

“Not Just Words” PSA (60 seconds) — with Audio Descriptive Transcript

Audio Descriptive Text

- Woman in inflating innertube with the word “bloating” on it, representing a symptom of gynecologic cancer.
- Second woman on a porch stoop that closes in – on the porch stoop the type reads, “pain or pressure.”
- Third woman sitting outside pushing away a sandwich with type on the background reading “too full, too fast.”
- Fourth woman leaving her home as her dog jumps up on her with type on her house reading “unusual bleeding.”
- Video cuts to a museum courtyard with the symptoms listed on an outdoor bench: Bloating, Pain or Pressure, Too Full Too Fast, Unusual Bleeding.
- All the women come together and pass at waterfall that has cascading type referencing the cancers: Cervical, Ovarian, Uterine, Vaginal and Vulvar.
- The last screen shows the logos for the *Inside Knowledge* campaign, CDC and HHS, and directs viewers to visit www.cdc.gov/cancer/knowledge

Video Summary

This animated public service announcement discusses the importance of knowing the signs and symptoms of gynecologic cancer. A version adapted for radio is also available.

Audio Script

[music plays]

VO: Bloating...for no good reason.

Pelvic pain or pressure that doesn't go away, and you don't know why.

Feeling too full, too fast even when you eat just a little.

Unusual bleeding or spotting...like having longer or heavier periods than what's normal for you, or bleeding after you've gone through menopause.

Bloating, Pain or Pressure, Feeling Too Full Too Fast, Unusual Bleeding — These aren't just words, they could be symptoms of a gynecologic cancer...Such as cervical, ovarian, uterine, vaginal, and vulvar cancers...

Learn the symptoms... And if you notice anything unusual and it goes on for two weeks or longer, see a doctor. It may be nothing, but find out for sure.

Listen to your body and get the *Inside Knowledge* about gynecologic cancers.

[music fades]