

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

VIDEO	AUDIO
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**GFX LIST:**

Body Mass Index “BMI”  
Blood Pressure  
Blood Sugar  
Cholesterol Levels

Dr. Garcia  
Tape #24: 01:22:41:00 – 01:22:53:00

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

**Graphics :**  
**BLOOD SUGAR TEST**  
**Normal – 99 mg and lower**  
**Pre-Diabetes – 100 – 125 mg**

**VOICE OVER**

**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)**

“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)**

**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 )**

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

**Diabetes Type 2 – 126 and higher**

predisposed to diabetes or has diabetes.  
“ (11 secs)

Dr. Meza

Tape #6: 06:15:48:00 – 06:16:03:00

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

**Graphics:**

**Systolic – under 130**

**Diastolic – under 80**

**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!”

Dr Meza and Dr. Garcia with patients

**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)**

**GFX Billboard (5 secs)**

**EAT FOR LIFE (TRT: 6:00)**

Dr.Meza

Tape #6: 06:19:43:00 – 06:20:04:00

“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)**

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

“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)

-  
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

Tape #10: 10:27:52:00 – 10:27:57:00

Tape #10: 10:03:40:00 – 10:04:04:00

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