

Attachment 18
NHANES
Coming to Your Community – 2021

Link to video

<https://bcove.video/3u0H5sj>

Scene	End Time	VIDEO	AUDIO	REFERENCES AND INSTRUCTIONS
1.	0:12 (0:12)	Driving down a road Coming To Your Community	MUSIC: <i>Builds upbeat, driving, then goes under throughout</i>	
2.	0:34 (0:22)	Map Health Stats <ul style="list-style-type: none"> - Youth consumption of fruits and vegetables - Sedentary behaviors - Obesity 	VOICE OVER: The numbers are in... ...creating the most accurate picture ever of our nation’s health.	
3.	0:45 (0:11)	MEC crossing bridge	VOICE OVER: And one national survey plays a prominent role in improving the health of all people living in the United States: NHANES. <i>music</i>	
4.	0:58 (0:13)	Various scenes of Health Tech, mother and child (all in PPE).	VOICE OVER: NHANES—The National Health and Nutrition Examination Survey—is the only nationally representative survey that conducts home interviews <i>and</i> actual physical exams.	Phase 2 video: Change wording from “home” interview to “health” interview

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5.	1:11 (0:13)	<p>Map of US counties. Zooming into a single county and opening up into...</p> <p>Picture of lab tech working under a hood</p> <p>Picture of family eating dinner at home</p>	<p>VOICE OVER:</p> <p>The data from interviews and exams completed in your county, combined with that from other counties we visited, provides a current picture of the health and nutritional status of people living in the U.S.</p>	
6.	1:24 (0:13)	<p>Health Tech sitting at a desk with adult and child participant.</p> <p>Health tech talking with adult</p> <p>Overlay of Adult Hypertension estimate</p> <p>45.4% 2017-2018 Adult Hypertension</p> <p>Adult Hypertension-</p> <p>Image of Child Growth chart</p>	<p>VOICE OVER:</p> <p>NHANES data help inform research and shape policy by</p> <p>Identifying key trends in health and nutrition and shedding light on emerging health issues.</p>	<p>Products - Data Briefs - Number 364 - April 2020 (cdc.gov)</p> <p>We are not comparing data from multiple cycles as the definition of hypertension has changed and the data would be confusing.</p>
7.	1:31 (0:07)	<p>Archival photo collage</p>	<p>VOICE OVER:</p> <p>NHANES started in 1960. We've traveled to hundreds of communities across the country....</p>	

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8.	1:35 (0:04)	Outdoor shots of current MEC	VOICE OVER: and conducted examinations on more than 240,000 people.	
9.	1:45 (0:10)	MEC staff walking SP and child into MEC and bringing them to check-in	VOICE OVER: Since 1999, 15 counties are visited each year where we examined approximately 5,000 people.	Phase 2 Video: The voice over doesn't match the original storyboard. That's ok, but the tenses of the current version do not match now and it sounds weird. "Examined" should be "examine."
10.	2:02 (0:17)	Three separate images of FIs at the door step in masks interacting with SPs.	VOICE OVER: NHANES field interviewers collect information about the health and eating habits from one or more people living in every sampled household in each county. Once interviews are complete, the selected household members schedule their physical exams.	Phase 2 Video: Swap out one image with a telephone interviewer
11.	2:09 (0:07)	Diagram of MEC layout	VOICE OVER: The exams happen here, inside state-of-the-art mobile examination centers.	Phase 2 Video: Ryne had previously requested an outside shot of the MEC be included here.
12.	2:19	Videos of various MEC staff	VOICE OVER:	

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	(0:10)		They're performed by teams of health professionals working with the National Center for Health Statistics, which is part of the Centers for Disease Control and Prevention.	
13.	2:29 (0:10)	Various scenes of MEC staff working	<p>VOICE OVER:</p> <p>Each team of examiners includes a nurse, a phlebotomist, skilled laboratory and health technicians, and other health study professionals.</p>	<p>Phase 2 Video:</p> <p>The phlebotomy image is a bit much. Replace it with something tamer.</p>
14.	2:43 (0:14)	Various scenes of MEC staff administering exams to SPs	<p>VOICE OVER:</p> <p>The NHANES exam varies by age group and gender. It can include:</p> <ul style="list-style-type: none"> • blood pressure, • height and weight measurement, • body composition, • blood and urine collection, • and a private health interview. 	
15.	2:54 (0:12)	<p>SPs walking up to the MEC and putting on masks</p> <p>MEC staff cleaning down surface</p>	<p>VOICE OVER:</p> <p>The health and safety of NHANES participants is our highest priority. We follow all CDC guidelines for use of PPE, cleaning standards, and gatherings.</p>	<p>Time:</p> <p>COVID safety precautions</p>
16.	3:03 (0:09)	Adult and Child SP being led down hallway	<p>VOICE OVER:</p>	

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		SP having blood pressure taken	Exam participants are performing an important service for their country, as well as taking action to monitor and improve their own health.	
17.	3:17 (0:14)	MEC staff handing envelope though passthrough to SP SP checking out and being given initial results	VOICE OVER: At the end of each exam we provide a token of appreciation for their time and effort in the form of a debit card. We also give them results they can share with their doctors.	
18.	3:26 (0:12)	Image of the DXA Scene of MEC staff doing video conference call	VOICE OVER: Data from NHANES serve an important role in monitoring the nation’s health and are critical to the work of public health leaders and decision makers.	
19.	3:43 (0:17)	Headlines of NHANES in the news from August PPT: Teenagers are as sedentary as 60-year-olds by age 19 from More NHANES PPT: The Washington Post— EPA curb on nonstick chemical may have reduced number of babies with low	VOICE OVER: Government agencies and private-sector organizations use NHANES data to establish policies and plan the research, education, and health promotion programs that make a difference today and may help reduce health problems in the future.	http://www.chicagotribune.com/lifestyles/health/ct-teenagers-sedentary-20170627-story.html https://www.washingtonpost.com/news/energy-environment/wp/2017/11/28/epa-curb-on-nonstick-chemical-may-have-reduced-number-of-babies-with-low-birth-weight/ Article found : Trends in Cardiovascular Disease Prevalence by Income Level in the United States Acute Coronary Syndromes JAMA Network Open JAMA Network

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		<p>birth weight</p> <p>from August PPT: JAMA—Trends in Cardiovascular Disease Prevalence by Income Level in the United States.</p> <p>JAMA: “Prevalence of Prescription Medications with Depression as a Potential Adverse Effect among adults in the United States” June 12, 2018</p>		<p>https://jamanetwork.com/journals/jama/fullarticle/2684607</p> <p>Food Insecurity Is Associated with Cardiovascular and All-Cause Mortality Among Adults in the United States Journal of the American Heart Association (ahajournals.org)</p> <p>JAHA: “Food insecurity linked to 53% increase in CVD death risk” September 25, 2020</p>										
20.	4:04 (0:24)	<p>Pictures of Health Tecs</p> <p>Ariel images of houses, roads, etc. Images of workers.</p> <p>Image of blood vials</p> <p>Declining rates shown on left side of screen.</p> <p>data re: blood lead levels</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Ages 1-5 years</td> </tr> <tr> <td>1976-1980</td> <td>99.8</td> </tr> <tr> <td>1988-1994</td> <td>25.6</td> </tr> <tr> <td>1999-2002</td> <td>8.7</td> </tr> <tr> <td>2003-2006</td> <td>4.1</td> </tr> </table>	Ages 1-5 years		1976-1980	99.8	1988-1994	25.6	1999-2002	8.7	2003-2006	4.1	<p>VOICE OVER:</p> <p>For example, in the late 1970s, after NHANES data revealed a disturbing number of Americans had high levels of lead in their blood, Congress introduced legislation to remove lead from gasoline and paint.</p> <p>Over the next two decades, NHANES data monitored the decline of lead in blood.</p>	<p>Information found in: Continual Decrease in Blood Lead Level in Americans: United States National Health Nutrition and Examination Survey 1999-2014 (amjmed.com)</p>
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		2007-2010 2.6 2011-2014 1.2%		
21.	4:38 (0:34)	Various images of women and girls Declining rates shown on left side of screen. 2011-2014 HPV prevalence among adults 18-69 for any genital HPV was 45.2% HPV prevalence among females 14-19 2003-2006 = 11.5% 2007-2010 = 5.1% 2011- 2014 = 3.3%	VOICE OVER: For example, NHANES provides national estimates on HPV infection in girls between the ages of 14 and 19. These data have helped to shape prevention policies for HPV, which can cause cervical cancer in women and other cancers in both men and women. And since the introduction of the HPV vaccine in 2006, NHANES data have shown a dramatic decline in infection with the HPV types targeted by the vaccine among 14 to 19 year old girls.	Updated data from: Products - Data Briefs - Number 280 - April 2017 (cdc.gov) This new number is not included in the video so it will be an updated number using the 2014 data. Data found: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5740482/ Suggestion: We can add that “Within 8 years of vaccine introduction, 4vHPV-type prevalence decreased 71% among 14- to 19-year-olds”
22.	5:00 (0:22)	Various still shots images of materials based on NHANES data: hypertension = CDC Million Hearts website child = pediatric growth charts fortified foods = Eat Right article	VOICE OVER: NHANES data have been used to identify the need for programs to <ul style="list-style-type: none"> • reduce hypertension and high cholesterol... • provide data for pediatric growth charts to track children’s physical development... • show the importance of fortified 	

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		nutritional label – nutritional label on yogurt	<p>foods in helping to prevent birth defects...</p> <ul style="list-style-type: none"> • and inform recommendations for nutritional labeling. 	
23.	6:18 (1:18)	<p>Outside images of MEC</p> <p>Graphic animation of sampling</p>	<p>VOICE OVER:</p> <p>You may wonder why, out of over 3,000 counties across the country, yours was selected for the NHANES?</p> <p>Your county was selected randomly to represent other similar counties across the U.S. using a scientific process and information gathered by the U.S. Census Bureau.</p> <p>First, we divide all counties in the U.S. into 15 groups, based on their characteristics. One county is selected from each group, and together they form the 15 counties NHANES visits that year.</p> <p>Then within each county, smaller groups – like neighborhoods or groups of blocks – each with a large number of households are formed. Approximately 20-25 of these smaller groups are selected and all houses and apartments within these areas are identified.</p>	

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			<p>Finally, an average of about 30 households are selected within each group and asked to participate in NHANES.</p> <p>Each household is asked general information about the persons living there. A computer algorithm then randomly selects household members to participate in NHANES.</p> <p>Each person examined in your county may represent up to roughly 65,000 or more similar across the country.</p>	
24.	7:00 (0:42)	<p>Various images of MEC</p> <p>CDC/NCHS logo & URL</p> <p>Outro</p>	<p>VOICE OVER:</p> <p>By joining in an effort as vital as NHANES, your county becomes part of something bigger, with meaningful, lasting impact.</p> <p>We are so pleased that your community will play a major role in the upcoming NHANES.</p> <p>Your assistance and support during the next few months will influence the health of the U.S. population for decades to come. Your participation is critical to our ability to advance knowledge that guides future research, policy, and education initiatives. We look forward to working with you on this important effort to improve our nation's health, one community at a time.</p>	

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			<i>music</i>	