

Below is a sample of a public service announcement scripted and aired on national radio.

Product: Public Service Announcement

Client: Heart & Stroke Foundation

Scenario: Person shows signs of stroke and calls for help. A paramedic arrives on the scene and has a conversation with the person who called for help. 2 voices needed - 1 female, 1 male

Source	Audio
Voice 1	Lisa, are you ok? Your speech is slurred and your face is drooping. Can you raise your arms? Quick, call an ambulance I think Lisa is having a stroke!
	*Siren sounds
Voice 2	Mrs. Brathwaite, you may have just saved Lisa's life, how did you know that she was having a stroke?
Voice 1	I learned to recognise the signs and act FAST. F - is the person's face drooping on one side? A - are there any signs of weakness or numbness in their arms? S - is the person able to speak? Are words jumbled or slurred? T - time is critical. call for medical help IMMEDIATELY
Voice 2	That is correct, and important for all of us to remember. After all, a stroke can happen to anyone, anywhere, anytime and at any age. A stroke happens when blood supply to part of your brain is cut off and is a leading cause of death and disability around the world.
	We all can help if someone is having a stroke - know the signs and act FAST!
	This is a message from the Heart & Stroke Foundation