

## Prevent Cancer Foundation

### Think About the Link 2020 HPV Vaccine PSA with Ernie Hudson

60 second TV PSA Script “Hero Version”

FINAL

Audio	Video
<p>I'm Ernie Hudson. Sometimes I play a hero in the movies and on TV. But what I'm most proud of, is being a hero to my 4 kids. I did that by beating cancer...twice. And as a dad, there's nothing I wouldn't do to protect my kids from cancer. (15 secs)</p>	<p>Ernie Hudson on camera Graphics: <b>Ernie Hudson, Actor</b> Ernie Hudson on camera, new angle</p>
<p>The human papillomavirus, or HPV, can cause 6 types of cancer. (5 secs)</p>	<p>Graphics: <b>Cervical</b> <b>Vulvar</b> <b>Vaginal</b> <b>Penile</b> <b>Anal</b> <b>Oropharyngeal</b></p>
<p>That's why every parent needs to know there's an HPV vaccine, and it can <i>Stop Cancer Before It Starts</i>. (7 secs)</p>	<p>Graphics change to: <b>Stop Cancer Before It Starts</b></p>
<p>Girls <i>and</i> boys should get the vaccine at 11 or 12, and there's catch-up option for teens and young adults. (7 secs)</p>	<p>Ernie Hudson on camera</p>
<p>Over forty thousand new cases of HPV-related cancer will be diagnosed this year. Together, we can change those numbers. (8 secs)</p>	<p>Ernie Hudson on camera, new angle</p>

Be a hero. Call your child's doctor today and ask about the HPV vaccine. (5 secs)	Graphics: <b>Be a hero.</b>
Getting tested for cancer saved my life. Getting your son or daughter vaccinated could save theirs. (11 secs including time for audience to read the graphics)	Ernie on camera  Graphics: <b>A message from Prevent Cancer Foundation. Logo. Website URL</b>

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<p>I'm Ernie Hudson, actor, <i>cancer survivor</i> and father of 4. As a dad, there's nothing I wouldn't do to protect my kids from cancer. (8 secs)</p>	<p>Ernie Hudson on camera Graphics: <b>Ernie Hudson for the Prevent Cancer Foundation</b></p>
<p>The human papillomavirus, or HPV, can cause 6 types of cancer, but the <i>HPV vaccine</i>, can <i>Stop Cancer Before It Starts</i>. (9 secs)</p>	<p>Graphics: <b>Cervical</b> <b>Vulvar</b> <b>Vaginal</b> <b>Penile</b> <b>Anal</b> <b>Oropharyngeal</b> Graphics change to: <b>Stop Cancer Before It Starts</b></p>
<p>Girls <i>and boys</i> should get the vaccine at 11 or 12, and there's catch-up option for teens and young adults. (6-7secs)</p>	<p>Ernie Hudson on camera</p>
<p>Ask your child's doctor about the HPV vaccine today. ( 3 + 3 for graphics read)</p>	<p>Graphics: <b>A message from Prevent Cancer Foundation. Logo. Website URL</b></p>

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### **Think About the Link 2020**

60 second Radio PSA Script “Hero Version”

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Audio	Notes
<p>Hello, I'm Ernie Hudson. Sometimes I play a hero in the movies and on TV. But what I'm most proud of, is being a hero to my 4 kids. I did that by beating cancer...twice. And as a dad, there's nothing I wouldn't do to protect my kids from cancer. (16-17 secs)</p> <p>The human papillomavirus, or HPV, can cause 6 types of cancer. (5 secs)</p> <p>That's why every parent needs to know there's an HPV <i>vaccine</i>, and it can <i>Stop Cancer Before It Starts</i>. (7 secs)</p> <p>Girls <i>and boys</i> should get the vaccine at 11 or 12, and there's catch-up option for teens and young adults. (7 secs)</p> <p>Over forty thousand new cases of HPV-related cancer will be diagnosed this year. Together, we can change those numbers. (8 secs)</p> <p>Be a hero. Call your child's doctor today and ask about the HPV vaccine. (5 secs)</p> <p>Getting tested for cancer saved my life. Getting your son or daughter vaccinated could save theirs. (6 secs)</p> <p>For more information, go to preventcancer.org. (3-4 secs)</p>	VO: Ernie Hudson

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<p>I'm Ernie Hudson, actor, <i>cancer survivor</i> and father of 4. As a dad, there's nothing I wouldn't do to protect my kids from cancer. (9 secs)</p> <p>The human papillomavirus, or HPV, can cause 6 types of cancer, but the <i>HPV vaccine</i>, can <i>Stop Cancer Before It Starts</i>. (10 secs)</p> <p>Girls <i>and boys</i> should get the vaccine at 11 or 12, and there's catch-up option for teens and young adults. (7 secs)</p> <p>For more information, go to prevent cancer dot org. (4 secs)</p>	VO: Ernie Hudson