

Marin/Sonoma Community Benefit Written by Thom Butler

©2009 Kaiser Permanente

VIDEO	AUDIO
<p>1. OPENING MONTAGE Images of all the KP programs in Marin/Sonoma area. people living their lives. Title appears:</p> <p style="text-align: center;">Kaiser Permanente Building Healthy Communities</p> <p style="text-align: center;"><i>It's surprising where you'll find us!</i></p>	<p>We hear an upbeat, motivating music theme</p>
<p>2. VARIOUS VISUALS OF KP SPONSORED PROGRAMS</p>	<p style="text-align: center;">NARRATOR (voice-over)</p> <p>At Kaiser Permanente, our tradition of wellness, prevention, and community involvement is central to who we are and what we do. Right here in Marin and Sonoma counties, our community benefit programs make a healthy difference.</p>
<p>3. "NEIGHBORS IN HEALTH" VISUALS Photos & video of NIH activities including: KP, United Way, Sonoma County DPH, City of Santa Rosa Graphic appears:</p> <p style="text-align: center;">Neighbors in Health logo</p>	<p style="text-align: center;">NARRATOR (voice-over)</p> <p>Like at our annual "Neighbors in Health" event, where we join together with community partners to provide a day of free health care for local kids at our Santa Rosa Medical Center.</p>
<p>4. FATHER/DAUGHTER INTERVIEW CLIP? Interview clip of kids and dad at NIH event.</p>	<p style="text-align: center;">(INTERVIEW CLIP)</p>

<p>5. IMAGES FROM “SAFETY NET” CLINICS Image from Marin Community Clinic. Graphics appear: We see the logos (or names) of each Safety Net clinic.</p>	<p>NARRATOR (voice-over) Kaiser Permanente also supports eight much-needed “Safety Net” clinics, which offer medical services to thousands of uninsured and low-income women, men, and children.</p>
<p>6. IMAGES OF PHYSICIANS & NURSE VOLUNTEERS AT SAFETY NET CLINICS Images of kids being helped/examined by volunteer physicians (MCC photos).</p>	<p>NARRATOR (voice-over) Our physicians, nurses and staff join in as well -- by volunteering their own time to assist these vital community clinics.</p>
<p>7. IMAGES OF COMMUNITY & LIFESTYLE SHOTS HEAL visuals: - Salad bars at schools - Park & Community Garden - Women’s walking groups We see the HEAL logo build onto the screen: Healthy Eating Active Living HEAL</p>	<p>NARRATOR (voice-over) We are always seeking new ways to make our neighborhoods and communities into healthier places to live. One way we do this is by sponsoring initiatives that address the problem of youth and adult obesity with Healthy Eating Active Living. We call it HEAL.</p>
<p>8. “GARDEN OF EATIN’ IMAGERY - (Multimedia)</p>	<p>NARRATOR (voice-over) In Novato, the North Bay Children’s Center’s “Garden of Eatin’” actively engages kids with the cultivation of community gardens.</p>
<p>9. “NUTRITIOUS EATING EVERYWHERE PROJECT IMAGERY Youth Leadership Institute imagery. - we see “Healthy Eating posters”</p>	<p>NARRATOR (voice-over) Another successful HEAL program is Healthy Empowered Youth. A bright idea from the San Rafael Youth</p>

	<p>Leadership Institute, HEY! provides opportunities for teenagers to educate other kids about healthy food choices.</p>
<p>10. WALKING SCHOOL BUS IMAGERY - (check Multimedia)</p>	<p>NARRATOR (voice-over) The “Walking School Bus” program has kids on their bikes and on their feet getting healthy on their way to and from school.</p>
<p>11. HEART WALK & RELATED IMAGERY</p>	<p>NARRATOR (voice-over) Kaiser Permanente also supports running and walking events like the Relay for Life, the Memory Walk, and the Heart Walk – which raise money and awareness for critical community health issues.</p>
<p>12. BLOCO DRUMS IMAGERY sfx of Bloco Drums KIDS DRUMMING AND DANCING</p>	<p>NARRATOR (voice-over) We’re a proud sponsor of the Windsor 4H Bloco Drums -- engaging our local youth with exercise and healthy eating information in an active, educational, and fun environment.</p>
<p>13. STEP-WISE IMAGERY Visuals of senior classes TRANSITION TO:</p>	<p>NARRATOR (voice-over) And our enthusiastic support of the Marin Senior Access Program, and the Sonoma County Agency on Aging helps hundreds of seniors grow stronger... and safer.</p>
<p>14. IMAGERY OF RESEARCH & EDUCATION</p>	<p>NARRATOR (voice-over) Research and Education is yet another important part of Kaiser Permanente</p>

	Community Benefit.
15. SANTA ROSA RESIDENT IMAGERY Photos of residents & interns.	NARRATOR (voice-over) The Family Medicine Residency Program in Santa Rosa is one example of how our leadership in continuing education and residency programs is actively preparing future medical practitioners.
16. MARIN WOMEN'S STUDY	NARRATOR (voice-over) Kaiser Permanente Community Benefit is providing an opportunity for the women of Marin to do something about breast cancer in their community through support of the Marin Women's Study,
17. SCHOOL & ADULT KP PROGRAMS IMAGERY - KP School programs (Multimedia) - Secrets (Multimedia) - Best ME	NARRATOR (voice-over) And in 2008, Kaiser Permanente Educational Theatre presented programs in over 70 Marin and Sonoma schools -- reaching nearly 17,000 kids and over 4,000 adults -- reaching out to a <u>new</u> generation with a message of health, prevention, and wellness.
18. MONTAGE OF PROGRAM VISUALS KP logo	NARRATOR (voice-over) The Kaiser Permanente community benefit programs show our commitment to our friends and neighbors in both Sonoma and Marin counties. Providing support. Giving back. Helping our communities be well.
19. GRAPHIC SCREEN Logo appears: Kaiser Permanente	NARRATOR (voice-over) Community Benefit.

	It's surprising where you'll find us!
--	---------------------------------------