



Australian Government



PROTECT YOURSELF IN FIVE WAYS FROM SKIN CANCER

TELEVISION SCRIPT

SFX: Operating theatre SFX

The commercial opens with a Doctor in operating garb talking to camera.

Super: Melanoma Surgeon, Royal Prince Alfred Hospital and Mater Hospital

Doctor: Every year almost 400,000 Australians are diagnosed with skin cancer. You could say it's our national cancer.

We now see the Doctor looking at a Lymphatic map. He gestures towards the lightbox. We cut to the Doctor preparing to operate on the girl.

Doctor: Tanya's 22, and thought treating melanoma meant simply removing a mole ...

We cut to the Doctor cutting a skin cancer out of the girl's back.

Doctor: ... but don't be fooled - skin cancer can kill.

We cut back to the Doctor talking to camera.

Doctor: Outdoors you can't just rely on sunscreen. Protect yourself in five ways with a hat, clothing, shade, sunglasses and sunscreen.

Five icons appear: a hat, clothing, shade, sunglasses and sunscreen.

We cut back to the Professor in the operating theatre talking to screen:

Doctor: Do that out there to avoid ending up in here.

Super: The Australian Government logo.

Authorised by the Australian Government, Canberra. Spoken by J. Thompson and B Borgia

V/O: Authorised by the Australian Government, Canberra