

CDC Know Hep-B Asian Campaign - Important Moments

This spot shows that getting tested for Hepatitis B can be as monumental as other important moments for your family.

Open on man (age 35-40) coming home from work to find his wife (age 35-40) and son (age 6) have made him a cake congratulating him on his promotion at work.

AVO: There are moments that change the course of your life forever. But when planning for the future...

CUT TO the man with his wife celebrating their 10th Anniversary together.

AVO: ...are you thinking about your health? 1 in 12 Asian Americans is infected with Hepatitis B.

CUT TO the wife in the doctor's office talking to the doctor about Hepatitis B. Fade to show the husband is now the one talking to the doctor while looking at a CDC fact sheet.

AVO: An early diagnose is the best way to prevent serious liver conditions, such as liver cancer. Treatments are available that can save your life. So, make time for another moment...

CUT TO the couple cheering for their son's kindergarten graduation.

AVO: ...and call your doctor about getting tested today.



CDC Know Hep-B Asian Campaign - Invisible Monsters

This spot focuses on the fact that Hepatitis B is often asymptomatic by comparing it to an invisible monster.

Open on a couple (age 35-40) in their child's bedroom. The little boy (age 6) is in bed and clearly afraid of something. His father checks under the bed and his mother opens the closet before sitting next to him at the edge of his bed.

AVO: Taking care of your family is a big priority and there are some unseen things that you should worry about.

FADE TO the boy fast asleep and his mother slowly closing a storybook. A monster's shadow appears on the bedroom wall. The mother turns and sees her husband using one of their son's stuffed animals to cast the shadow. She smiles.

AVO: 1 in 12 Asian Americans is infected with Hepatitis B, but most infected don't know it. Hepatitis B often has no symptoms.

CUT TO the parents in the study of their home. The mother pulls a CDC fact sheet from a cabinet.

AVO: So call your doctor about getting a blood test today.

The mother casts a shadow over the pamphlet her husband is looking at. He smiles.

AVO: Because taking care of your family, includes taking care of yourself.



CDC Know Hep-B Asian Campaign - Powerful Action

Hepatitis B is a menace to your health that needs to be fought, in this spot we showcase a father figure taking action for himself and his family against Hepatitis B.

OPEN ON different scenes of a fictional comic book character showing his super strength. We see him in the classic fighter's stance. He's beating up a giant monster.

Cut to a house on fire. Our hero dashes in and rescues an elderly woman. Then he rescues a cat from a tree outside the burning building. We see the crowd cheer and applaud...

(Dramatic and epic music throughout...)

AVO: In the city of the darkness, we need someone who stands up to danger, someone we can trust.

CUTTO our hero running impossibly fast down a residential street, when some unseen force begins to attack him. He quickly slows down and is clearly struggling to move.

AVO: But there's an unseen threat that can stop him.

Animated graphic comes in with Hepatitis B messages.

AVO: It's called Hepatitis B. One in 12 Asians has it, and most people don't know. Hepatitis B can lead to serious liver problems, including liver cancer.

Cut to our hero raising his fist and breaking the word "Hepatitis B" into pieces.

AVO: Take powerful action against Hepatitis B, talk to your doctor about getting tested.

Behind the Hepatitis B we see his home and his family outside; they embrace him happily. Our hero picks up the same kitten he rescued, he gives the kitten to the daughter.

AVO: Loving your family starts with caring for yourself.



CDC Know Hep-B Asian Campaign - Two-minute Gesture

This spot highlights small things anyone is willing to do for two minutes and suggests that everyone make time to get tested for Hepatitis B.

Open on a couple in their house the woman is brushing her teeth with the bathroom door open. The husband walks by, she smiles and strikes a pose, holding up two fingers.



AVO: You'd spend two minutes brushing your teeth...

CUT TO the couple by their car, the husband checking the oil and his wife looks at him. He smiles and strikes the two-finger pose.



AVO: ...or making sure it was safe to drive.

CUT TO the couple in the doctor's office talking with doctor about Hepatitis B.

AVO: So why not spend two-minutes getting checked for Hepatitis B?

The doctor shows the couple a detailed Hepatitis B CDC fact sheet.



AVO: With 1 in 12 Asian American infected it just might be your two most important minutes this year.

As the couple is leaving the doctor smiles and strikes the two-finger pose.



AVO: Talk with your doctor about the two-minute blood test today.

CDC Know Hepatitis B Awareness Print - Important Moments



**Take a moment
at the doctor and
continue making
memories.**



One in 12 Asian Americans has Hepatitis B, and most who are infected don't know it. If left untreated, Hepatitis B can lead to serious liver problems, including liver cancer. Treatments are available that can save your life. Ask your doctor about getting tested for Hepatitis B today.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention



CDC Know Hepatitis B Awareness Print - Invisible

YOU ARE LOOKING AT A BIG THREAT FOR YOUR FAMILY.

YOU DON'T SEE IT OR FEEL IT BECAUSE HEPATITIS B HAS NO SYMPTOMS.
One in 12 Asians has Hepatitis B, and most who are infected don't know it. Untreated, Hepatitis B can lead to serious liver problems, including liver cancer. Ask your doctor about getting tested for Hepatitis B.



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TAKE POWERFUL ACTION AGAINST HEPATITIS B



Hepatitis B has no symptoms, but it can cause liver cancer. One in 12 Asian Americans is infected, but many with Hepatitis B do not know it. With early detection, treatments are available that can help save your life. Take powerful action against hepatitis B, talk to your doctor about getting tested.



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