

<b>Format:</b>	<b>Short Web Video #3</b>
<b>Title:</b>	<b>“Societal Barometer” - National Diabetes Triple Barometer</b>
<b>Date/Version:</b>	<b>9/03/09</b>

V I S U A L	A U D I O
<p>Maurice standing in front of a white board with the number “94%”</p> <p>Maurice draws/colors or crosses out 2 of 4 stick figures</p> <p><i>*Source: Gallup, Diabetes in America: Public Knowledge, Perceptions and Behavior 2008</i></p> <p>Writes: “risk factors?”</p>	<p><b>Maurice on camera:</b></p> <p>Lots of people know about diabetes. In fact, 94% of Americans consider it a serious national health issue.*</p> <p>One in two Americans report feeling affected by diabetes.*</p> <p>But do they know the risk factors for diabetes?</p>
<p>Erases “risk factors?” and writes “healthy eating” and “exercise”</p>	<p>Do they know the potential preventive benefits of healthy eating and exercise?</p>
	<p>I know I didn’t when I was diagnosed.</p> <p>Even though I had a history of diabetes in my family, I didn’t think it was that serious an issue.</p>
	<p>That is what the Societal Barometer is all about.</p>
	<p>It gives insight into what people know, think and perceive about diabetes.</p>
	<p>Because the more we know, the better chance we have of preventing the disease.</p>
	<p>What do you know about diabetes?</p>