

Emergency, Community, Health and Outreach

ECHO Digital Short “Child and Teen Checkups Keep Kids Healthy”

Digital Short Script, Approved Final | 12 Nov 2013
Word Count: 379 Words | Reading Grade Level: 4.9

This digital short is aimed at parents and families with children enrolled in Medical Assistance or MinnesotaCare. It provides a basic overview of preventive healthcare for children and teens, while encouraging eligible families to utilize the Child and Teen Checkups program. Since not all viewers will be eligible, the content balances promotion of the Child and Teen Checkups program with the rationale and basic best practices for keeping children healthy through regular clinic visits.

Scene	Audio	Video (do not translate)
1	Every parent’s job is to take care of our children. Part of good care is taking your child or teen see a doctor– even when they are not sick. That may be new for our community.	Happy children at play.
2	Hello, my name is _____. (Latino/Somali/Hmong) families know that when children are sick or hurt, they need to see a doctor or nurse.	Host on camera.
3	Your child is always growing. Their bodies, minds, and feelings are changing every day as they mature. Children need healthcare that fits them as they grow up from birth to adult. The best way to help your child be healthy is to see a doctor for Child and Teen Checkups.	Happy children at play.
4	In our community, healthcare can seem like it costs too much money. Child and Teen Checkups are free for children on Medical Assistance and MinnesotaCare.	Families checking in at clinic desk.
5	Doctors and nurses can check your child to be sure they are growing in healthy ways at every age. Babies need more clinic visits, because young children grow and change so quickly. Babies need vaccinations, and doctors can make sure their bodies and minds have a healthy start in life.	Infants and toddlers.
6	For kids in school, doctors need to check eyesight, hearing, height and weight, to make sure children eat healthy and stay active. Doctors can talk with them about the changes in their bodies as they get older.	Doctor with 10-year old.
7	Teens need special care as their bodies and minds reach the age of an adult. Thoughts and feelings may seem up and down for teenagers. They may feel sad, happy, angry, or confused. This is normal. But if teenagers act in unhealthy ways, they may need medical help. Doctors can help parents and teens with these worries.	Teens playing basketball. Teen with provider.
8	Child and Teen Checkups can also help with dental care. Children can learn how to take care of their teeth and gums so they grow up with a	Family at clinic.

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Scene	Audio	Video (do not translate)
	healthy smile.	
9	Taking your child to see a doctor even when they are not sick helps your children grow into strong and healthy adults. Doctors want to get to know you and your children as they grow up.	Host on camera.
10	Child and Teen Checkups staff can help find a clinic, make appointments, find rides and resources. Questions? Call Child and Teen Checkups. They can talk with you in your own language or use interpreters.	URL.