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Month day, 2004

HEADLINE

Subheadline

SUGGESTED ANCHOR LEAD: (No more than 3-4 lines)

Public Health experts are voicing concern that California residents may not be taking enough steps to protect themselves from West Nile virus. Here's a report from the Centers for Disease Control and Prevention:

SCRIPT: Narrator (4 lines)

In the past year West Nile virus has moved coast-to-coast, and is now affecting residents in California, where a high level of West Nile virus activity is being seen for the first time. Last year alone, it killed 264 and infected nearly 10,000 nationwide and this summer, again, the virus is highly active. Dr. Julie Gerberding, director of the Centers for Disease Control and Prevention, urges California residents to take the West Nile threat seriously and do more to protect themselves:

CUT: (Spokesperson's soundbite) (4 Lines)

Many people don't think they're at risk because they live in areas where mosquitoes aren't normally a problem. But if West Nile virus has been reported in your area, please *take steps now to fight the bite*. People should take a few simple steps to protect themselves and their families: First of all, use insect repellants that contain DEET, and use them as directed. Keep them handy so they're available every time you need them. Help prevent mosquitoes from breeding around your home by removing any standing water, and don't forget to maintain your pool. Wear clothing that covers your arms and legs to reduce your chance of being bitten by a mosquito especially in the mornings and evenings.

SCRIPT: (4 lines)

For more information on West Nile, visit this website: www.CDC.gov. From CDC in Atlanta, I'm Dan Rutz.

SUGGESTED ANCHOR TAG:

ADDITIONAL SOUND BITE: (Dr. Julie Gerberding) Outcue: xxxxxxxx (:20 seconds)

Mosquito-proof your home by removing standing water around your house and by ensuring that well-fitted screens are in both windows and doors.

Get outside and be active, but don't forget to use mosquito repellent containing DEET.

Homeowners with pools should ensure that their pools are properly treated to avoid adding to mosquito activity and they should wear DEET when sitting around the pool.

Produced for

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