billboard (5 secs)
HOW TO TALK WITH YOUR DOCTOR
(TRT: 1:32)

Dr. Garcia
Tape #25: 02:15:29:00 – 02:15:34:00
Tape #25: 02:12:27:00 – 02:12:39:00

Then checking a child
And talking to parents

“I think it's important that we build a relationship full of trust.”
...”I'm a part of my patients' team. I'm a resource to help them be as healthy as they can be. If you have a question, let's talk about it. If you have a worry, let's discuss it.” (17 secs)

VOICE OVER

SCENE #27: WHEN GOING TO SEE YOUR DOCTOR PREPARE A LIST OF QUESTIONS AND CONCERNS. IF ENGLISH IS A CHALLENGE, ASK FOR AN INTERPRETER WHEN YOU MAKE YOUR APPOINTMENT OR TAKE AN ADULT YOU TRUST TO INTERPRET FOR YOU. (12 secs)

Dr. Meza
On camera
Tape #6: 06:28:12:00 – 06:28:29:00

“It's also important that you know what questions to ask your physician. You should ask him, "Is my weight appropriate for my height? Am I predisposed to diabetes, hypertension? Do I have a problem already with hypertension or diabetes? What would be the best medicines? Do you - could you tell me the side effects of some of these medicines? (17 secs)

SCENE #28: WHEN YOU SEE
YOUR DOCTOR, TAKE THE
OPPORTUNITY TO TALK ABOUT
ANY OTHER CONCERNS FACING
YOU OR YOUR FAMILY. FOR
EXAMPLE,:
ALCOHOL OR SUBSTANCE
ABUSE
BIRTH CONTROL
DOMESTIC VIOLENCE
A DESIRE TO QUIT SMOKING
AND
STD & HIV PREVENTION
(17 –1/2 secs)

END