



radio PSA SCRIPTS

Joan's Story :60

SFX: HEARTBEAT SCORE WITH MUSIC UNDER

JOAN: My doctor said I was having a heart attack...I thought "no way." I thought heart attacks were for old men.

FEMALE ANNOUNCER: Heart disease is the #1 killer of women. It can lead to heart attack, disability, and death. But what's really scary is how few women are concerned about it.

JOAN: Until the moment I had a heart attack, I was feeling great.

FEMALE ANNOUNCER: *The Heart Truth* is, anyone can have heart disease. Even you.

JOAN: I am absolutely positive that smoking is what did it.

FEMALE ANNOUNCER: Talk to your doctor, find out your risk, and take action today to lower it.

JOAN: On the positive side, I stopped smoking. I exercise more than I ever did. I eat healthy...I eat more vegetables...fruit...salads. I tell my friends that a heart attack really hurts. It can kill you.

FEMALE ANNOUNCER: Learn *The Heart Truth*. Call 1-800-575-WELL. That's 1-800-575-W.E.L.L.

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