



STAND/TCOYD RADIO :60 PSA Script “Take the Wheel”

Driver:

I want peak performance! Let’s go over my diabetes checklist!

Pit leader:

Start taking Action NOW for diabetes!

Doctor:

Medication?

Driver:

Got it!

Personal Trainer:

Exercise!

Driver:

“CHECK” At least 30 minutes most days.

Daughter:

Mom...Blood sugar level?

Driver:

On target!

Nutritionist/Chef:

Diet?!

Driver:

All set!

Male Nurse:

Keeping your blood pressure and your cholesterol in the zone is also important...

Doctor:

That’s right... (Pause)...those numbers are looking good, and your A1C is under control!



Voice Over: Managing diabetes, including controlling blood sugar, is a team effort. Keeping your body at its peak performance requires a plan that's right for you.

Voice Over:

Take the wheel and start taking action NOW for diabetes!

Voice Over:

For more information visit: STANDforDiabetes.org. That's STANDforDiabetes.org.

Note:

Onscreen print will include: S.T.A.N.D. logo and TCOYD logo and the following language: "This program is made possible with support from sanofi-aventis U.S. STANDforDiabetes.org"

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