



# radio PSA SCRIPTS

## If You Could :60

- SFX:** HEARTBEAT SCORE WITH MUSIC UNDER
- FEMALE ANNOUNCER:** (with hard edge) If you could see plaque clogging your arteries...
- WOMAN:** (with soft tone) ...you'd floss them.
- FEMALE ANNOUNCER:** (with hard edge) If you could see a cramped heart muscle...
- WOMAN:** (with soft tone) ...you'd massage it.
- FEMALE ANNOUNCER:** (with hard edge) If you could see a blood clot forming...
- WOMAN:** (with soft tone) ...you'd wash it out.
- WOMAN:** If you could see heart disease, the #1 killer of women...
- WOMAN:** you'd see your doctor.
- FEMALE ANNOUNCER:** (conversational) *The Heart Truth* is, what you can't see can hurt you. Heart disease can lead to heart attack, disability...even death. Don't wait until it's too late. Talk to your doctor. Find out your risk. And take action today to lower it.
- FEMALE ANNOUNCER:** Learn *The Heart Truth*. Call 1-800-575-WELL. That's 1-800-575-W.E.L.L.

Brought to you by the U.S. Department of Health and Human Services,  
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