

TV API VOICEOVER SCRIPT (W3C Version)

Topic : Smoking causes many cancers, quit now!

Version : English

W3C: The first scene shows a family of father, mother, and son just about to have dinner in a dining room. While the mother and son start eating, the father takes out a gastrostomy tube and connects it to a feeding bag. The word “Oesophageal Cancer” appears in the top left part of the screen while the father adjusts the feeding bag’s flow.

The second scene shows an old man who is sitting in a bathroom. He takes out a urostomy pouch and attaches it to his abdomen. The word “Bladder Cancer” appears in the middle right part of the screen while he adjusts his urostomy pouch.

MVO: Smoking causes throat cancer, oesophageal cancer, bladder cancer and many other cancers.

W3C: Two ladies are sitting in an open kitchen, and one of them is a middle-aged lady who is holding a teacup. The lady later puts down her cup, revealing a tracheostomy wound at the front of her neck. The word “Throat Cancer” appears in the middle left part of the screen while the lady uses an electrolarynx, an electronic speaking device, to speak to her friend.

MVO: If you don’t quit smoking now, these may become part of your life.

W3C: The scene switches between the three characters mentioned earlier, the first one being the father with the feeding bag talking to his son, next being the old man with the urostomy pouch adjusting his pants, and lastly, the lady who is using an electrolarynx and talking with her friend.

MVO: Quit now
Please call 1833 183

W3C: In the last scene, superimpositions of
“Quit Now 1833 183” and
“logo of Tobacco and Alcohol Control Office, Department of Health” appears.
The TV Announcement in the Public Interest ends.